

## **Influence of Foreign TV Programs on Fashion, Lifestyle and Language of Youth**

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### **Abstract**

Culture is considered to be very closely related to media as different studies show that media shapes the culture and culture also influences the content of media. The cultural influence of dominant media has been recognized across the world. Media globalization has threatened the identity of nations. This study aims to explore the effects of foreign entertainment TV programs on culture particularly fashion, lifestyle and Urdu language in the youth of Pakistan. The sample of the study was taken from the university students of Islamabad and Rawalpindi. The findings of the study strongly support that proposition that foreign entertainment TV programs have deep influence on fashion, lifestyle and language of youth.

**Keywords:** *Impact, Foreign TV Programs, Channels, Language, Youth, Fashion, Lifestyle, Media Globalization*

### **Introduction**

Before the popularity of TV and cable system, people were engaged in practicing their own cultures according to their norms, values and beliefs. People had a choice to generate their own culture. With the passage of time things all over the world changed. This was the change after the invention and popularity of TV because the audio-visual mean of media is supposed to have more power to cultivate minds. With this started the “making” of culture and news within

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the countries consuming the local societies (Selznick, 2008). After this invention technology grew stronger and many new means of communication were introduced including internet. TV and internet did what print and radio were unable to do before. These two means of media brought the world closer.

TV brought revolution in societies, countries and continents. It filled the spaces that were hollow before the invention of TV. TV had a very deep impact on thinking and socializing of people. It not only played the role in educating people but helped the people of the world to understand other civilizations. However media globalization has increased through television to its maximum level in 21st century and the dangers which threaten the identity of nations have increased under the media globalization (Barker, 1999). Considering this aspect the present research aimed to investigate the influence of foreign entertainment TV channels on Pakistani society. With the concept of media being a story teller, came the concept of media being a teacher. With media as teacher came the concept of media being a thought provoker. All these qualities made the media of any country to be the most influential body of society (Tomlinson, 1999). Research has also shown that the all means of information and communication are very influential especially in this era which is called the era of flooded information. After the agrarian and industrial revolution in history now the human civilization is passing through the phase of information revolution. People are provided with unfiltered information. The phenomenon of the mass media being the most powerful to influence the thinking of the people is basically because the media

influences the attitudes of the people.

Media became the most influential element in the society and introduced the concept of media-culture relationship. The media became the most powerful in a society having effect on all the stratas. Chiefly media influences the attitude of the people resulting in the change in the behavior (Burton, 2002). Mainly in past era the societies were known by cultures so the main and biggest impact it created was on culture. Before the emergence of mass media people were restricted to one and their own cultures. They were not exposed to other cultures. They lived with cultures that were transmitted to them by their forefathers and so.

Now that the media is so powerful that it can influence the thinking of the people so it would not be wrong if it is said that media changes or media shapes the attitude of the people. The change in attitude therefore shapes and brings change in behavior of people. Media and culture are thought to have a strong relationship which affects each other deeply. The culture of a society if shapes the content of the media then the media also shape the thinking of people/society. Therefore media need audience and the audience needs media. Both are interdependent.

Now when the relationship between the media and society was built, the invasion or imperialism was thought to be the result of flourished media. Cultural imperialism is the practice of promoting, distinguishing, separating, or artificially injecting one culture into another. Usually the former belongs to a powerful nation, which is strong enough to implement its culture on relatively weaker nations. It is based on the assumption that one nation tries to force

its own culture onto another nation (Tomlinson, 1991).

Tomlinson (1991) defines the term as the use of political and economic power to exalt and spread the values and habits of a foreign culture at the expense of a native culture. He is of the view that cultural imperialism is also referred to the export of ideology, norms, values and way of thinking to other cultures. Schiller (1969) describes cultural imperialism as the sum of the procedure by which a civilization is brought into the contemporary world system and how its controlling stratum is fascinated, pressured, forced, and at times induced into modeling social institutions to communicate to, or even propagate, the norms and structures of the controlling center of the system.

Historically, imperialism referred to selected powerful nations colonizing land not already controlled by other power rivals. This frequently resulted in a conquering of natives' cultures. In the same way this act of imperialism has continued but this imperialism is taking place through a different way. Today the global media have also been involved in the debate.

Carey (2002) says that experts and researchers followed these changes and tried to explain these changes theoretically and also tried to find the best term to describe this phenomenon and most of them finally, agreed to call it "Globalization".

The term 'globalization' is actually coined to explain the phenomenon of whole world changing into a global village by communicating and transferring ideas, information and beliefs through media. This term was firstly used in 1960's in social sciences where as it emerged again in 1980's but for economical

perspective (Imade, 2003).

The globalization of media actually means better understanding of cultures. Better understanding of the cultures through the flow of information in the international society. Globalization is said to bring people of all nations closer together, especially through a common medium. This was a process which was meant to create better understanding among different cultures through the new and advancement of technology in the world.

Pennycook (2013) discussed the concept which is expressed in all living languages is the tendency to dominate and incorporate the world into a single system. Globalization means applying a global character to things and especially to make the scope of the application of things global. Globalization therefore has the ability to penetrate and produce massive effects on the minds of people (Krugman and Verables, 1995).

The societies today cannot remain isolated from globalization. Globalization is considered to a stage of 'development'. It is a process of social change by changing the geographical and cultural barriers of countries and continents. It was this globalization only that opened up the national boundaries for trade at international level. It is the base of human development. Despite of having many positive effects, this globalization brought some problems with it. These problems became prominent in 1970s, UNESCO Report (1985), when a relation between the media and cultural imperialism was built. In the same era developing countries began to criticize the control developed countries held over the media.

