

Farrukh Nazir*

Arshad Ali†

Muhammad Farooq‡

Imperialistic Approach Of Pakistani Electronic Media: Case Study Of Express Entertainment

Abstract *This research work was carried out in continuation of some previous researches in Pakistan on inclusion of social taboos in televised contents. The main objective was to set up a phenomenon of imperialism as television channels are becoming habitual in inclusion of social prohibited contents in their transmissions. The study resulted that offensive attitude, nudity and sexual elements were the major part of Express Entertainment televised contents. It was further resulted that unlawful marital status and drug addiction remained always been a part of its contents.*

Key Words: Express Entertainment; Prohibited Content; Imperialistic Approach; Frequency

Introduction

Public utilization of electronic media has remained a researchable debate in every decade. Since the emergence of private television channels in Pakistan, it has opened numerous choices in terms of variety and contents for audience. Private media being self-financed industry keep itself more compatible with the worlds' standards and meanwhile, it has become a part of globalization that resulted in a homogenous media world. To attract more and more audiences, the media has not found acting as a main stream platform of information but having thirst for popularity and financing. In this case, the cultural norms and values of developing countries are massively affected. The media has boost up brand loyalty instead of promoting local culture. Inclusion of social issues in media contents opens a door to add various social taboos which are prohibited in the society.

Electronic media is a source of diffusion of information disseminating among its viewers and have more effects other than visual mediums. The researchers of social sciences have proved this phenomenon on many occasions. The viewers have been found learning behaviors and social principles of life as portrayed by electronic media. Patterns of lives have been changed throughout at many times as well. Manipulation of thoughts and making an alien world among the audience of developing countries always a topic of debate in media studies. Electronic media being a visual medium have always been appealing towards its audience. In this way, television portray an imaginary life and making a globalized world in the minds of audience. Being more dissatisfied with their own needs and gratification, the audience of developing world do not give importance of contents but show willingness to adopt new ways of life with accordance to televised contents.

With passage of time, it has been proved that audience of electronic media are accepting the prohibited contents in their culture and becoming a part of western globalized imperial world. They even have no issue with contents that is ensured by the top rating of various television programs meanwhile, changing patterns of society are observed. The measurement of contents of most popular television programs is helpful to understand the phenomenon. The private media in Pakistan emerged in 2001 and is not experienced to compact ideas which are supportive to local cultural norms and values. A new wave of competition and being more compatible with western televised contents, it is

*PhD Scholar, Center for Media and Communication Studies, University of Gujrat, Gujrat, Punjab, Pakistan.

Email: f_farrukh@yahoo.com

†Assistant Professor, Center for Media and Communication Studies, University of Gujrat, Gujrat, Punjab, Pakistan.

‡PhD Scholar, Center for Media and Communication Studies, University of Gujrat, Gujrat, Punjab, Pakistan.

Including massive news and information from foreign i.e. west. This trend is resulting in changing its own contents. They are adopting western televised style of programming by including social taboos which are not much familiar with our own culture. Time by time, this trend of programming is becoming stable in nature and audience are accepting this tendency. Massive popularity of prime time television dramas has boost up its importance to dig out the social taboos which are becoming tool for an imperialistic world.

All societies from all over the world have their own distinct cultural norms and values which make up social setup by prohibiting various activities based on religious beliefs, scientific consensus, moral judgment or things like this. Social taboo is a better term to understand the phenomenon. More viewership of prohibited contents tends in result that local audience are accepting the new dimensions and it does not matter to them whether they are watching prohibited contents or otherwise and so, becoming a part of modern globalized world. This study becomes more relevant when imperialism effects reveal that their flow is from developed to developing countries. Religious and cultural differences include the negativity of effects by subverting local norms and values. Inclusion of social taboos may be to obtain cultural proximity. Historical analysis of Pakistan before emergence of private television channels stresses that there were strong cultural bonds among people and they were found acting accordingly.

