

## The Influence of Indian Culture on Pakistani Society: A Case Study of Layyah City

*Malik Muhammad Sher Ali Juni<sup>1</sup>, Fariha Sadiq<sup>2</sup>, Javeria Kareem<sup>3</sup>, Muhammad Kakabad Alam<sup>4</sup>,  
Irfan Haider<sup>5</sup>, Ch. Aqeel Ashraf<sup>6</sup>, and Muhammad Makhdom Ali<sup>7</sup>*

<sup>1</sup>Lecturer, Department of Communication Studies, University of Sargodha, Pakistan

<sup>2</sup>Department of Commerce, University of Sargodha, Pakistan

<sup>3</sup>Department of Communication Studies, University of Sargodha, Pakistan

<sup>4</sup>Department of Communication Studies, University of Sargodha, Pakistan

<sup>5</sup>Department of Business Administration, University of Sargodha, Pakistan

<sup>6</sup>Teaching Assistant, Department of Communication Studies, University of Sargodha, Pakistan

<sup>7</sup>Department of Communication Studies, University of Sargodha, Pakistan

---

Copyright © 2014 ISSR Journals. This is an open access article distributed under the ***Creative Commons Attribution License***, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

**ABSTRACT:** Each community has its own culture and culture represent the identity of a specific community. Culture is a way of living of the people of any community. The culture of Pakistani is pure Islamic culture and Islam is official religion of Pakistan. The present study is conducted to explore the influence of Indian culture on Pakistani society in Layyah because Indian entertainment channels are most popular in Pakistani society. Main aim of this study was to explore the impact of Indian TV dramas and movies on the Pakistani cultural norms and values. Using multistage sampling technique 120 viewers were selected from Layyah city. Findings of this study show that Indian dramas and movies are directly influencing the Pakistani culture. In this way cable TV network is main source to promote the Indian culture in Pakistan.

**KEYWORDS:** Culture, Media, Indian Media, Society and TV Dramas.

### INTRODUCTION

Each human society in the globe has its own particular culture because it is the identity of a particular society. In sub continent Muslim society is mostly influenced by the Hindu culture due to living to gather (Murtaza, 2007). Culture of any society deals with basic elements of culture which includes language, social norms and values, attitude and belief system which are mostly practiced by the individuals of a given society (Lane and Ersson, 2007). The term culture refers to various meaning which is stated that it is the way of living and way of interaction of individuals with each others. According to some researchers culture is an education for the individuals because culture inform the people that how to live in the society and how to practice the particular values in the society. Culture creates possibilities for the survival of peoples. But to the globalization of media culture is changing in the under developing nations (Tylor, 1920).

Culture highlights the each angle of human life such as way of living, and interaction with others. In reality our thinking is also the depiction of our culture because culture teaches us everything. Due to media culture of different societies is changing and culture is also share by the members of a social system (CIL, Canada 2005). Culture has two distinct kinds which deal with material and non material culture. Material refers to such things which have physical existence and non

material culture deals with such things which have no physical existence, as media has power and it is also influencing the both types of culture (Dash, 2004).

Pakistan is a Islamic country, Pakistani culture represent the pure Islamic culture and the all cultural norms and values of Pakistan are based on Islamic teachings. Islam in Pakistan is a complete code of ethics and Islam is a complete religion which teach the Muslims that how to spend their life and how to interact with others. As media in Pakistan is free and there are number of foreign TV channels which has landing rights in Pakistan. The foreign channels are promoting modernization which is replacing the Islamic culture of our home land Pakistan. Indian entertainment channels are most popular among Pakistani viewers and these channels are promoting their own Hindu culture in Pakistan. Now Pakistani viewers practice these Hindu customs during their own festivals (Batool, 2007). Impact of Indian culture on Pakistani cu can be clearly observed during the celebration of different festivals. Marriage traditions and jahez culture in Pakistan is also the product of Indian culture (Anonymous, 2010).