Kraidy (2002) says that the mass media has a tremendous

impact on enculturation. Enculturation is the process where individuals learn their group's culture by experience, observation, and instruction. One of the negative effects of mass media is that it may impact enculturation process which is not healthy for the cultures themselves. Television crossed many phases of growth in Pakistan. Around 15 years back Pakistan only had the state owned television stations due to the political system in the country. But after the Musharraf regime, the country enjoys number of privately owned stations. The Television culture of the country changed after the introduction of Pakistani private channels and foreign channels from western and Indian media.

Introduction of cable channels in the region also had a great impact on the thinking pattern of people. That gave a new exposure to the people living in the region. That provided the people with access to the channels world-wide. When people were exposed to the international channels, this brought a change in the thinking pattern of the people.

Cultural invasion or imperialism is one of the most threatening and dangerous phenomenon that nations have to deal with now. It is a rupture that every nation is encountering now. It is the invasion or imperialism that is threatening cultures, family values, traditions of every nation. With western world dominating most of the nations in the world, cultural heritage, society and their identity is being altered and destroyed. Today the native cultures of every nation are struggling to survive and maintain their identity without being invaded by any other dominant culture. These dominant and strong countries are injecting their culture into the cultures of other nations

and as a result the weaker nations lose their identity.

Kellner (1990) says that Conglomeration played an important role in globalization. The transnational corporations when came in action, changed the whole scenario. These conglomerates when won the control of the state and main stream media altered the whole situation that was prevailing before. He exemplified the idea by presenting the details of the first conglomeration in media which occurred during 1980s when main business conglomerates had taken over three famous English networks including ABC, NBC and CBS. McChesney & Nichols (2000) discuss that this corporate conglomeration has intensified in today's world. AOL and Time Warner, Disney, and other global media conglomerates control ever more domains of the production and distribution of culture. Therefore the conglomerates may produce and distribute the cultural attitudes or values that they want to promote since the media is in their hands and they control anything. This production and distribution is usually in the interests of the profit and hegemony of the corporate handling.

Now that the media has got big role in globalization and today's media is a global media which is providing a better understanding of cultures but this understanding of other cultures becomes so powerful at times that it somehow becomes a part of one's own culture. The evolving technology has now created the notion of global culture. The internet, social networks, satellites, and cable TV have diminished the cultural boundaries. Global entertainment companies running TV channels internationally form the perceptions, likes, dislikes and attitudes of ordinary citizens and

thus become the strongest tool of cultural imperialism.

This fashion and style deployed by showbiz stars is promoted by the media conglomerates and it not only is promoted within a territory but throughout the world. This results in leaving effect on the cultures of the youth of the whole world. So these conglomerates are responsible for producing a unified culture amongst youth (Thussu, 2000). It is impossible to put barriers and blocks to avoid the access of what is spread by information media because communication technology is everywhere in every house.

It is a well-known fact that the United States of America is the pioneer in marketing culture commodities, and has ways of permeation and influence through satellite channels causing gradual psychological brainwash via information technology and the materials produced especially for underdeveloped countries and likewise the influence of other powerful countries on relatively weaker ones (McPhail, 1987).

Researchers have agreed that this globalization is a big threat to cultural identities, especially when the two means of media TV and Internet are emphasized. Access to international channels mainly is the cause of deep effects on thinking and perception of the people, which ultimately results in culture being affected.

Herman and Chomsky (2002) state that television 'manufactures consent' and consent grants the organ grinder the greatest power of all - the power to define reality. TV has been used as a propaganda tool in the history and so is today. There is no doubt that Television is the most powerful medium and so it is the most influential one as well. Now this is used by strong nations to



penetrate their propaganda to weaker countries. When it is said strong nations that refers to economically strong nations that have the power to produce media tycoons and rule the media as a whole. In present time the western nations especially America is more powerful and so the propaganda ruling is the western one. It would not be wrong if it is said that America is ruling the media all over. It is vomiting information that is accepted by the whole world.

People have an access to international channels very easily. They can watch any channel sitting anywhere in the whole world. So they accept what is being showed to them. The invasion takes place when thinking of people is hypnotized by the ruling media and people start thinking the way media wants them to.

American culture is intruding most of the cultures of the world. National heroes are replaced by Tom Crouse, Bryan Adam and so. Not only is this but the dress code of every country also being affected. America and the west has popularized the jeans and English culture so much that jeans has become the universally accepted dress and English the language. It is acceptable if these are adopted for enculturation but not for acculturation. As far as English language is concerned one can easily find that 90% of the information from internet is in English. The biggest conglomerates BBC and CNN are English channels.

This culture imperialism is not limited to the dressing, lifestyle, norms and values of a country but now language has also been included in the list. The languages were pure before the globalization had taken place. Now after this languages have also been invaded. Clearly seen that now no matter what language one

is speaking, he/she will definitely be using English words in it (Morozova, 2010).

This duty is not only for the media but for the people as well. Cultural invasion does not happen overnight. It takes a good lot of time before slowly and gradually creeping into our own traditions. Every individual must understand that globalization does not necessarily mean one has to leave behind his own cultural roots to blend with another. In fact one has to maintain his own identity so as to leave an impact of his own culture on the other. To maintain identity and individuality one must stick to one's own language, own dress code, ways and norms of society that he belongs to as an individual. It is the moral duty of every individual to save his identity from extinct by adhering and sticking to his own culture rather than blindly following other cultures and traditions which would eventually lead to the death of his own culture sooner or later.

