

Effects of Pakistani Drama ‘Mery Pass Tum Ho’ On Cultural Values of Society: A Survey of Lahore District

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Abstract *In this study researchers were interested to analyze the effects of Pakistani drama Mery Pas Tum ho. The reason behind choosing this serial for study was the hype and popularity belonged to this drama. The finding discloses that our public want to watch something unique but real at the same time. Some issues that although exists in our society but most of us zip up our lips due to many social restriction. This study also proved that now people becoming even wiser and demanded as they expect more responsible and related performance from the television. The study suggest that Pakistani dramas should promote the Pakistani and Islamic values, so television content can make a reason for the nation to proud. In this study based on Lahore district researcher collect data and find out the results through survey and Questionnaire that used as a research tool to get the results.*

Key Words: Television, Drama Serial, Society, Culture, Customs

Introduction

The famous drama serial of ARY digital Mery pass tum ho, was pretended to be succeed even before it go aired. The reason behind was its successful cast like Humaiyun saeed, Adnan Sadiqi and Ayeza khan. Oh and how can we forget the soulful voice of Rahat Fathe Ali Khan which made the OST of this drama a super hit. Nadeem Baig the director of this drama and all the actors involved deserve lots of appreciation for the breathing tangible life into the really complicated script. Although drama faced some problems and controversies due to a different ideology of writer Khalil Ur Rehman. After a bad conflicted conversation between writer Khalil Ur Rehman and social worker Marvi Sarmad on a live talk show, Khalil once again became an object for critiques. Even the actress Rehmat Ajmal who played a limited roll on Mery Pass Tum Ho said, she is feeling regret to be a part of Mery Pass Tum Ho. A lady submit an application to stay the airing of final episode of ARY Digital Drama Mery Pas Tum Ho. But this application was rejected by judges. And final episode of Mery Pas Tum Ho get released on cinemas and aired on Ary Digital at the same time and same day. Some dialogues of this dram trended on social media (Kari, 2020).

Problem Statement

The drama under study tried to highlight some hidden or least discussed subjects of the society. The few dialogues and actions of this drama was made audience uncomfortable. There were some mismanagement and conflicts in the content of drama which leave questions in the mind of viewer.

Dramas are something that tagged with women but proves showed that the follower and viewers of this drama was not only female but there were a lot male viewership of Mery Pass Tum Ho. Male looked most waited for the episodes of this drama.

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The episode when Mehwish demand divorce from Danish and immediately after getting divorce Mehwish leave her husband's house and go with his lover Shewar without completing Edat and she start living with him without Nikkah.

There are a lot of people who criticize writer Khali ur Rehman for his hash language but on the same time people appreciate his stories. So can we say there is some clashes in what people actually feel and what they said?

Background of the Study

Pakistan Television PTV was launched on 26 November 1964. Right after the two days on 28 November 1964 a drama named 'Nazrana' got aired the producer of the drama was Fazal Kamal, the narrator of drama was Najma Farooqi. Muhammad Qavi, Bakhtiyar Ahmed, Baghum Tamana Ibrahim and Munaver Ejaz was leading characters of Nazrana. On that time it was hard to find out the female actresses. While remembering the start of PTV we should highlight the purpose behind introducing the TV in Pakistan. The government and officials want to educate Pakistani nation by Television.

There is a long list of dramas that ended decades ago but still not forgotten. For Example:

- Khuda ki Basti.
- Dhoop Kinarey.
- Ankahi.
- Tanhaiyan.
- Alif Noon.
- Alpha Bravo Charlie.
- Ainak Wala Jin. etc

The content of these dramas were designed by keeping in the view their audience. Almost two decades ago a rapid spread of private media starting changing everything to get TRP and to increase viewership. It also pull us towards modernism.

Modernism in Pakistani Dramas

The term modernism is associated with something new. Something that replaced the old customs, culture, and beliefs with the new one. Modernism has altering every field of our life but especially it's changing the field of media. The term 'modern' is usually linked with Western culture. Media should represent the actual face of its society. But in this modern age and race of inventing something new and different media has neglect its duty and norms. And Pakistani culture has buried under the dust of this co-called modern and borrowed culture.

Briefing About Topic Related Issues

(SACSA) South Australian Curriculum Standards and Accountability Framework

- Dramas reflects the image of the society.
- Develops the new ideas among the minds of the people.
- Redefines the thoughts of the viewers.

What are the Values?

Values are some standard principles, beliefs and opinions that people assume as their guidelines in the routine.

Elements of Social Values

"Every society has their own values and may be varies from society to society and from culture to culture". John Watson

- Affects Religion on society:
- Dressing preference:
- Family system:
- Customs, norms and ethics:

- Art and literature:
- Language:
- Ways of Social interaction:

Content of Old PTV Dramas

Some examples

- Promotion of national language.
- Zero vulgarity
- Modest dressing
- Under the Islamic values
- No abusive language
- Reflection of strong family system.
- Moral and ethical values
- True image of the society.

Injection of Positive Thoughts

- Promoting girl's education
- Promotion of tolerance
- Educating to deal with major issues
- Highlighting social evils
- Breaking taboos
- Conclusion

Content of Modern Dramas

Dramas are the most essential and the effective programs of electronic media. From the past to the present day many changes have been occurred in them. Some topics which are not appropriate for our society and didn't match to Pakistani culture are also presenting here, which are the taboos in our society. Which are,

Promotion of Unsuitable Ideas

- Child abuse
- Rape
- Wannu
- Rude women on the name of liberty
- Abrogation of social values, etc.

Sensationalism

The presentation of stories (especially romantic or sexual stories) in a way that is intended to provoke public interest and excitement.

Showing the Following Content

- Bedroom scenes
- Romantic dialogues
- Physical contacts

Elevation of non-Islamic Values

Non-Islamic values are those values or norms which are against the teachings of Islam.

Such as

- Vulgarity

- Sensationalism
- Promotion of non-Islamic values
- Promotion of unsuitable ideas
- Sex averted dramas
- Homosexuality
- Wrong concept of 'Talaq' and 'Halala'

Women Use as an Object

Not only in Pakistan but also in worldwide media women used as an object and a piece of attraction. Most of the stories only move around the female. Selling women beauty instead of good story or production is an old and cheap idea to increase viewership.