It is observed that Pakistani youth prefer to use the ring tune of Indian songs in their mobile phone. Indian TV dramas and films are playing their vital role to merge the Pakistani national language Urdu into Hindi (Flangan, 2005). Different traditions and customs which are celebrated in Pakistan are not the part of Pakistani culture but due to popularity of Indian media in Pakistan these customs has become the part of Pakistani culture and has replaced the other traditions of Pakistan (Mahmood, 2000). It is observed from the Pakistani that due exposure from Indian TV channels, people involve them self to practice the Indian traditions which may be directly or indirectly such as basant is a cultural festival of India but it is highly celebrated by Pakistani youth . Advertisements and Pakistani TV dramas are also following the contents of Indian dramas and are projecting the Indian culture at the behalf of Pakistani culture. Due exposure to Indian mass media now our young generation feel no shame to view the vulgar contents of media and they pay maximum attention on watching vulgar contents of media (Afzal , 2010). There is a vital role of cable operator in the promotion of Indian culture in Pakistani society because they mostly play the Indian movies on cable (Nisar, 2002).

## **RESEARCH METHODOLOGY**

Smith (2000) stated that “Methodology is usually an instruction for solving a problem, with specific components such as phases, tasks, methods, techniques and tools. A comprehensive data collection plan whose purpose is to answer research question and test hypothesis is named as methodology”. Current study was conducted in Layyah city to investigate the influence of Indian culture on Pakistani Culture. Layyah consist of 24 towns. Total 120 respondents were selected conveniently to document their responses by using multistage stage sampling. In the start one town (Mandi town) was selected out of 4 towns selected randomly. Then from total 24 union councils of Mandi town , 4 union councils UC 1, UC 7, UC 14, UC 18, UC 20 and UC 24 were selected randomly .During third stage 120 respondents which equally consist 30 from each UC were selected by utilizing “convenient sampling technique”. In this study responses of the target people was documented by interviews and surveys methods. Before data collection pre test was conducted to overcome the mistakes and weakness.

## **ANALYSIS AND CONCLUSIONS**

In the present study total respondents were male and mostly 58% target people were married. Nearly 31 % respondents were those who have belonged to age group of 22- 29 years and 29 % were from the age group of 32 – 39 years. Most of the respondents 37% have intermediate education level. The 84% of the overall respondents indicated that Indian culture is promoting in our Pakistani society and our traditional Pakistani culture is replaced due to popularity of Indian media in Pakistan. As mass media is the mirror of the society and it work as important element of the society. Findings indicated that it is the view of 94 % respondents that media is replacing the Pakistani culture from Pakistani society by presenting the Indian culture in TV dramas and in other entertainment programms. Further it was observed by the findings that 86% respondents are agree that cable television is playing important role in the promotion of Indian culture in our Pakistani Islamic society. Any cannot refuse the reality that Pakistani media is also following the Indian because Pakistani TV dramas are based like the contentment of Indian dramas and in this way it is perception of 90% respondents that Pakistani media is also promoting the Indian culture in the Pakistani society. Sheher et al (2003) stated that Pakistani culture is widely influenced by foreign media contents and the Pakistani society is totally changed due to the popularity of foreign channels in Pakistan. Fatama (2003) also investigated that Indian TV dramas are most among Pakistani viewers and people prefer to practice the Indian custom in their daily life interactions. She also indicated that popularity of Indian in Pakistani is a great threat to Pakistani national culture.