### **Statement of problem**

Cultural invasion is one of the most threatening and dangerous phenomenon that nations have to deal with now. The human civilization would not have been possible without cultures. It is the invasion that is threatening culture, family values, and traditions of every nation particularly third world countries including Pakistan. The international media in Pakistan is delimiting the cultural boundaries in Pakistan. And so the dress code, language, norms and values of the country are going through a transition phase. This study was designed to analyze quantitatively the impact of global media on culture. This is to study that television as a tool of

globalization is an influencing element on cultural attributes of youth with focus on fashion, style and language.

### **Theoretical Framework**

As this study is focused on the cultural influence of foreign television programs, it has the support of cultural imperialism theory which states that audiences across the world are deeply influenced by media content flowing from the Western industrialized states (Schiller, 1973).

The majority of the media content comes from the West as they are technologically and economically powerful. Countries with less resources and technology prefer to buy media content from western media instead of producing it on their own. This is the reason the developing nations are watching media content filled with dominant western culture which consequently affecting their native cultural norms and social structure.

As this study is focused on the assumption that youth of Pakistan is taking inspiration from foreign TV shows and celebrities and their lifestyle and fashion behavior has greatly influenced by dominant foreign culture, it supports the idea presented in cultural imperialism theory. The study also focused on the language of the youth and has assumption that national language of Pakistan is also the victim of cultural imperialism.

Hence, the cultivation theory has laid a theoretical foundation for analyzing the impact of imported/foreign television content on audiences, principally when entertainment TV content have more potential as compared to other categories of TV programs, to persuade viewers to perceive social reality and take inspiration

from characters (Tan, 1985).

The idea behind cultivation theory developed by Gerbner and Gross (1976) supports the influence of television on cultural attributes of youth. It holds an idea that media have power to cultivate the minds of people according to their own propagandas. The theory mainly focuses the prevalence and impact of television. This theory, when related to culture, studies the effect that the television causes on the cultures of different nations. This theory believes or states that the television has a very powerful impact on thinking and attitudes of the people. When thinking of the people is changed then naturally it leads to great changes including cultural modification.

### **Research Questions**

RQ 1: To what extent youth takes inspiration from foreign entertainment programs to adopt fashion trends?

RQ 2: To what extent exposure to foreign TV programs influences the life style of youth?

### **Research Design and Method**

This study is based on survey research. The survey methodology of research has been used for the collection of data. The tool used for the survey research is questionnaire and it was to be filled through purposive sampling for this research. The questionnaires were distributed by the researcher by hand among the respondents and they were requested to fill it at the spot.

There were close-ended questions in the questionnaire to examine the cultural attributes and preferences of youth in adopting cultural trends. One open ended question was also added at the end

of the questionnaire to take the views and opinions of respondents about the influence of foreign TV programs on fashion, lifestyle and language of youth. To measure the degree of favorable attitude and behavior, the Likert scale was found to be the most appropriate. Questions about the demographic characteristics were also included in the beginning of the questionnaire.

The study aimed at highlighting the cultural-sense in the youth and to see the effect of foreign entertainment programs on the cultural attitudes of the youth of Pakistan.

### **Population and Sample**

Population of the study was university students of following private and public-sector universities of Islamabad and Rawalpindi:

1. International Islamic University Islamabad (IIUI)
2. Quaid-i-Azam University Islamabad
3. Foundation University Rawalpindi Campus
4. National University of Modern Languages (NUML)

The sample was selected from the social sciences faculty. Both male and female students of bachelors to PhD level were chosen as sample keeping in view the topic of the thesis that focuses on changing cultural attitudes due to foreign TV exposure, mainly focusing on the changes in the lifestyle, emphasizing on the fashion. Sample size of the study was 250. The students from social sciences faculty are chosen because the social sciences students are trained to critically analyze different phenomenon.

### **Operational Definition of Variables**

#### ***Fashion Behavior***

It is the way one dresses up, carries oneself and the way one takes

inspiration from the latest trends. It also includes the style of make-up and accessories that one uses in daily life. Fashion is the style of a person which is evident from one's dressing, appearance and style. It also deals with how an individual takes or carries the fashion or the popular trend. Any of new trends that become popular utilizing these factors becomes fashion.

### ***Lifestyle***

Lifestyle is the way of life, the manner of living in a social structure. It is the behavior pattern one's adopt in the society. The actions, attitudes, interests, views, values are the elements of lifestyle.

### ***Urdu Language Proficiency***

Language proficiency is the capability of a person to speak or perform in an attained language. Urdu is the national language of Pakistan, thus Urdu language proficiency refers to the capability of native speakers to speak their national language fluently without mixing words from foreign languages.

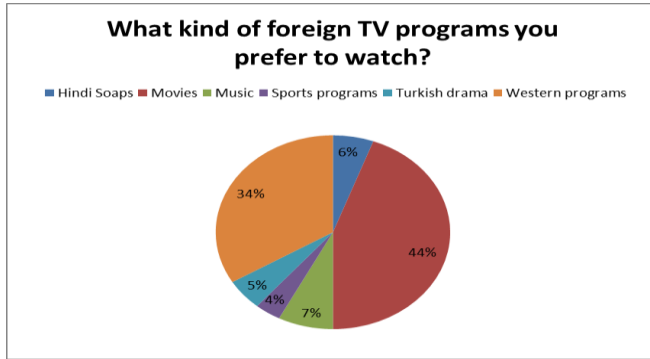
### ***Exposure to Foreign Entertainment TV Programs***

The availability and access of the international TV channels and their viewership among the people is called exposure. When people can freely access the international channels and they can watch their programs anywhere in the world through TV and internet. The entertainment TV programs refer to dramas, series, music, movies, fashion shows and other entertainment shows.