Objectives of the Study

- To know the purpose behind its success.
- To analyze reason of attraction for male viewer.
- To analyze familiarity between story of Mery pas tum ho and reality.
- To find the public views about writer Khalil ur Rehman Qamar

Significance of the Study

This study will provide a better understanding about Pakistani cultural values and the role of women that portrayed in the dramas. In this study we will also analyze the taste, preference and mentality of the viewer. This study will reveal the reasons of success and huge viewership of drama serial Mery Pass Tum Ho.

Pakistani Dramas and Our Social Values

Literature Review

Wali(2014) study claimed we are losing our culture and identity, due to dramas. Now whole family cannot watch a drama by sitting together. As now dramas based on storyline that seems adopted by others culture. Things that our TV channels show in directly contradict with our cultural and social values. From pregnancy to abortion themes, from extra marital affair to the illegitimate child, media has been exposed everything for the sake of up-to-date entertainment (Wali, 2014).

Mentioned list of bold dramas aired on Pakistani television. There Pakistani dramas are full with a lot bold scenes, dialogues and ideology that is opposite to Pakistani culture and teachings of Islam. All the scenes in drama Chup Raho were hard to grasp and were very bold that made it hard to watch this TV serial with family. Drama: Kitni Girhain Baqi Hain: This drama caused of disturbance when they tried to regularize a romantic relationship between two women. It's most uncertain to watch this drama with family members. Drama: Band Khirkiyon Ke Peeche: In this drama they showed a group of friends in their 40's living with messed up relationships. Where one of them was unhappy in her marriage, one was having an illegitimate affair with a young man and the one of them was also dating a guy younger to her. It showed the women who they did not believe in any limitation or boundary. Drama Jaanam drama was the story of a married couple but the makers of this drama took it as their duty to show whatever happens between this couples in their personal space. This drama was done in poor taste it focused on the physical desires. Rishte Kuch Adhoore Se: There were a lot of controversial and bold. It was story of two real sisters where the younger one has her Nikkah with her elder sister's fiancé. The mother of these girls cannot tell the reality to their father. Therefore the elder sister forced to live with her fiancé's his wife out of a wedlock. As a result of this she got pregnant but loses this illegitimate child. This drama was the kind of thing the first that the viewers saw. This drama grabbed the attention of public but for all the erroneous reasons (Reviewit.pk, 2020).

Ze (2015) The study analyzes Pakistan state oriented PTV dramas. It explains every step in the process development, from the past to present. It explores the importance of the technological advancement and new demonstrating intervention in the dramas. Researcher compared these dramas of both the era's with the similar applications. They include the discussion of differences in TV dramas of 1980s and of 21st century. The study

concludes that drama of the Pakistan television has changed with the passage of time. The new innovations media becomes as huge in the society as a social institution. Now Pakistani TV drama has changed its presentation which is the time (Ze, 2015).

Shabir (2013) The study "Cultural Effects of Urdu dramas of Pakistani TV channels (HUM and GEO Entertainment) on women". Study conducted to determine the effects of Pakistani TV dramas on women of Bahawalpur. As well as to find out the factors for which our women used the media. This study also analyzed the importance of Urdu dramas in raising of Pakistani culture. The study reveals that the dramas of Hum TV are close to Pakistani traditional and cultural values. While the geo TV dramas are not presenting our culture. The study also prove that female living in Bahawalpur adopting the fashions of current actresses and models shown in dramas. The outcome of the research said that that dramas also edification of the women of Bahawalpur (Shabir, Safdar, & Imran, 2013).

Abbas (2018) Social and cultural effects of Pakistani dramas on the young ladies can be seen as both positive and negative aspects in Pakistan. Pakistani TV drama is the best form of entertainment. As dramas produces with different sentiments and feelings promote new life styles. The aim of this study was to find out that how female is socially affected by dramas and how Pakistani dramas promoted the behavioral change among young ladies. The study has also analyzed how women living in Karachi adopted different fashions through TV dramas and changed their lifestyle. The results show that Pakistani dramas has brought about the important changes in lifestyles of young females of Karachi. It has been observed that females are spending more times in watching TV drams than other house activities. They have adopted new fashion, jewelry, food habits, becoming brand conscious.

The study explores that tradition of the PTV Urdu drama serials (form 1973 to2003) the impact of the various political administrations and the manipulation of the content in dramas. In these thirty year there were total seven periods of government. Few dramas were selected for this research using purposive sampling. This study also focused on content analysis. The result revealed that every government make effects on the content of dramas on the national TV PTV. The researcher found that in the military period the content of dramas focused to promote religious and political parties promote modernization (Saleem Abbas, 2018).

Ashfaq (2018) This paper try to find the representation of a faultless woman and discovers the specific stereotypes for good and bad women in Pakistan TV dramas. The study based on the evidence that the dramas play an important role in influencing attitudes and beliefs of society. This study involved in qualitative content analysis of few TV drama serials on the popular Pakistan TV channels. The study exposed that the stereotypes for a "perfect women" in Pakistani dramas. They show the lead women role as ultra-slim, younger, extra ordinary beautiful, wearing national simple dresses, mostly less educated, belonged to middle class, modest etc. For side role women stereotypes "Imperfect women", likely portray a bold, highly modern, educated, outspoken, career oriented, rude, belong to elite class wear western dresses. This paper suggests that media should play a role that show some different topics related to the society then a competition good vs bad women (Ashfaq & Shafiq, 2018).

Tahira(2017) television media is the most important element of the social curriculum has been receive increasing scholarly consideration. It has an integral part of our daily life and also portray religious, cultural and socialpractices and norms. This study discovers the effects of TV as a source of informal curriculum on the societal and religious value practices in Pakistani culture. For the study, diverse methods utilized 100 students were selected purposively from the universities of Rawalpindi and Islamabad. The findings of the study indicate that television media has a strong influence, explicitly; the way dramas, advertisements and news presented. This has carried conflicting effects to the societal and religious value system and practices in our culture in general and specially, on the youth (Shah & Khurshid, 2017).

Theatrical Framework

After reviewing the above literature, we get an obvious understanding that Pakistani Television dramas has the power to change the beliefs, mindset, lifestyle and preference of a person. To get a better understanding about these resultlet's try to analyze these result under the media theories.