Alberto and Eliana (2010) indicated strong relationship between divorce and television while conducting a study in Brazil. The study was carried out by highlighting cultivation effects and resulted more divorce ratio among the viewers of television contents. The authors have investigated violent contents portrayed on television media. The results showed that viewers of televised contents became violent as portrayed by the television media. Consistent occurrence of violence was assessed and reality shows as more provoking towards violence in assessment of 23 cable and broadcast channels randomly (Amy, Nathanson, Stacy, Smith and Barbara & Wilson, 2002).

Barbara and Barry (2009) explored massive use of offensive contents in television prime time programming. 95% of the selected televised programs were found with at least one profanity element as research was based on content analysis. Graber (1990) analyzed that visuals were more effective in learning from television news. Visuals were found actual in recalling capacity of the viewers instead of stereotypical contents aired by all television media. More recalling was assessed in personalized contents through human figures. Cristel and Dale (2009) did a research to dig out depiction of alcohol in televised contents. The authors selected eighteen programs from the prime time contents of eight weeks. Almost all the programs consisted of alcohol contents although diverse methods. It was an important outcome that negative messages were included in verbal communications and dialogues while positive messaging about alcohol in subtle visual contents. The study concluded that televised contents were a main source of information with greater effects other than visual medium. Phil, Jia-Fang and Zhang et al. (1994) analyzed the viewers by inspection of recalling about alcohol televised contents at their age of 13-15 about their age when they were of 8 years old. The method of longitudinal research was carried out in New Zealand. By dividing the contents in various categories, men respondents were found more positive in recalling the alcohol contents than women. James, De Foe and Warren Breed (1981) found that television programs were including more alcohol contents and positively communicated to its viewers.

Nnanwuba et al. (2015) found that media outlets especially television became a tool in exporting various prohibited contents to developing countries and creating a wave of imperialism. Many of the prohibited things are becoming acceptable to adequate the viewers with globalized world. Students at Okija University was the population for research work and 156 chosen as sample. He related exposure with acceptance level and found satisfactory. Domirani (2014) digs out the effects of media contents in Iran. He assessed that local culture and schooling in Iran were massively effected by the foreign televised contents. The viewers were found inclined towards and accepting prohibited contents even they were manipulating their own cultural norms and values. Many of the researchers in Pakistan have argued that media contents are manipulating our cultural norms and values and prohibited contents although have some serious effects. Mitchell and Dinkha et al. (2014) analyzed the effects of media

With prohibited contents where they realized body dissatisfaction among the viewers in Kuwait. Sezan, Tanvir and Taufiq et al. (2014) assessed that contents of satellite channels were effecting national identity of the viewers. The study was carried out in Bangladesh by implementation of purposive sampling technique which indicated a sample of 111 respondents with their age 16-25. It was further explored that young viewers of televised contents were more effected than older.

Tomlinson (2014) found that there was less ideological effects among the viewers of televised contents while suggesting more careful procedure in field for any future research. Koblowe and Oluchi (2013) while doing a research work in Nigeria resulted that local programming was totally changed with respect to foreign televised contents. The authors suggested that homogeneity was only objective in manipulation of local televised contents with accordance to foreign. Beside all the efforts, it was resulted that over 75% of the Nigerian television contents were having alien values, life styles and products. STV had more foreign media contents. Amaima et al. (2013) carried out a research by assessment of televised contents with social, ethical and economic perspectives. Quantitative analysis by implementing convenient sampling technique and choosing 200 viewers of televised contents, the authors inserted that televised contents were manipulating the viewers' thoughts and attitudes. It was further resulted that all respondents were equally effected instead of their age and gender. Akbar and Raza et al. (2013) gave a unique definition to televised contents by indicating them as a razor which could be sued to cut from both sides. The study further clarified that massive deleterious effects of televised contents intended them to that statement. Waseem et al. (2012) resulted that there were cultural manipulation among the viewers of televised contents. Some of the researchers have added that contents of media in Pakistan have changed cultural and social norms of the society. The study strengthens the objective of this research work as contents have effects only when contrast with local norms and values that inserts the sense of social taboos (Sabir, 2012). Morley (1993) argued that all the media contents had some effects on the audience those should be examined. The study revealed the importance of content analysis of televised programs by which ways, prohibited things and social taboos are being aired. Ravi (2012) concluded that televised contents and visuals were the important factors behind their effects. It was further added that suitable restrictions should be imposed to decrease the effects of televised contents which highlighted the importance to content analysis of the contents.