### ***Degree of Exposure***

The amount of exposure one gets from television, the watching time of television programs. The youngsters who watch TV less than two hours a day are considered light viewers while the youngsters who

watch more than four hours a day are considered to be the heavy viewers. The youngsters who watch in between these extremes are considered moderate viewers.



*Figure 1*

To know the preferences of respondents about their choice of foreign TV programs, they were asked about the kind of foreign television programs they prefer to watch. Figure 1 shows that 44% of the respondents prefer to watch foreign movies while 34% respondents showed their interest in watching western programs. Very small size that makes only six percent of the total sample population showed their interest in watching Hindi soaps while five percent showed their interest in watching Turkish dramas. Sports programs are preferred by four percent of the respondents while seven percent prefer to watch music shows on television.

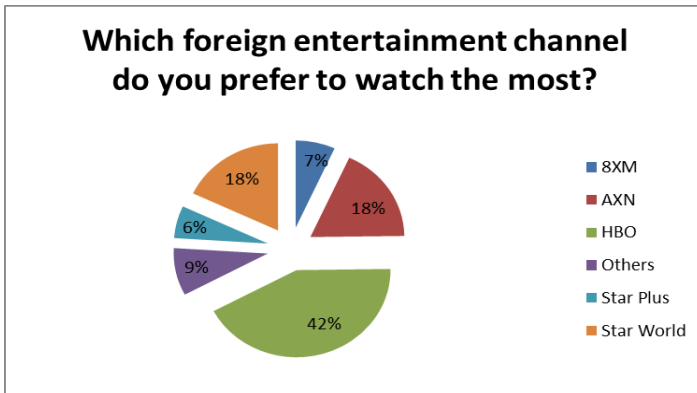
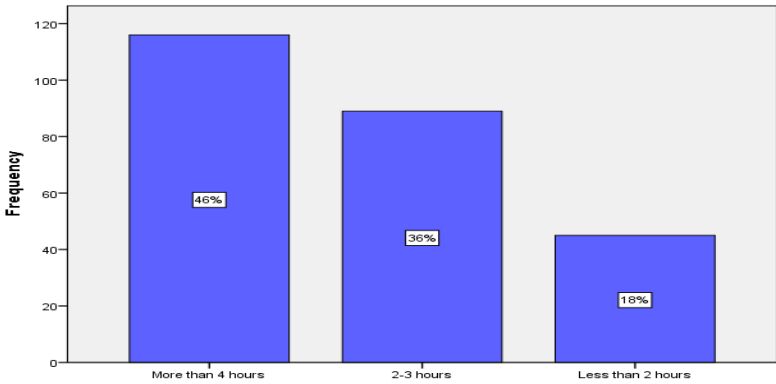


Figure 2

In order to know about the preference of youth for foreign entertainment TV channels, the respondents were asked about the channels they prefer to watch the most. Figure 2 shows that majority of the respondents, which makes 42% of the total sample population, watches HBO, the English movie channel. The second most watched channels are Star World and AXN with 18% of viewership respectively. Six percent of the population watches Star Plus, the Indian drama channel while seven percent watch 8XM, the music channel. Under 'Others' category, 8.8% respondents indicated their interest in watching other foreign channels including Tens Sports, Zee TV, Star Movies and National Geographic.





*Figure 3: How many hours a day do you watch foreign entertainment TV programs?*

Figure 3 shows that 46% of the respondents are heavy viewers of foreign TV programs while 36% of the respondents watch international TV programs for 2-3 hours. Eighteen percent of the respondents watch foreign programs less than 2 hours a day and are light viewers.

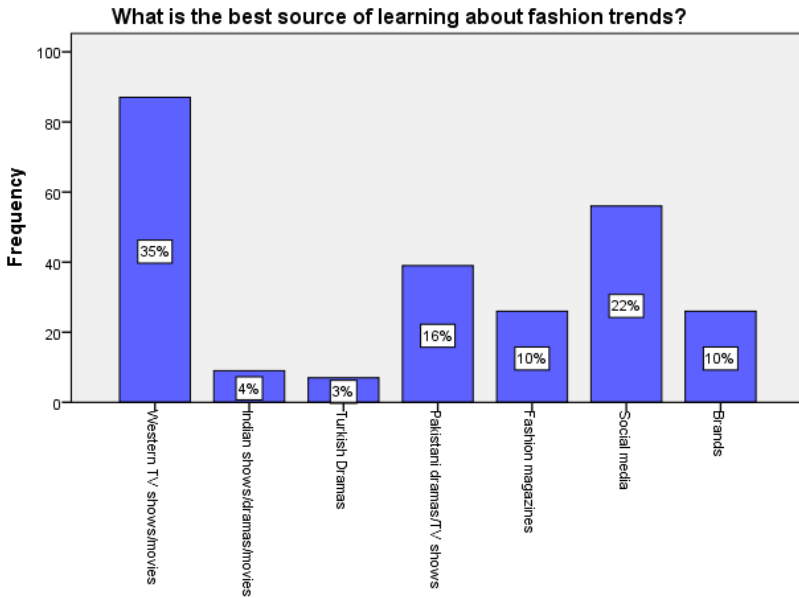


Figure 4: Fashion Behavior

Figure 4 shows the learning source for youth to get to know about the fashion trends. Majority of the respondents comprising 35% of the total population indicated that they learn about fashion trends from western television shows. Twenty-two percent selected Social media as their learning source of fashion trends while 16% learn fashion trends from Pakistani TV programs. Ten percent respondents mentioned Brands as their learning source while 4% learn fashion from Indian TV programs and 3% from Turkish dramas.