Table 1. Socio economic characteristic of the respondents Age (in years)

	Frequency	Percentage	Mean	Standard Deviation
15 -30	48	40.0	24.91	4.33
31-45	54	45.0	36.90	4.61
46 and above	18	15.0	53.00	3.69
<b>Total</b>	<b>120</b>	<b>100.0</b>	<b>34.52</b>	<b>10.50</b>
Marital status		Frequency	Percentage	
Married		70	58.3	
Unmarried		50	41.7	
<b>Total</b>		<b>120</b>	<b>100.0</b>	

Family type			
Nuclear		56	46.7
Joint		50	41.7
Extended		14	11.7
<b>Total</b>		<b>120</b>	<b>100.0</b>
Home set up			
Patriarchal		84	70.0
Matriarchal		4	3.3
Democratic		32	26.7
<b>Total</b>		<b>120</b>	<b>100.0</b>

<b>Total</b>	<b>120</b>	<b>100.0</b>		
<b>Mean = 10.28 Std. Dev. = 4.44</b>				
Monthly income (Rs.)	Frequency	Percentage	Mean	Standard Deviation
Up to 15000	20	16.7	9300.00	2921.78
15001-30000	30	25.0	20800.00	3438.12
Above 30000	70	58.3	30828.57	4239.12
<b>Total</b>	<b>120</b>	<b>100.0</b>	<b>24733.33</b>	<b>8969.35</b>

Educational level		
Illiterate	13	10.8
Primary	8	6.7
Middle	11	9.2
Matriculation	13	10.8
Intermediate	44	36.7
Graduation	24	20.0
Post Graduation	7	5.8

It is observed that majority of respondents has cable television at their home. 87 % respondents express their views that cable operator are playing their vital role in the promotion of Indian culture in Pakistan because mostly display the Indian dramas and movies. Nazar (2002) investigated that cable operator has power to promote the Pakistani culture at national and international level. He further stated that cable operators are working as major factor in replacing the Pakistani values from Pakistani society. It is the perception of 96% respondents that Indian dramas and movies are extremely influencing our national language Urdu, because it is observed that due to exposure to Indian media the people use mostly Hindi words in their daily life communication and interaction with others. Zia (2007) investigated that cable network is highly influencing our youth and it is replacing our particular cultural identity .She further stated that our young generation is blindly following the Indian customs and traditions. Ansari (2005) conducted a study on the impact of cable television on youth and he indicated that cable network is most popular among youth and due cable TV our social ties are going to weakness and aggressive behavior is also promoting among the youth. He further stated that Indian language is extensively use by the young generation and Indian dress are most popular among the viewers. Mostly 90% respondents stated that due to Indian media sexual behavior is promoting among youth which is future of our beloved homeland. Kunkel (1999) also supported the present study because he stated that sexual talks and short dress of female in the dramas attract the youth toward sex and to satisfy their sexual needs they use different illegal ways. It is observed that 62 % has cell tune of Indian songs which is the strong support to that study how much the Indian media is influencing our society while only 29 % has Islamic tune on their

mobile phone. Majority of the Pakistani people are the fond of Indian music as Flanagan (2005) researched that 71 million cell phone in Pakistan has Indian songs

**Table 2. Distribution along with mean and standard deviation regarding the understanding of Indian culture**

perception categories	Strongly agree	Agree	Disagree	Strongly Disagree	Mean	Std. De.
Indian culture is spoiling the indigenous culture of Pakistan	83.3	16.7	0	0	3.83	.37
Indian culture is affecting the life style of Pakistani people	80	20	0	0	3.80	.40
People to adopt Indian culture in their way of life	1.7	13.3	28.3	56.7	1.60	.78
Indian channels/movies are increasing sexual behavior among youth	89.7	7.7	2.6	0	3.88	.40
Indian culture is affecting the immature mind of children	90.3	6.7	3	0	3.87	.43

It was investigated that 87% target people satisfied that they are following the Indian traditions such as celebration of mehndi, dancing and other traditions of wedding .This situation indicate the extremely high threat to Pakistani culture which is adopted due to Indian TV dramas and Indian movies. Mona (2009) investigated that majority of the urban cable TV viewers are involved in the Indian customs and traditions. She stated that adoption level of foreign culture in Pakistan is at peak in Pakistani Urban areas .Our wedding celebration totally depicts the Indian traditions and we perform all those functions which are performed by Hindus during their wedding celebrations. According to Tariq (2004) 93% respondents of Lahore city Indian wedding traditions are most attractive and they are much impressed by the hair style, dress, jewellery and life style of Indian. 25 % indicated that wedding trends in the Indian dramas are for the elite class but these are creating problems for middle class. 98% of the target people documented their views that Indian culture is influencing the traditional art and culture of Pakistan with great extent.