Cultivation Media Theory

The cultivation theory examines a long-term effects of watching television on the viewers' starts of social reality. In the late 1960s George Gerbner founded cultivation analysis as part of Cultural Indicators Project. Central hypothesis of the cultivation analysis are people who spend more time watching TV are more expected to observe the real world in a way as depicted in television, as compared to people who watch less television.

Nearly four decades findings of the cultivation research on television communication systems have revealed a 'distorted' reality: extravagant crime rates, gender-role stereotyping, extreme presentation of violence, nontraditional composition of family.

Television is a primary storyteller in society, TV is not only influences on individual beliefs, but also effects society as a whole as an essential manifestation of the mainstream culture. This theory said that there are two types of people first who watch less television and inspire less with the effects of TV. Second are people who watch more TV and their beliefs and point of views are alter according to media messages.

Personals

People who have some related past experience in their lives and at times the watch all these happening on television, the start believing more on the things shown on television as reality.

Perceptions about World

Cultivation theory reveals that by rapidly showing the crime and controversial transmission on television makeup a person's mind that the whole world is bad and full of negativity.

Relevancy of theory with Research

After reviewing the media cultivation theory it's clear that television has power to change or affect our mindset more than any other medium of communication. For example if someone go out to watch a movie of three house, after returning house soon he start watching TV because he did not have need to leave his house or dressed up to watch television. So the effect of watching TV will more prominent and obvious than effects of watching movie.

Mery Pas Tum ho was a drama that telecast on our most easy excusable and affective communication medium television. So we can't neglect its controversial and uncultured effects on our society.

Research Questions

- Does dramas Merypass tum ho Portrayal true picture of woman and man according to Pakistani society?
- Does Pakistani dramas representing the true picture of Pakistani society?
- Does Pakistani dramas are promoting the Islam?
- What make the drama Mery Pas Tum Ho a big hit?
- Does description of romance and physical contact is necessary dramas?
- Does boldness is necessary for business in the field of drama?
- What was the reason behind viewership of male viewer?
- Why youth is adopting dressing that is opposite to Pakistani tradition?
- Does westernized image in dramas are reason for the loss of religion?
- What people assume about the mentality of writer Khalil urRehman?

Research Methodology

In this study scholar adopted both quantitative and qualitative approach for collecting data by conducting a survey based on Lahore district. As survey allow researcher to get the unique answers by asking the same questions from the public. To know the purpose behind its success.

To analyze reason of attraction for male viewer.

To analyze familiarity between story of Mery pas tum ho and reality.

To find the public views about writer Khalil ur Rehman.

Population

As social issues like drama films not only affect a specific gender but its affect the society as a whole. So the population of this study were the both men and women. The ages of these participant will be 18 to 50 year. They were students, house wives, employees, businessmen/women etc. They must viewed the drama under this study. Its compulsory for every participant should belong to Lahore city. The research population was made up of Lahore who had been watched dramas Mery Pas Tum Ho.

Stratified Random Sampling

The researchers will collect the data from the random stratified sampling. In stratified sampling, the population is divided into the groups based on the characteristic men, women, students, alders and working people. The population of one hundred plus participant is consist on both female and male participants.

Satirical Tool

To analyze the data collected in result of this survey, the researchers decided to apply the SPSS and percentage method on the collected data.

Research Design

In present research researcher has used survey method to gather data from population to identify the Effect of Drama Mery Pass Tum ho. The Survey method helped researcher to directly collect data.

Sampling

The researcher chosen the random sampling for this study to evaluate each possible selection from the Lahore population. The researcher distributed a questionnaire for collecting data from its target populations in Lahore.

Sample Size

The research sample size was 120 respondents. This sample size was determined based on the research of renowned researcher Scott Smith, who states that the minimum sample size to get a meaningful result is 100 to 125. The age group was ages 18 to 50 because people in this age group are both young and elder so that give researcher a good chance to get a prospective of a mix population.

Variables of Research

In this research selected survey research technique to examine the relationship among the variables. As researcher assessing the impact of drama Mery Pas tum ho on society so the drama is an in-depended variable. While the impact on society is depended variable in connection with this study.

Details about Questionnaire

The researchers has designed the questioner to gather public opinion about the cultural and social effects of the Drama mery pas tum ho, and reasons that made this serial a big hit and reason of male participants who liked this Drama. This questioner also helped to analyze which type of content people want to see. This questioner were consist on total 19 questions 17 of them were closed and 2 open ended questions.

Research Tool

A questionnaire comprising 19 questions was developed as a data collection tool. The questionnaire included 17 closed ended and 2 open ended questions. The questionnaire developed under the light of research objectives. The questionnaire was prepared in a complete informative, logical and coherent way to obtain a clear response from the public.

Statistical Analyzes

The software used to analyze the statistical data was sample percentage through respondent of frequency and

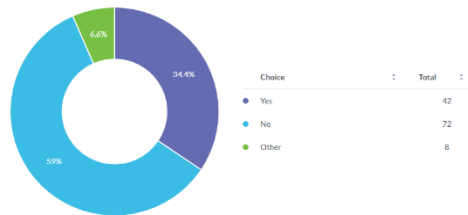
percentage of the analysis. It is a reliable and professional used software recommended and used by researchers around the world.

Result Presentation& Analysis

Effects of Pakistani Drama ‘Mery Pass Tum Ho’ On Cultural Values of society: A Survey of Lahore District

Are you satisfied with the content of modern Pakistani dramas?

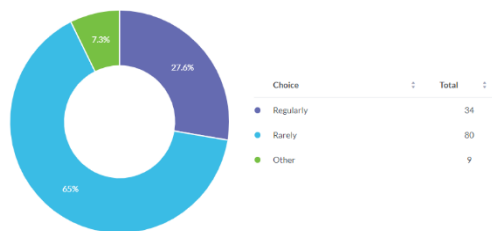
Graph 1



Graph 1: shows that 59 present are not satisfied with the content of modern Pakistani dramas. And 34.4 present are satisfied but the 6.6 present have some mix point of view.

How Often you use to Watch Pakistani Dramas?