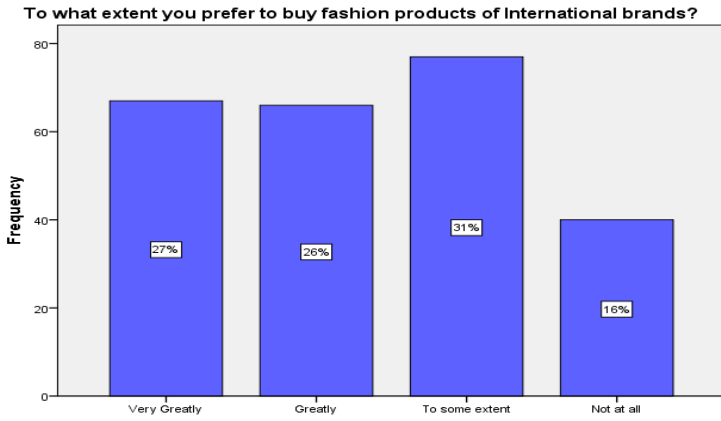


Figure 5

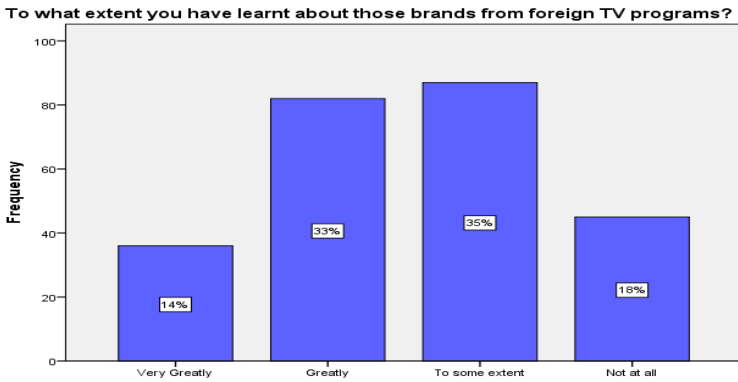


Figure 6

Figure 5 depicts the inclination of respondents towards international brands. Twenty-seven percent respondents indicated that they prefer to buy fashion products of international brands very greatly while 26% greatly prefer international brands that means 53% of the total population give preference to international brands to a great extent. Thirty-one percent showed inclination towards international brands to some extent while 16% are completely uninterested in purchasing their fashion products. To see the relationship between respondents' inclination towards international brands and exposure to foreign TV programs, the degree of influence of foreign programs is explored. Thus figure 6 shows that to what extent respondents are motivated from foreign television programs to opt for international brands. Combining 'Greatly' and 'Very Greatly' levels, 48% have learnt about brands from foreign TV programs to a greater extent while 35% are motivated from foreign TV programs to some extent. Eighteen percent population indicated that they did not learn about brands from foreign television. These two tables are showing significant influence of foreign entertainment programs on respondents' choice of fashion products.

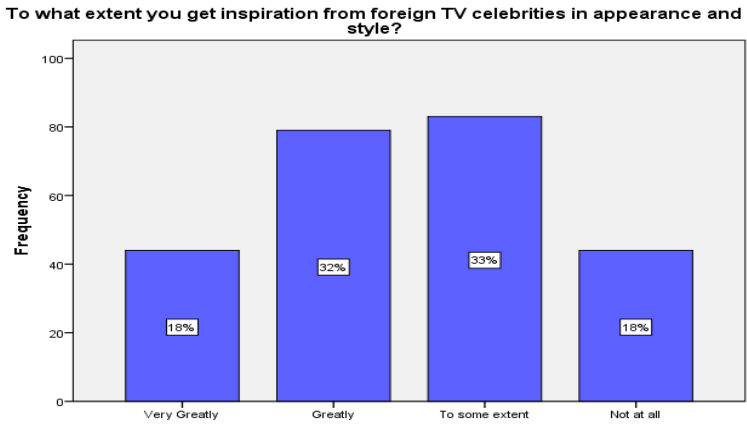


Figure 7

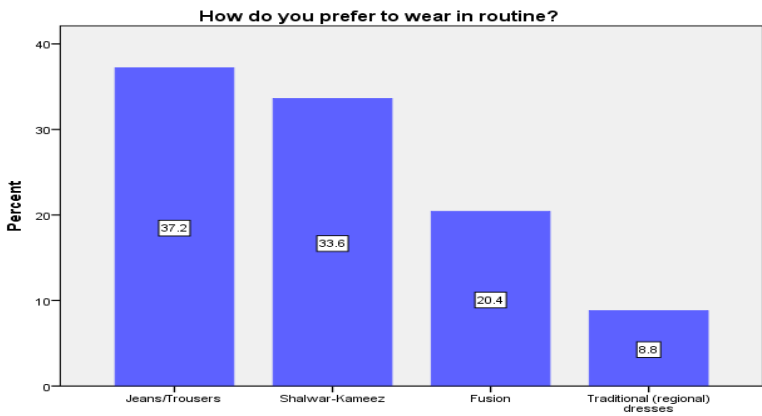


Figure 8

Figure 7 shows the degree of influence of foreign television programs on respondents' behavior in adopting fashion trends. Fifty percent of the respondents take inspiration from foreign celebrities in appearance and style to a greater extent while 33%