**Table 3. Distribution along with mean and standard deviation regarding influence of Indian culture on Pakistani society.**

	To a great extent	To a some extent	Not at all	Mean	Std. De.
"mass media is spoiling the real picture of Pakistani culture"	95.0	5.0	0	2.95	0.22
"Pakistani mass media is promoting and reflecting Indian culture"	91.7	6.7	1.6	2.90	0.35
"Cable operators are responsible for promoting Indian culture in Pakistan"	86.7	11.7	1.6	2.85	0.40
"our nation n Our national language Urdu is being blended with Hindi after watching Indian movies"	95.0	5.0	0	2.95	0.22
"we are performing Indian traditions/customs at our weddings"	86.7	13.3	0	2.87	0.34
"Indian culture is influencing our (Pakistani) performing art i.e. dance music, drama and theatre"	96.7	3.3	0	2.97	0.18
"Pakistani people have an impacts of Indian style of dressing i.e. Sari, Patiala Shalwar and Choori Pajama"	88.3	11.7	0	2.88	0.32
"Hijab/veil concept in females is declining due to the influence of Indian culture"	85.0	10	5	2.80	0.51
"Pakistani people are abundantly using wine due to impact of Indian culture"	75	21.7	3.3	2.72	0.52

**Table 4. Distribution along with mean and standard deviation regarding access toward electronic media**

	Frequently	Rarely	Never	Mean	Std. De.
Visiting cinema and theatre	3.3	50	46.7	1.55	0.55
Watching Cable TV Programmes	41.7	50	8.3	2.33	0.63

An astonishing part of the respondents 91% are agreed that Indian culture is imposing negative impact on our mind and on our children. Findings of the present study have support from Rizvi (2006) who indicated that Indian dramas are effecting on our Islamic way of interaction like Muslims say slam but mostly young people use Namaste during their daily life interactions. He also stated that love marriage culture also promoting in our Pakistani society due to Indian media which is against the Islamic teachings. As entertainment is a function of mass media which should be enjoyed in the boundaries of law. At the name of entertainment there should be no vulgar content which create the problem for society and due to cable television people has huge access to different entertainment based TV channels. Nearly 12 % respondents viewed that there

is positive impact of cable TV on our society but 88 % indicated that cable TV has negative impact on our society and it has created new problems for the people. It is clear from the findings that Indian customs and tradition are influencing the Pakistani society. Nearly 34% expressed their views that due Indian media we are refusing Islam and are following the Hindu culture. About 46% people stated that our Pakistanis are following the Indian culture and 21 % stated that Indian media is promoting vulgarity in our society and it is detracting our young generation. Dress of Muslim society is designed in such way that cover the whole body and Islam give no permission to show the naked part of human body. 89% documented their views that Indian dresses are adopted by Pakistani people with great extent. It is stated by the viewers that now mostly people feel shame by using Islamic dress like veil. But veil culture among Pakistani is replacing with short dresses of India. As Ansari (2005) conducted a study on the impact of star plus dramas and he investigated that star plus dramas are totally projecting the customs which are against the Islamic culture and the culture of Pakistan but Pakistani girls are blindly adopting the new cultural trends which are presented in the star plus drams. Due star plus dramas love marriage culture is promoting in the Pakistani girls and they are tending toward sexual behavior. Some drinks which are not permitted in Islamic culture such as wine, but is extensively used in Indian culture and Pakistani young generation also adopting the wine culture in the wedding celebrations.