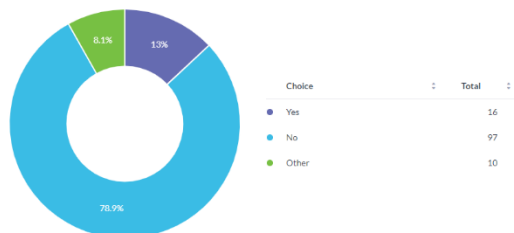
Graph 2



The graph 2 show that there are 65 present people who watch claimed to watch Television rarely. 27.6 present watch TV regularly. Then the 7.3 present answer the watch TV sometimes.

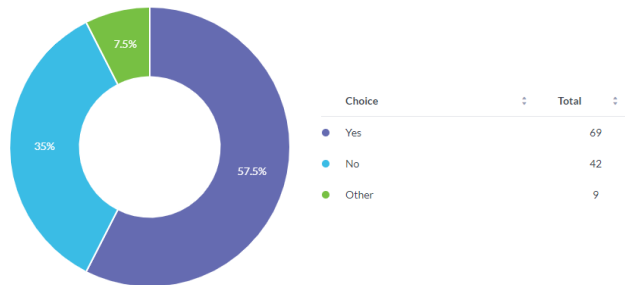
Do you think Pakistani Dramas are According to the Teachings of Islam?

Graph 1.2



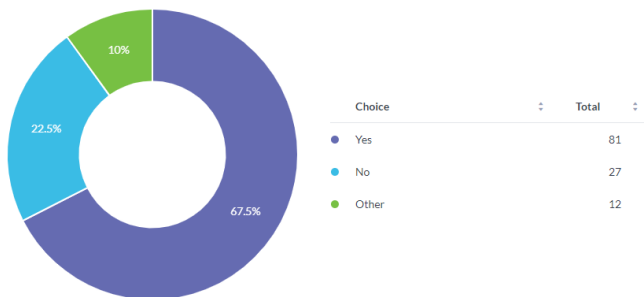
Graph 1.2 shows that 78.9 present people replied “NO” Pakistani dramas are not according to teaching of Islam. And 13 think Pakistani dramas are according to the Islam and 8.1 present have some different opinion.

Do you think the Role of Danish Leading man of Drama Mery Pas Tum Ho really Exists in our Society?
Graph 1.3



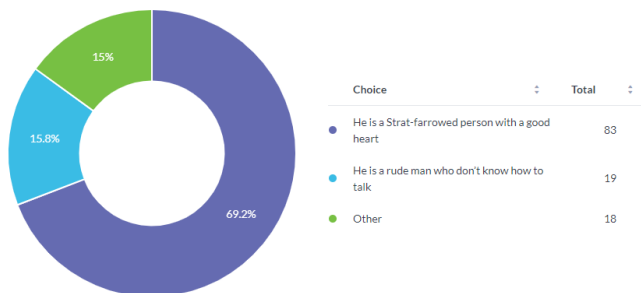
Graph 1.3 show that 57.5 present participant think the hero of the drama Mery Pass tum ho is a part of society. 35 present think it's not real and 7.5 present give some different opinion like, May be, but I never observed this innocent character in our society.

Do you Think the Role of MEHWISH the Leading Lady of Drama Mery Pas Tum Ho Really Exists in our Society?
Graph 1.4



Graph 1.4 show that according to the participant 67.5 present think the role of heroine of Mery Pass Tum Ho is a part of society. 22.5 present participant disagree with this than 10 present replied they not sure about that.

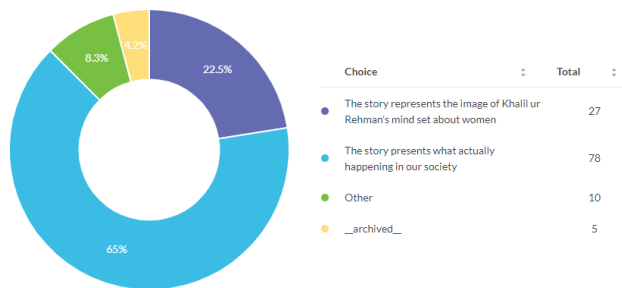
What do you Think about the Mentality of the Writer Khalil Urrehman?
Graph 1.5



Graph 1.5 show that 69.2 present of participant think writer Khalil urRehman is a Strat-farrowed person with a good heart. 15.8 present said he is a rude man who don't know how to talk. Than 15 present said they don't know much about him.

Drama Mery Pas Tum ho Represents what of the Following?

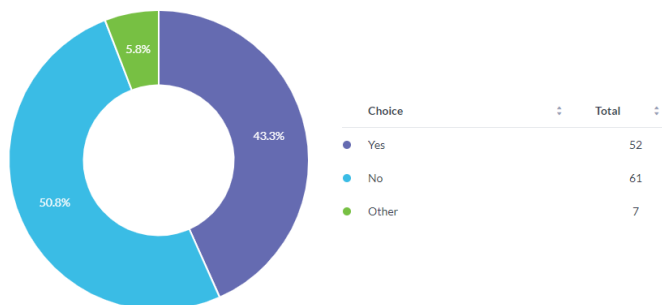
Graph 1.6



Graph 1.6 show that 65 present participant said the story presents what actually happening in our society. 22.5 present shows the writers mindset about women than 12.5 present have some mix opinion.

Does you like to Watch Controversial Stories?

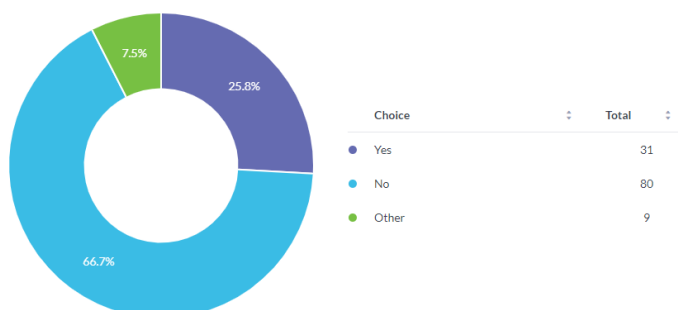
Graph 1.7



Graph 1.7 show that 50.8 present participant don't want to watch controversial stories. And 43.3 present like to watch controversial stories and 5.8 present have some different views.

Do you think Modernism is Important in Dramas?