Research Questions

1. Do Express TV portray prohibited social contents?
2. Which kind of prohibited social contents are portrayed on Express TV?
3. How frequently prohibited social contents are portrayed on Express TV?
4. Which program from the sample contains more prohibited social contents?

Express TV, being one of the most popular television channels, have been reputed in respect of its dramas which have created a boost in the industry. It is a general phenomenon that everybody in Pakistan is shifting towards modern ways of life and becoming inclined to western styles. A comparison between television dramas in Pakistan almost two decade ago and nowadays can easily be resulted that there is massive shifting of television drama contents which is becoming harmful for local cultural norms and values. PEMRA has many times indicated the issue but no vain. Keeping in view this kind of shifting, the study is focused on the various types of cultural taboos which are included in Express TV drama contents. The outcomes will be helpful to derive a policy for executives to take necessary actions for protection of local cultural norms and values.

From a variety of television programs, contents of dramas have cultural artifacts and massive viewership of them motivate us to dig out the cultural taboos to avoid any further loss. Convenient sampling was used to reach out the sample as the research was focused on drama serials. For this purpose, popular drama serials were chosen as Rani Nokrani, Zid, Beparwah and Nawabzadian for analysis of results. The results were carried out by selecting first two and last two episodes of each selected drama serial. A detailed schedule of all selected dramas was carried out episode wise with

total time air. All the 8 selected episodes were downloaded from internet. The data was gathered in Two ways i.e. verbal statements and dialogues, and appearance of visuals with special reference to prohibited social contents. It was assessed that offensive attitude, sexual elements, drug addiction, nudity and unlawful marital status were included in drama contents. The same variables were finalized to reach out the results. Aggression, violence and attacking were included in offensive attitude included, flirting and touching between unlawful opposite sexes were included in sexual elements, contents which highlighted usage of drugs were added in drug addiction, small dresses and nudity other than general clothing were the part of nudity and, extra marital status or relationships other than the engagement were the part of unlawful marital status. The following coding was used to gather the desired data.

S.No	Date	Drama	Duration	Social Taboos	Total
Serial number	When the drama serial was aired?	Title of drama	How much time, an episode was carried out?	Occurrence of social taboos by name	Repetition of social taboos

It was resulted that sexual elements and offensive attitude were greatly included in drama serial Rani Nokrani. Nudity and unlawful marital status have been a major part of that contents. In total, 56 prohibited social contents were added in four episodes of drama serial with a frequency of 1/0.37 per minute. (Figure-1)

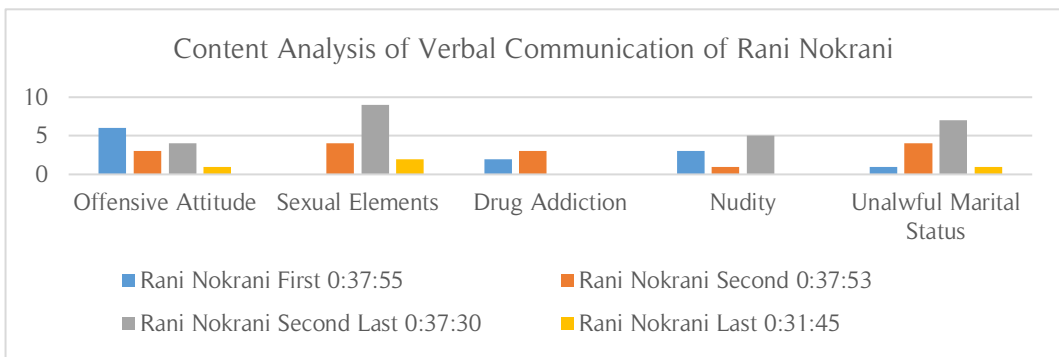


Figure 1

It was analyzed that offensive attitude had remained most frequent prohibited social content included in drama serial Zid with a frequency of 1/0.16 per minute. The total frequency of prohibited social contents on the drama serial has observed 1/0.32 per minute. (Figure-2)