**Table 5. Distribution of the respondents according to the type of incoming caller tune they like to set in their mobile phones**

Type of incoming caller tune	Frequency	Percentage
"Pakistani songs"	4	3.3
"Indian songs"	74	61.7
"Islamic verses and Naat"	10	8.3
"Normal Tune(Ringing)"	32	26.7
<b>Total</b>	<b>120</b>	<b>100.0</b>

## SUMMARY

Analysis of the study indicated that adoption level of Indian culture in Pakistan is increasing day by day because Indian media is presenting such contents which attract the people of Pakistan. Cable television network is randomly spreading in the Pakistani society which is a great threat to our national culture because cable operators are presenting such contents which are against the culture of Islam and Pakistani culture. These contents of Indian media are replacing values of Pakistani culture. To compete with Indian media, Pakistani media is also following the Indian media are presenting such contents which are supportive to Indian culture. In this way Indian media is not only disturbing our social norms and values but it is also promoting the sexual behavior among youth. Mostly people are against the Indian media because they stated that Indian media has negative influence on our society. Findings of the study indicated that most of the respondents are the follower of Indian customs and they prefer to the Indian dressing style and use of Hindi words in their daily life conversation. Findings further indicated that new cultural trends of Indian media have created many problems lower and middle class. These trends force the viewers to adopt them and their adoption is expensive such as wedding traditions of Indian media which are blindly followed by Pakistani society. But our Islamic culture never permits to celebrate these trends. It is the view of respondents that contents of Pakistani media are not gratifying their needs because many Pakistani film and drama stars have migrated to India. By concluding the above discussion we should promote our Pakistani cultural identity and we should not follow the Indian tradition because these new cultural trends are anti Islam and we should adopt the Islamic way of life instead of Hindu way of life. In this way Pakistani media should play its vital role to promote the Pakistani culture at national and international level.

## REFERENCES

- [1] Afzal, A. (2010). *Negative effects of foreign media*. Available at this website: <http://www.pakspectator.com/negative-effects-of-foreign-media>
- [2] Ansari, S. (2005). Star plus injecting poison in Pakistani household. *The News*, September, 8 2005.
- [3] Batool, U. (2007). What are impacts of Indian dressing in Pakistan? Society and politics. Available at this source: <http://www.blurtit.com/q459730.html>.
- [4] Dash, N.K. (2004). *Social and cultural anthropology*. New Delhi: Atlantic publisher.
- [5] Fatima, H. (2002). Indians films must be band. *Nawa-e- Waqat*, July 07, 2002.
- [6] Flangan, A. (2005). The Blurred borders between Pakistan and India. Indian culture seeps in via satellite, Claudia Kramatscheck. Obtainable online at this website: [http://www.qantara.de/webcom/show\\_article.php/\\_c-478/\\_nr-228/i.html](http://www.qantara.de/webcom/show_article.php/_c-478/_nr-228/i.html).

- [7] Mona, A. (2009) Pakistani culture. Published 15 March, 2009. Available at this link: [www.concern.net](http://www.concern.net).
- [8] Murtaza, G. (2007). The impact of culture conflict on identity with an emphasis on Pakistan. Thesis, (Ph.D). Department of social science, University of the Punjab, Lahore.
- [9] Nisar, A.M. (2002). Cable operators should promote our social values and culture. *The News*, September 16, 2002.
- [10] Rizvi, M. R. S. (2004). Impact of Indian TV channels on Pakistani culture. Available at this website:
- [11] Tariq, H. (2004). Invasion of Indian culture through movies on high class marriage culture in Lahore. Unpublished master's thesis, department of Mass Communication, Lahore College for women University Lahore.
- [12] Tylor, E. B. (1920). Primitive culture. New York: J.P. Putnam's sons. pp. 410.
- [13] Zia, A. (2007). Effects of cable television on women in Pakistan: a comparative study of heavy and light viewers in Lahore. PhD. thesis. Department of mass communication. Lahore College for women university, Lahore, Pakistan.