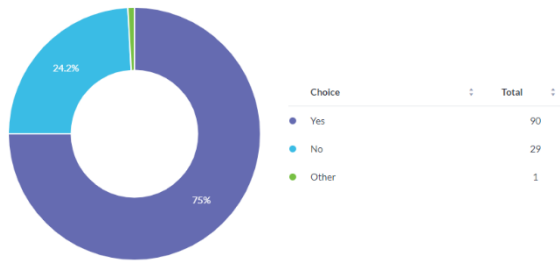
Graph 1.8



Graph 1.8 shows 66.7 present participant think modernism is not important in dramas. 25.8 present think modernism is important and 7.5 have different views.

Do you Think Physical Contact and Vulgar Language are Becoming a Part of Society?

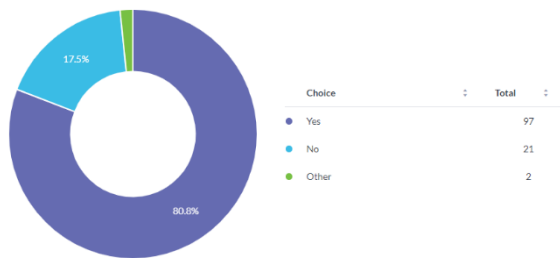
Graph 1.9



Graph 1.9: shows that 75 present participant think Physical contact and vulgar language are becoming a part of society due to dramas. 24.2 present are opposite to this and only 1 present has different opinion.

Can we say Dramas Affecting our Lifestyle Including our Dressing?

Graph 1.10



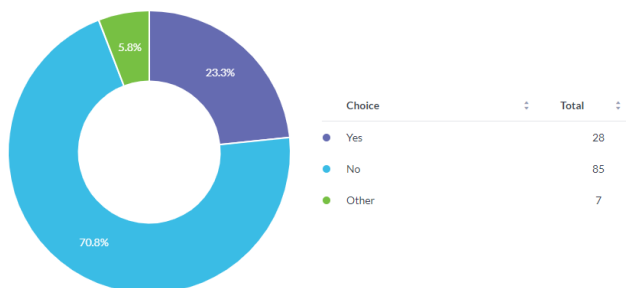
Graph 1.10 shows that 80.8 present people believe dramas affecting our lifestyle. 17.5 don't agree with that and 2 present have different point of view.

Analysis of Research Question

Does our youth adopting dressing that is opposite to Pakistani tradition? In the answer of this question 80.8 present people believe these are the dramas that affecting our lifestyle. I shows the acceptance for this research question.

Are Pakistani dramas promoting Pakistani culture?

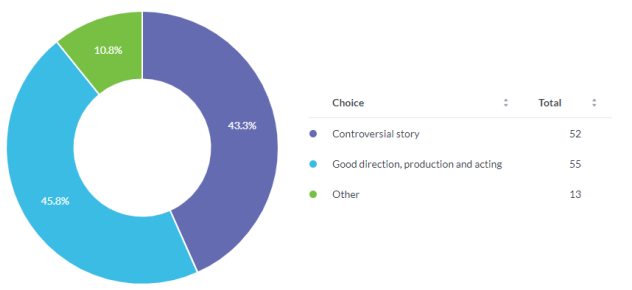
Graph 1.11



Graph1.11: shows that 70.8 present participant think Pakistani dramas are not promoting Pakistani culture. 23.3 present think dramas promoting Pakistani culture. And 5.8 have different opinion.

What Made Mery Pas Tum ho a Big Hit?

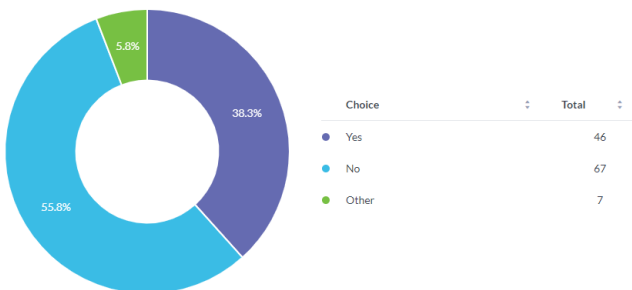
Graph 1.12



Graph 1.12: shows that according to 45.8 percent participants, good direction, production, and acting made Mery Pas Tum a big hit. According to 43.3 percent, a controversial story made it a big hit, and 10.8 percent have a different opinion.

Would you Love to Watch These Type of Stories in Future?

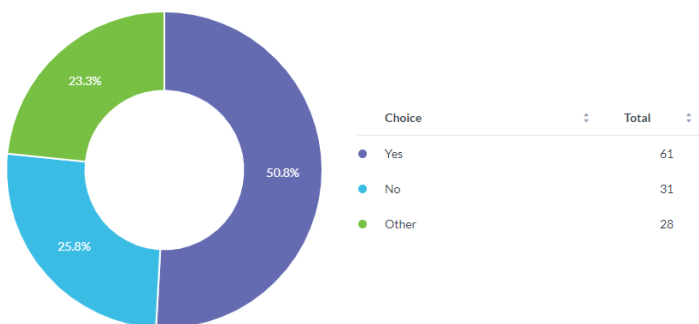
Graph 1.13



Graph 1.13 shows 55.8 percent of participants do not want to watch these types of stories in the future. 38.3 percent of participants would love to watch these types of stories. And 5.8 percent chose other opinions.

Do you think Pakistani dramas are better than Turkish and Indian dramas?

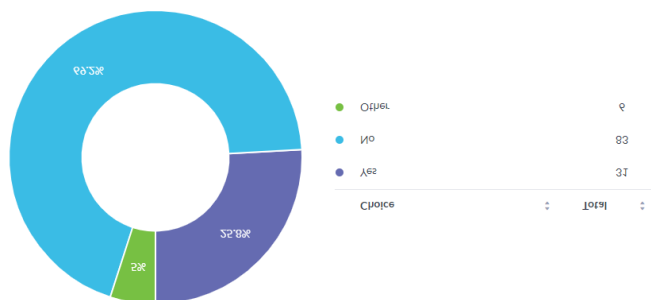
Graph 1.14



Graph 1.14 shows 50.8 percent think Pakistani dramas are better than Turkish and Indian dramas. 25.8 percent like Turkish and Indian dramas more than Pakistani dramas. And 23.3 percent answer that Pakistani dramas are better than Indian but not as good as Turkish.

Does Television Performing its Duty in the Right Manner?