follow them to some extent. The indicator shows that majority of the population have a greater influence of foreign TV celebrities on their appearance and style. Only 18% respondents do not take influence from foreign TV celebrities in this respect. Figure 8 shows the preference of respondents in dressing up. Thirty-seven percent respondents prefer to wear jeans/trousers while 20% wear blend of western and Pakistani. Thirty-four percent respondents gave preference to Shalwar-kameez while nine percent were inclined towards traditional dresses.

Hence it is clearly indicated in the results the prevalence of foreign fashion trends among youth. The figures also identify that exposure to foreign entertainment programs has greater influence on youth in adoption of foreign fashion trends primarily western fashion as figure 3.1 shows that majority of the respondents consider western TV programs as the best source for learning fashion trends.

**Table 1: Degree of Foreign TV Exposure and Influence on Fashion Behavior**

<b>Fashion Behavior in Heavy Viewers</b>	<b>Very Greatly</b>	<b>Greatly</b>	<b>To some extent</b>	<b>Not at all</b>
Degree of inspiration from foreign TV celebrities	37%	52%	10%	1%
Preference for fashion products of International brands	41%	42%	11%	5%
Foreign TV programs as a learning source about brands	27%	54%	13%	6%
<b><i>Fashion Behavior in Moderate Viewers</i></b>				
Degree of inspiration from foreign TV celebrities	1%	20%	66%	12%
Preference for fashion products of International brands	15%	16%	51%	19%
Foreign TV programs as a learning source about brands	6%	17%	58%	19%
<b><i>Fashion Behavior in Light Viewers</i></b>				
Degree of inspiration from foreign TV celebrities	-	2%	27%	71%
Preference for fashion products of International brands	13%	7%	42%	38%
Foreign TV programs as a learning source about brands	-	9%	44%	47%

**Table 2: Dressing Preferences**

	<u>Jeans/Trousers</u>	<u>Shalwar-Kameez</u>	<u>Fusion</u>	<u>Traditional dresses</u>
Heavy Viewers	44%	26%	26%	4%
Moderate Viewers	34%	38%	16%	12%
Light viewers	27%	44%	16%	13%

Table 1 shows the segregation of heavy viewers, moderate viewers and light viewers of foreign entertainment TV programs and the degree of influence on their fashion behavior. The table indicates that heavy viewers are following foreign fashion trends at greater level while there is a decrease in the degree of influence on moderate viewers as majority of them takes influence from foreign programs to some extent. The light viewers are significantly less influenced by foreign content as shown in the table.

Table 2 shows the relationship between dressing preferences of respondents and their degree of exposure to foreign television. Majority of the heavy viewers prefer western dressing in their daily routine while mainstream from light viewers prefer Pakistani dresses.

Hence it is proved that the degree of exposure to foreign entertainment TV programs influences the fashion behavior of youth. The heavy viewers are more influenced from foreign entertainment TV programs as compared to the light viewers.



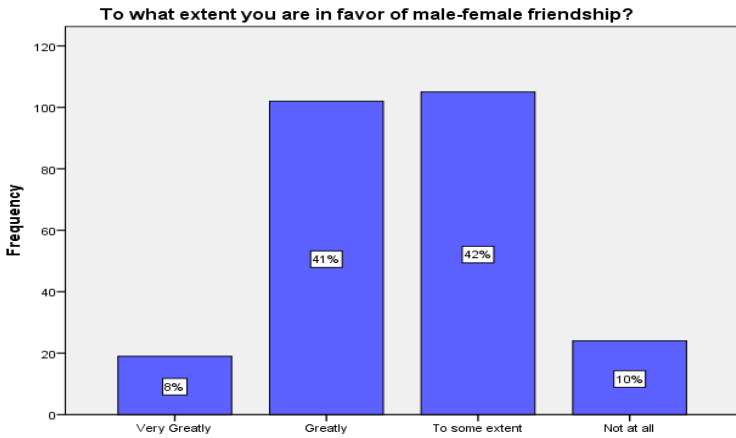


Figure 9: Lifestyle of Youth

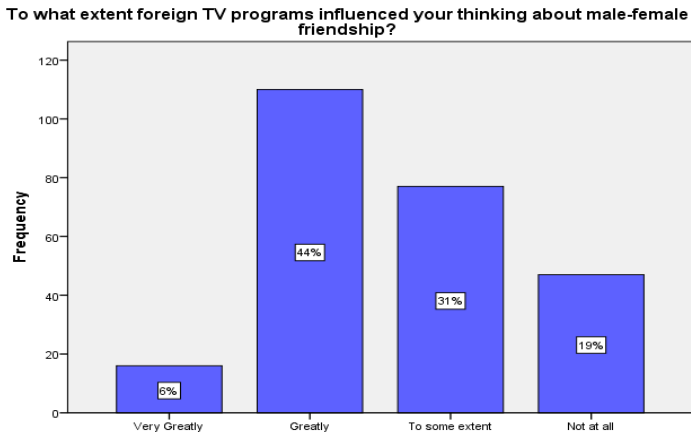


Figure 10

Figure 9 depicts the acceptability level of respondents for male-female friendship. Forty-nine percent respondents are in favor of male-female friendship to a greater extent while 42% favor it to some extent. Ten percent are not in favor of male-female friendship

as shown in the graph.