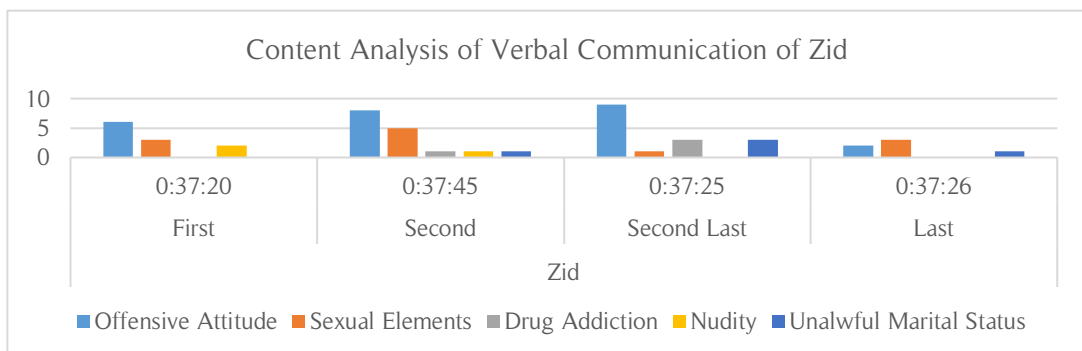


Figure 2

It was further concluded that drama serial *Beparwah* had included prohibited social contents with a frequency of 1/0.24 per minute. Offensive attitude again remained on top with a considerable portrayal of sexual elements and nudity. (Figure-3)

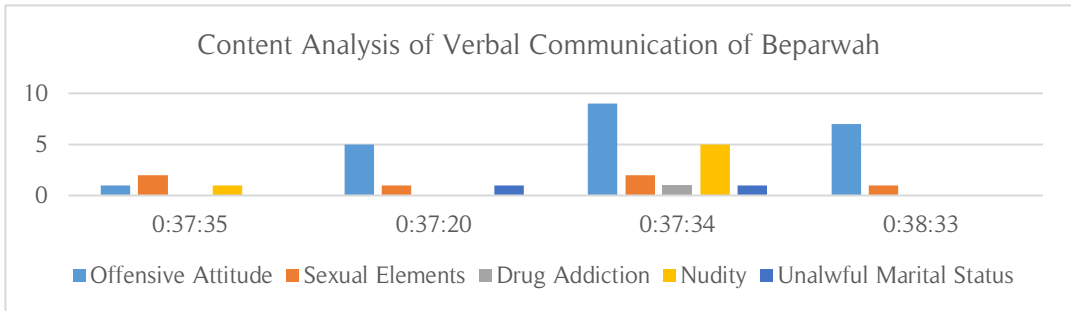


Figure 3:

The drama serial *Nawabzadian* was found with less offensive attitudinal contents with a frequency of 1/0.24 per minute with a higher rate of nudity, sexual elements and unlawful marital status with 1/0.25, 1/0.36 and 1/0.30 frequencies per minute. (Figure-4)

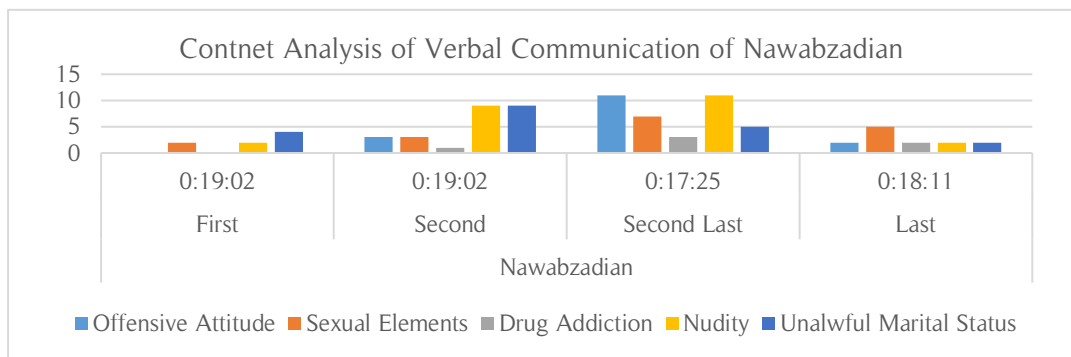


Figure 4:

After the content analysis of verbal communication, a descriptive analysis of visuals was carried out. The resulted showed that nudity was existed greater with 1/0.25 frequency per minute while offensive attitude with a considerable part i.e. 1/0.21 frequency per minute. It was further analyzed that total frequency of prohibited visual social contents were portrayed with 1/0.65 frequency per minute. (Figure-5)

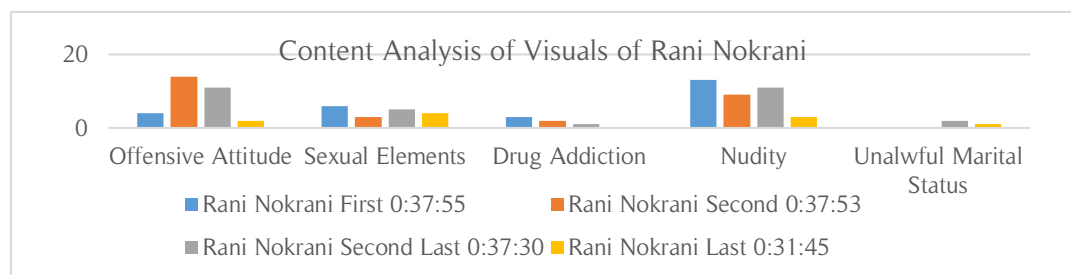


Figure 5:

Sexual elements were included most in drama serial Zid with a frequency of 1/0.14 per minute with a greater number of appearance of prohibited visual social contents of offensive attitude, nudity and unlawful marital status with 1/0.13, 1/0.12 and 1/0.12 frequency per minute per minute respectively (Figure-6).

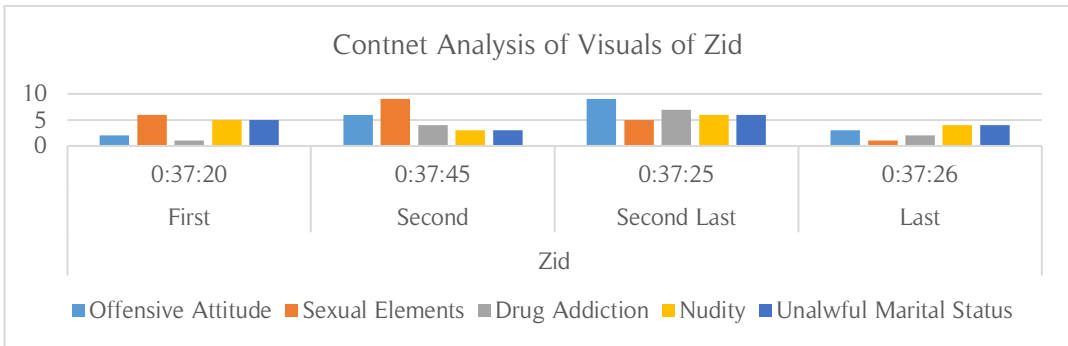


Figure 6

The results added that sexual elements and unlawful marital status were remained on top while assessment of prohibited visual social contents on drama serial Beparwah with a frequency of 1/0.19 and 1/0.18 per minute. Offensive attitude remained on third on the drama. (Figure-7)