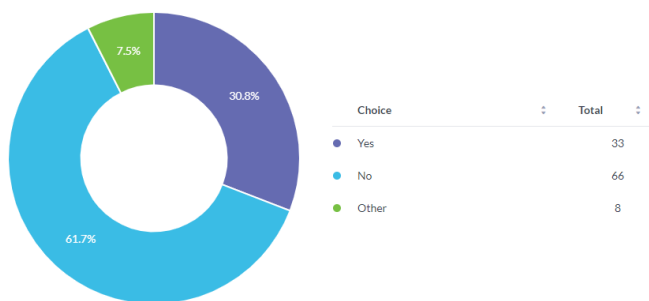
Graph 1.15



Graph 1.15 shows that according to 69.2 percent participant television doesn't performing its duty in the right manner. 25.8 percent participant are satisfied with the performance of Television. 5 percent think some channels are doing good and some not.

Are you Satisfied with the Content of Modern Pakistani Dramas?

Graph 1.16



Graph 1.16 shows that 61.7 percent participant are not satisfied with the content of modern Pakistani dramas. 30.8 percent are satisfied and 7.5 percent have some different views.

What was the Message Delivered to the Public by Drama Mery Pas Tum ho?

Oh! The researcher describe some angry men replied in detail one of them said "The message is simple, you can count on a dog in terms of loyalty rather than a women or girl. You feed a dog with just a small piece of old bread and then dog becomes loyal to you for his entire life span, but when it comes to girl or women, you give her easy load, new cellphone, jazz cash, dresses, shoes, parties, food, house, love, care, passion, your time and your devotion but all you get in return is betrayal". On the same time many participant said it was totally time waste as this drama doesn't give any message to the public another participant claimed it's simply hopeless and message less drama.

Some participant said this give message to women to be loyal with their husband. Some replied it's not always men who cheats. Some replied Mery pas tum ho figures out the sad reality of our society. That one who loves but don't have better life style bear the anxiety and sadness because of not having money.

Some said that this drama delivered a message that money is not everything, relations are important feelings are important. A few participant replied this give message to be loyal with your partner and loyal and never cross your religious limits as well.

Some other participant responded that there is a message for men that they should not behave violently even if their partner is cheating. Rather than killing, abusing or cursing, women let her go if she wants to.

Many other claimed this type of drama misguide the people and they tried to emerge the western culture in Pakistani society.

Why Men Liked ARY Digital Drama Mery Pass tum ho?

In the answer of this open-ended question researcher find some interesting answers. A man replied that men are biased towards their own gender. "Mere pas tm hu" showed what men want to see. He said unfortunately in our society everybody make love with each other and then be deceived from him/her. According to other person its a psychological game next time in future if a drama is launched with exactly mirror story of "Mere pas tm ho" e.g. Danish will leave Mehvish then we will notice men will start hating that drama and women will start loving that.

So other replied that Mery Pas tum hodomestic's men. Some said people liked it because it shows the other part of the society which is mostly being neglected in Pakistani dramas. Another participant said mostly stories belongs to feminist school of thought and men always are brutal in the dramas but this drama show appositve role on man.

A lady said our society is man dominating and every man thinks that only woman is guilty and doing wrong in society.

Many participant replied men like this story because it's close to the life of men and one participant claimed because many men are facing the same situation nearly.

Another participant said, man want to see a woman in a dirty character whereas only man was being shown in this parameter. A person replied men liked this drama because it actually represents the positive side of the men. But he said don't like this drama serial because it is the source of headache for him. And a few participant said men watched and liked this drama because ARY made a huge promotion of drama Mery Pass Tum Ho.

Analysis of Research Questions in the Light of Result Concluded by the Random Survey

Research Question

Does dramas Mery Pass tum ho Portrayal true picture of woman and man according to Pakistani society?

Analysis

The researcher get the 68% answers about this question in "Yes" that confirm that according to the most of participants both of the character (Danish&Mahwish) are actually part of our society. Then the 9.8% people share some different opinion like some of the replied they are not sur about that. Some said they never seen an innocent man like Danish (hero of drama). Another participant said unfortunately the role is existing in our society but most of us don't want accept this reality.

Research Question

Does Pakistani dramas representing the true picture of Pakistani society?

Analysis

In the answer of this question 65% participant said the story of drama Mery Pas Tum Ho presents what actually happening in our society. Keeping this in mind that most of our participants were men. And the ratio shows that not all but most of the men think women can cheat or leave their husband for the sake of money. (As per the story of this drama)

Research Question

Does Pakistani dramas are promoting the Islam?

Analysis

About 79.2% of the participants answer this question as "NO" that proved, Pakistani dramas are not according to the teaching of Islam. But they are teaching and promoting something else. Some of the participant said the stories of our dramas are totally opposite to the Islam.

Research Question

Does description physical contact and romance is necessary in Pakistani dramas?
Does boldness is essential for business in the field of drama?

Analysis

In the answer of these questions related to the research 66.7% participant replied "NO" that romantic content, boldness or modernism is not necessary for business in the field of drama. Maturity of participants think a drama without the bold scene can be hit. But a few participant have some different opinion as a participant said "Not important but should be part of dramas to attract viewers" one of the participant also share here the example of non-modern but sure hit drama Artaghral.

Research Question

What was the reason behind viewership of Mery pas tum ho by male viewer?

Analysis

- As we discussed before that most of the participant was male so researcher sure about the outcome of this question is based on the facts.
- In the answer of this question researcher find some interesting answers. A man replied that men are biased towards their own gender. "Mere pas tm hu" showed what men want to see. According to other person it's a psychological game next time in future if a drama is launched with exactly mirror story of "Mere pas tm ho" e.g. Danish will leave Mehwish then men will start hating and women will start loving the drama.
- Some other replied that Mery Pas tum ho domestic's men. Some said people liked it because it shows the other part of the society. Another participant said this drama show appositve role on man that's way men liked it.
- A female participant said our society is man dominating and every man thinks that only woman is guilty and doing wrong in society. Another female participant said, man want to see a woman in a dirty character whereas only man was being shown in this parameter.
- Many participant replied men like this story because it's close to the life of men and one participant claimed because many men in our society are facing the same situation nearly.

Research Question

Why youth is adopting dressing that is opposite to Pakistani tradition?