After investigating about their attitude towards male-female friendship, the influence of foreign programs has been measured on their attitude in this respect. Figure 10 indicates that 50% respondents have taken influence to a greater extent from foreign TV programs in shaping their thinking about male-female friendship while thinking of 31% respondents are influenced to some extent. Nineteen percent do not take influence from foreign TV programs in developing their attitude towards male-female friendship.

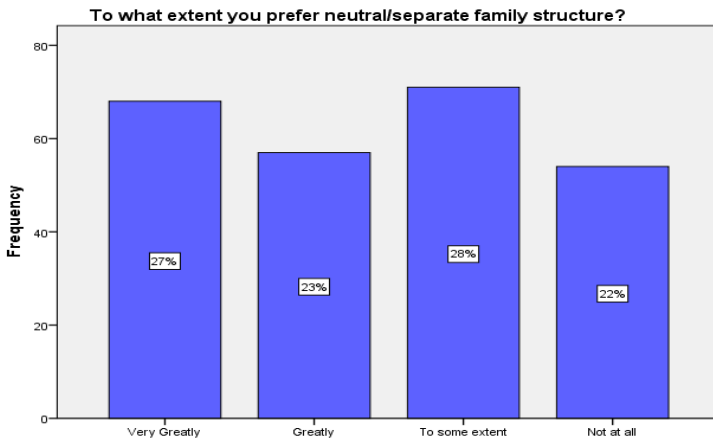
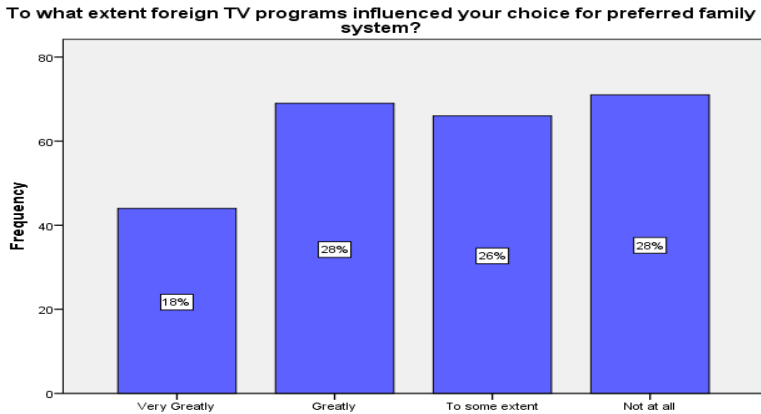


Figure 11



*Figure 12*

The degree of inclination among respondents towards separate family system is shown in figure 11. It shows that 50% of the respondents give preference to separate family structure to a greater extent whereas 28% prefer it to some extent. Twenty-two percent are by no means in favor of separate family structure. The figure clearly indicates the inclination of majority of the population towards separate family system. After assessing their inclination towards separate marriage system, the role of foreign TV is evaluated in this respect to see the relationship between both variables. Thus figure 12 shows the degree of influence of foreign television programs on respondents' choice for preferred family system. Forty-six percent are greatly influenced by foreign television programs in their choice of preferred family system while the choice of 26% respondents is influenced by TV to some extent. Twenty-eight percent are by no means inspired by imported TV programs for their choice of preferred family system.