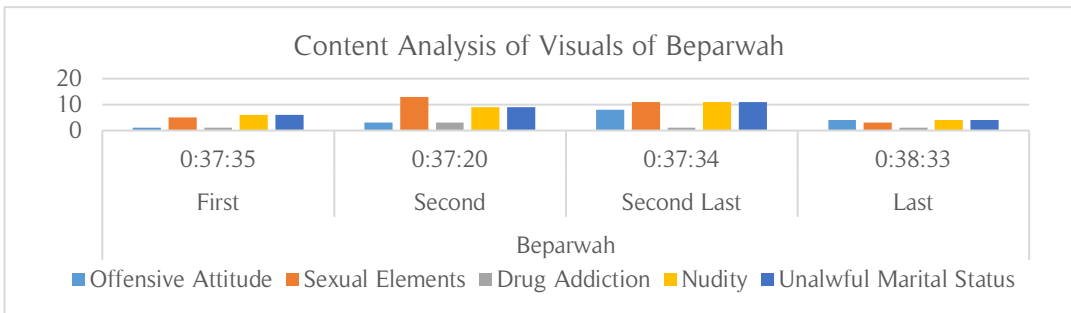


Figure 7:

The results found that offensive attitude, sexual elements and unlawful marital status were portrayed most with their frequencies of 1/0.28, 1/0.20 and 1/0.18 respectively. Nudity appeared with a frequency of 1/0.18 per minute on drama serial Nawabzadian. (Figure-8)

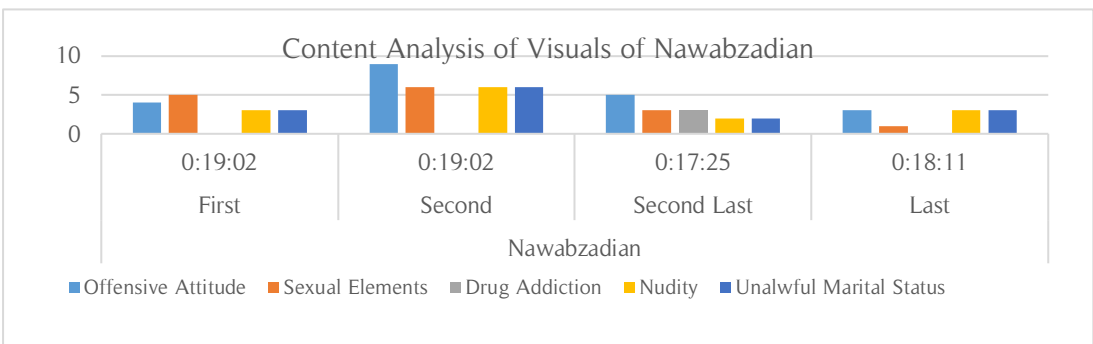


Figure 8:

Conclusion

The study was carried out to find prohibited social contents on Express Entertainment i.e. verbal and visual. It was resulted that offensive attitude has mostly been portrayed on Express Entertainment dramas with a frequency of 1/0.14 per minute during the assessment of verbal communication while, nudity was on top with frequency of 1/0.12 per minute by visuals with a considerable portrayal of unlawful marital status i.e. 1/0.12 frequency per minute. The overall results concluded that there had been portrayed five major prohibited social contents on Express Entertainment most popular dramas those are offensive attitude, sexual elements, drug addiction, nudity and unlawful marital status. (Table 1 & 2)