Analysis

Almost 81% participant replied due to modern content of dramas Pakistani. Youth is adopting dressing that is opposite to Pakistani tradition just because of dramas our nation and specially youth adopting modernism than Islamic values.

Research Question

Does westernized image in dramas are reason for the loss of religion?

Analysis

About 75 % of participant said Physical contact and vulgar language are becoming a part of society due to dramas.

And these bad norms become reason for the loss of religion. It proves according to the most of people reason behind the loss of Islamic culture is our dramas.

Research Question

What people assume about the mentality of writer Khalil urRehman?

Analysis

In the answer of the question 69.2 present of participant said writer Khalil urRehman is a Strat-farowed person with a good heart. That show most of the participant think the conflicts and scuffles of writer Khalil urRehman are smaller than part of his good personality.

Research Question

What make the drama Mery Pas Tum Ho a big hit?

Analysis

Almost half of the participant said good team work like acting, production and good direction was the reason of Mery Pas Tum Ho's success, half of them said controversial story made it hit. An according to few participant publicity and promotion made this drama popular among the audience.

Research Question Analysis with Reference of Cultivation Media Theory:

The main points of cultivation media theory:

Television change the perception of the viewer towards the world:

Heavy viewer affected most for television affects than light viewer:

People who have relevant experience in past believe more on Television stories:

Research Question Analysis

We have notice in the analysis of research question that the most of participant selected proved right as. Current content the dramas are becoming the reason of modernism, westernize culture, adding the vulgarly and desire of physical content in people.

Most of contributors claimed that the role of Mehwish and Danish leading actors of the dramas are part of our society they also said drama Mery pas tum ho portray what's going around all of us. So if we analyze these results under the cultivation media theory, so there are possibilities that viewers watch this type of controversial content day and night that affect their perception for the society.

When researcher asked about the reason of male viewership of drama Mery Pas tum ho few of the participant replied because most of men facing this situation in their real life. So here once again researcher find it tricky weather member of survey passing this type of comments because of their past experiences or might they just assume this near to reality as they watch it on television.

Discussion

The research studies about Effects of Pakistani Drama 'Mery Pass Tum Ho' On Cultural Values of Public. Researcher selected the Lahore district to found the result. In this research, scholar found that the effect of Drama 'Mery Pass Tum Ho' was strongly impacted on people. This drama made the new records in Pakistani drama industry. in start of this study researchers claimed that this drama was watched by a lot viewer even who doesn't watch television regular and the 65.3% participant replied they rarely watch Pakistani dramas but they all have watched the drama under study.

And this survey confirmed the other claim of researcher that men was more interested in watching drama Mery pas tum ho than women. And the result of this survey prove that 73.8% of the willing participant to fill this survey was men. And 26.2 % female participant women. This ratio shows that men not only were interested in watching this drama but they also want to share their opinion on this.

In this study scholar find that 59 % participant were not satisfied with the content aired by modern Pakistani dramas. And 34.4 present were satisfied with content of new dramas. But the 6.6 present have some mix point of view. So this study proved that a maturity of people are not satisfied with content of Pakistani dramas.

78.9 % participant replied “No” Pakistani dramas are not according to the teaching of Islam.13% think Pakistani dramas are according to the Islam and 8.1% said only few dramas are according to teaching of Islam. So it's clear that content of Pakistani dramas are not promoting the teaching of Islam.

57.5 % participant think the hero of the drama “Danish” Mery Pass tum ho really exists in our society. 35 % think it's not really a part of community. And 7.5 % give some different opinion like, May be, but they never observed this innocent character in society. So this study proved that the main character of this drama is a real character.

67.5 % think the role of “Mehwish” the heroine of Mery Pass Tum Ho is a part of society. 22.5 % participant disagree with this than 10 % replied they not sure about that. So this answer proved that not only the hero but the heroine both character are actually lived around us.

69.2% of participant think that writer Khalil urRehman is a Strat farrowed person who has a good heart. 15.8 % said Rehman is a rude man who don't know how to talk. Than 15 % said they don't know much about the writer. So this good response about writer proved that his admirers are more than critiques.

65 % participant said the story of drama Mery Pas Tum Ho presents what actually happening in Pakistani society. 22.5 % replied the story represents the mindset of writer Khali urRehman about women than 12.5 % participant have some mixed opinion. On the basis of this answers we can say that this drama represents what actually happening in our society.

50.8 % participant said they don't want to watch controversial stories. And 43.3 % replied they like to watch controversial stories and 5.8 % said controversy is the part of our life or they want to see different stories. Here it's tricky to evaluate the true results of this answer as studies showed that participant sometimes give an acceptable answer to make a good image of their selves. Anyhow this ratio shows half of participant like controversial stories and half don't like.

66.7 % participant think modernism is not important in dramas to making dramas super hit. 25.8 % think modernism is important and 7.5 % have different views. This result shows that a lot of people this modernism is not significant to make dramas big hit and like by viewers.

75 % participant think Physical contact and vulgar language are becoming a part of society due to our dramas. 24.2 % are opposite to this and only one present has different opinion. So this result clearly shows that Physical contact and vulgar language are becoming a part of our society because of content of dramas.

80 % people believe dramas affecting our lifestyle including our dressing. 17.5 % disagree with that and 2 % have different point of view. This huge ratio shows that modernism is effecting our personality and lifestyle in many ways.

70.8 % participant think Pakistani dramas are not promoting Pakistani culture. 23.3 % think dramas promoting Pakistani culture. And 5.8 % have different opinion. So this shows according to the maturity Pakistani dramas are not promoting Pakistani culture. Instead they promoting western or other cultures.

45.8 % participant said it was good direction, production and acting that made Mery Pas Tum Ho a super hit. According to 43.3 % controversial story made Mery Pas tum ho hit and 10.8 present have different opinion. This result shows that there were many factors were behind the success of Mery Pas Tum ho.

55.8 % participant don't want to watch these type of stories in future. 38.3 % participant would love to watch these type of stories in future. And 5.8 % chose other opinion. According to this answer people don't want to watch these type of controversial stories again and again.