Table 1. Frequency Analysis by Verbal Communication per Minute

Drama	Duration	Offensive Attitude	Sexual Elements	Drug Addiction	Nudity	Unlawful Marital Status	Total
Rani Nokrani	00:37:55 (Episode 1)	0.04	0	0.01	0.02	0.006	0.08
	00:37:53 (Episode 2)	0.02	0.02	0.02	0.006	0.02	0.10
	00:37:30 (2 nd Last)	0.02	0.06	0	0.03	0.04	0.17
	00:31:45 (Last Episode)	0.006	0.01	0	0	0.006	0.02
Zid	00:37:20 (Episode 1)	0.04	0.02	0	0.01	0	0.07
	00:37:45 (Episode 2)	0.05	0.03	0.006	0.006	0.006	0.10
	00:37:25 (2 nd Last)	0.06	0.006	0.02	0	0.02	0.10
	00:37:26 (Last Episode)	0.01	0.02	0	0	0.006	0.04
Beparwah	00:37:35 (Episode 1)	0.006	0.01	0	0.006	0	0.02
	00:37:20 (Episode 2)	0.03	0.006	0	0	0.006	0.04
	00:37:34 (2 nd Last)	0.05	0.01	0.006	0.03	0.006	0.11
	00:38:33 (Last Episode)	0.04	0.006	0	0	0	0.04
Nawabzadian	00:18:62 (Episode 1)	0	0.02	0	0.02	0.05	0.10
	00:18:62 (Episode 2)	0.04	0.04	0.01	0.12	0.12	0.33
	00:17:25 (2 nd Last)	0.14	0.09	0.04	0.14	0.06	0.50
	00:18:11 (Last Episode)	0.02	0.06	0.02	0.02	0.02	0.17
Total	520 Minutes	0.14	0.09	0.03	0.08	0.07	0.43

Table 2. Frequency Analysis by Visuals per Minute

Drama	Duration	Offensive Attitude	Sexual Elements	Drug Addiction	Nudity	Unlawful Marital Status	Total
Rani Nokrani	00:37:55 (Episode 1)	0.02	0.04	0.02	0.09	0	0.18
	00:37:53 (Episode 2)	0.09	0.02	0.01	0.06	0	0.19
	00:37:30 (2- Last)	0.07	0.03	0.006	0.07	0.01	0.20
	00:31:45 (Last Episode)	0.01	0.02	0	0.02	0.006	0.06
Zid	00:37:20 (Episode 1)	0.01	0.04	0.006	0.03	0.03	0.12
	00:37:45 (Episode 2)	0.04	0.06	0.02	0.02	0.02	0.16
	00:37:25 (2- Last)	0.06	0.03	0.04	0.04	0.04	0.22
	00:37:26 (Last Episode)	0.02	0.006	0.01	0.02	0.02	0.09
Beparwah	00:37:35 (Episode 1)	0.006	0.03	0.006	0.03	0.03	0.11
	00:37:20 (Episode 2)	0.01	0.08	0.01	0.05	0.05	0.22
	00:37:34 (2- Last)	0.04	0.06	0.006	0.06	0.06	0.26
	00:38:33 (Last Episode)	0.02	0.01	0.006	0.09	0.09	0.09
Nawabzadian	00:18:62 (Episode 1)	0.05	0.06	0	0.04	0.04	0.20
	00:18:62 (Episode 2)	0.12	0.08	0	0.08	0.08	0.36
	00:17:25 (2- Last)	0.06	0.04	0.04	0.02	0.02	0.20
	00:18:11 (Last Episode)	0.04	0.01	0.04	0.04	0.04	0.13
Total	520 Minutes	0.16	0.16	0.05	0.18	0.12	0.70

It was concluded that sexual elements and offensive attitude have remained more exposed in the contents whereas nudity has remained on third while assessment of verbal dialogues. On the other hand, nudity and sexual elements were assessed more exposed while assessment of visuals of the drama contents. Both are major social and cultural taboos which can be resulted in massive loss of local cultural norms and identity.

In special circumstances of Pakistan, we have assessed a proper dress code, social norms and values in our lives. All the prohibited social contents dig out earlier have never been allowed but the viewers becoming habitual to see these kinds of content. For a better assessment of these prohibited social televised contents can be done by analyzing our daily lives where no one is talking in favor of these Contents. Moreover, majority of the locals who traditionally sit in front of TV with their families are not able to watch these contents family wise now. This is a clear indication that these contents are prohibited social contents in our society. Recently, electronic media in Pakistan reported many incidents of social prohibitions which were taken place in result of massive viewing the Pakistani televised contents. Moreover, these social prohibited contents although part of Pakistani televised contents, are not accepted in general. Pakistan Media Regulatory Authority (PEMRA) should take some serious notice on the contents of Pakistani television media and restrict them to show contents which are familiar to local cultural norms and values.

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