50.8 % participant think Pakistani dramas are better than Turkish and Indian dramas. 25.8 % participant said Turkish and Indian dramas better than Pakistani dramas. And 23.3 % answer Pakistani dramas are better than Indian dramas but Turkish dramas are even better than Pakistani dramas. This result shows that Pakistani people not only liked Pakistani dramas but at the same time they admired Turkish dramas. That's the reason of showing the Turkish dramas on Pakistani channels.

69.2 % participant said television doesn't performing its duty in the right manner. 25.8 % participant are satisfied with the performance of Television. 5 % think some channels are doing good and some not. This result shows that Pakistani public wants more from the television that it just giving them.

61.7 % participant are not satisfied with the content of the modern Pakistani dramas. 30.8 % are satisfied and 7.5 % have some different views. So again this result shows that Pakistani public want more valuable transmission than they presently have.

In the answer of "What was the message delivered to the society by drama *mery pas tum ho*?" Some of angry gents replied as per their experience or wish. One of man by comparing the loyalty of a women with dog and said "The message is simple, you feed a dog with just a small piece of old bread and then dog becomes loyal to you for his entire life span, but when it comes to girl or women, you give her everything but all you get in return is betrayal". On the same time many participant said it was totally time waste as this drama doesn't give any message to the public another participant claimed it's simply hopeless and message less drama.

Some participant said this give message to women to be loyal with their life partner. Some replied it's not always men who cheats. Some replied *Mery pas tum ho* figures out the sad reality of our society. Participant said that one who loves but don't have better life style bear the anxiety and sadness because of not having money. Some said that this drama delivered a message that money cannot buy everything. A few participant replied this give message to be loyal with your partner and never cross your religious limits.

Some other participant responded that there is a message for men that they should not behave violently even if their partner is cheating. Rather than killing, abusing or cursing, women let her go if she wants to leave him.

Many other claimed this type of controversial drama misguide our generation and they tried to emerge the western culture in Pakistani society.

In the answer of this open ended question "Why men liked *ARY* digital drama *mery pass tum ho*?" researcher find some interesting answers. As a man replied that men are biased towards their own gender. "*Mere pas tm hu*" showed what men want to see. He said unfortunately in our society everybody make love with each other and then be deceived from him/her. According to other person it's a psychological game next time in future if a drama is launched with exactly mirror story of "*Mere pas tm ho*" e.g. Danish will leave Mehvish then we will notice men will start hating that drama and women will start loving that.

So other replied that *Mery Pas tum ho* domestic's men. Some said people liked it because it shows the other part of the society which is mostly being neglected in Pakistani dramas. Another participant said mostly stories belongs to feminist school of thought and men always are brutal in the dramas but this drama show apposite role on man.

A lady said our society is man dominating and every man thinks that only woman is guilty and doing wrong in society.

Many participant replied men like this story because it's close to the life of men and one participant claimed because many men are facing the same situation nearly.

Another participant said, man want to see a woman in a dirty character whereas only man was being shown in this parameter. A person replied men liked this drama because it actually represents the positive side of the men. But he said don't like this drama serial because it is the source of headache for him. And a few participant said men watched and liked this drama because *ARY* made a huge promotion of drama *Mery Pass Tum Ho*.

So we can say that all men and women like and appreciate the story that make them hero in front of other. And this drama portray the unseen or rarely seen image of men.

Conclusions

This Research study aimed was to exploring and investigate the Effects of Pakistani Drama '*Mery Pass Tum Ho*' On Cultural Values of society: study adopted the Survey technique the area to study was Lahore District.

Media is a most powerful medium to build the opinion of people. This research proved that drama *Mery Pas Tum Ho* has affected the culture values of Pakistan. As in the answer of research question participant said

that “Danish”, “Mehwish” and this story is a part of our society. So by keeping this in mind we should not neglect this type of topics. Because discussion is an only way to find out the solution of social and family issues.

As this study revealed that many men in our society complained that dramas only support the women point of view and dramas all the time portray men as villain and an aggressive person who don't have care for woman in his life. So the good aspect of this drama was its given a chance to male for enjoying their innocence.

This study can also help to our directors and producers to keep their work up to the next level. As a lot of participant sees unsatisfied due to dramas content, television responsibilities and they also blamed the dramas to spreading the vulgarity and western culture.

University students are influenced by the style

Effects of Turkish dramas

models and also they are adopting their life style and dressing styles.

But they do not affect the Islamic values. One more thing is that they are promote liberty among Pakistani women they know how to make ourselves independent now a days. Three hypothesis were develop in this research like University students are influenced by the styles of Turkish dramas models and this hypothesis is accepted through this research mostly respondents said that they are influenced by the styles of Turkish dramas models. Next hypothesis is University are trying to adopt the styles of Turkish dramas models and mostly respondents said that they like the styles of Turkish dramas models that's way they are trying to adopt their styles. Last hypothesis is Turkish dramas are affecting the Islamic values because Turkey represent the Islam religion but they don't show Islam in their dramas and this hypothesis is rejected because they don't affect the Islamic values among University students.

Researcher concluded in this study and under the cultivationmedia theory this research proved that television has the power to cultivate the behavior and mindset of the people.

Participants of the study also said that modern content of the dramas are not according to the teaching of the Islam that is why we are going away to our basic ruts. Last but not the least participants claimed that publicity and promotion always assure to hit any product, movie or drama as many participant said they watched this drama due to its advancements. And some participates answers also mirror of their past experience that also confirm this study by a part of media cultivation theory that known as “personal”that said when a viewer has some past relevancy on the content shown on the Television they start believing on it as reality.

Suggestions and Recommendations

Above study result suggested that Pakistani TV channels should promote Pakistani dramas and culture

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- About this study result Researcher suggested that Pakistani Dramas should promote Pakistani Culture.
- Pakistani dramas to highlight the teaching of Islam.
- Pakistani dramas should show the reality than fantasy.
- Pakistan modern drama should focus on content rather than endorsing the glamour and romantic content
- PEMRA should make some strict rules to check and pass the content near to Pakistani cultural and religious values.

Limitation of Research

Researcher tried their best make this study vital and accurate to replicable or fellow. But the limitation of this study was related to its sample as researcher tried to make a sample of half female and half of the female participant but its observed that only 29.5 % ladies was got encouraged to participate in this survey. While the 74.1% participant was male. That's is why there are some possibilities that if researcher could also gather the views of female participants that can may alter this study and conclusion on some other sides.

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