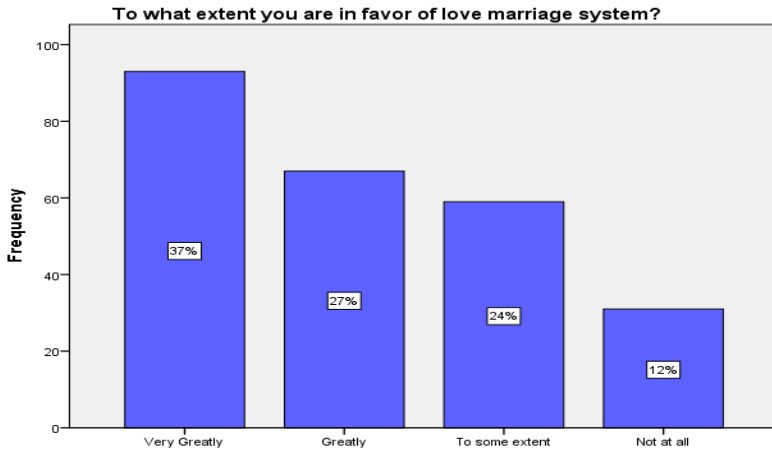


Figure 13

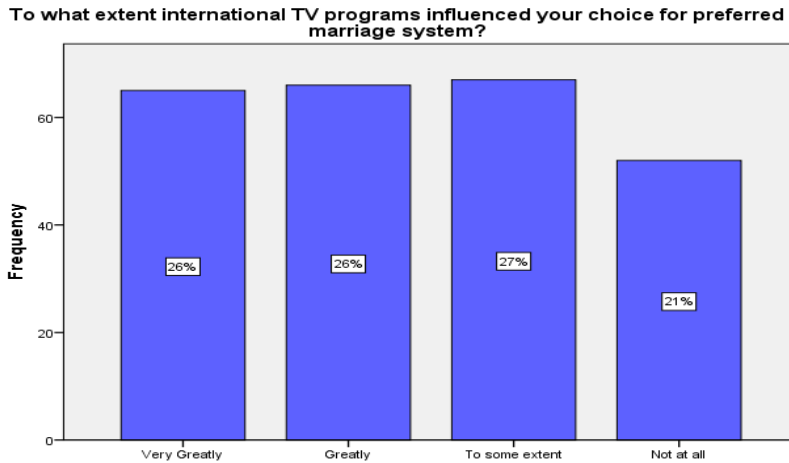
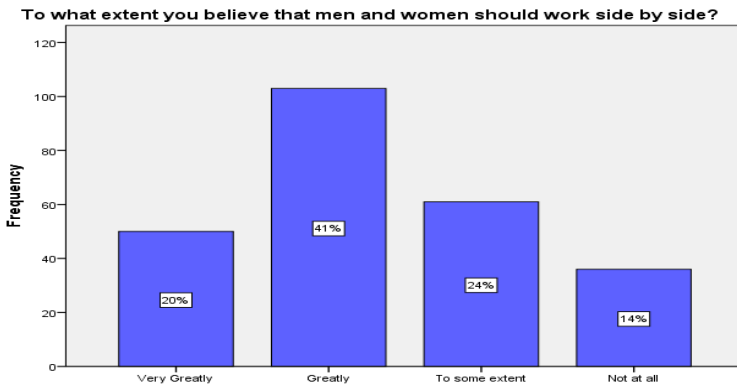


Figure 14

Figure 13 shows that 64% respondents are greatly in favor of love marriage while 24% favor it to some extent. Twelve percent are by no means in favor of love marriage system. The chart is clearly indicating the significant degree of inclination of majority of

respondents towards love marriage. Figure 14 shows the impact of foreign TV programs on their degree of inclination towards love marriage. The choice of fifty-two percent respondents for love marriage is greatly influenced by foreign TV programs while 27% are influenced to some extent. Twenty-one percent are in no way influenced by foreign TV content.



*Figure 14*

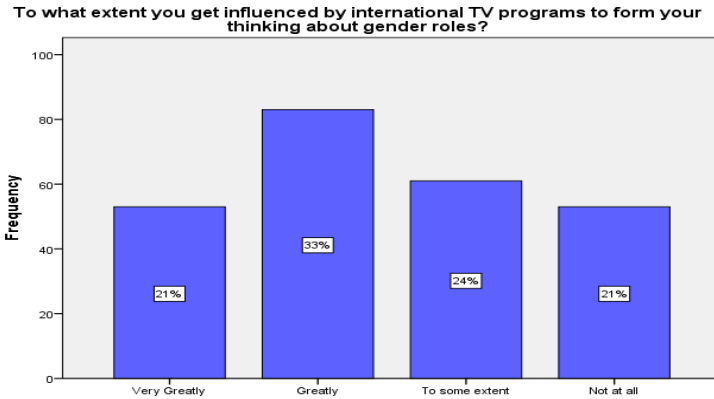


Figure 15

Figure 14 shows the attitude of respondents towards the trend of men and women working side by side. Sixty-one percent of the respondents are greatly in favor of the idea that men and women should work side by side while 24% agree to this to some extent. Twenty-one percent are not at all in favor of this idea. The influence of foreign TV on respondents' attitudes towards gender role is investigated in figure 15. It is observed that 54% respondents are influenced by foreign TV programs in developing their attitudes towards gender roles. Twenty-four percent are influenced to some extent while 21% are not influenced at all.

Hence it is proved that the life style of youth has changed to a greater extent as majority of them are greatly in favor of male-female friendship, love marriage and separate family system which is contrary to the cultural values of Pakistan. The concept of gender roles is also changed among youngsters as majority believes that women and men should work side by side which was not greatly

acceptable in Pakistani society before. The relationship between foreign entertainment TV programs and influence on lifestyle of youth is also observed very significant considering the degree of influence on respondents.

**Table 3: Degree of Foreign TV Exposure and Influence on Lifestyle**

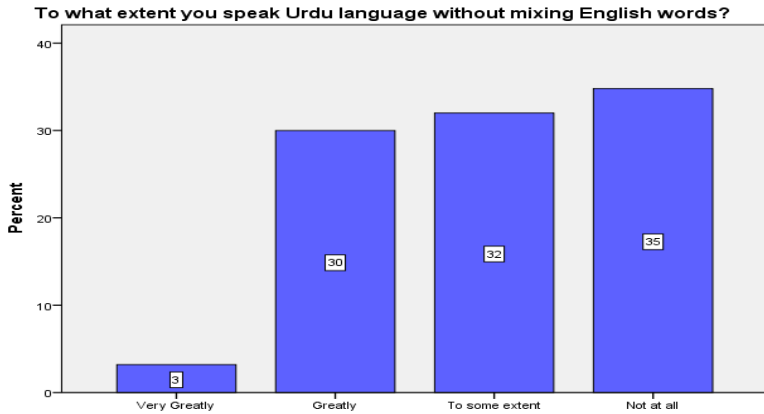
<b>Lifestyle of Viewers</b>	<b>Heavy</b>	<b>Very Greatly</b>	<b>Greatly</b>	<b>To some extent</b>	<b>Not at all</b>
Degree of acceptability for male-female friendship		10%	50%	34%	6%
Influence of foreign TV on attitude towards male-female friendship		5%	51%	29%	15%
Degree of Preference for love marriage		65%	28%	4%	2%
Influence of foreign TV on attitude towards marriage		46%	34%	18%	2%
Degree of Preference for separate family structure		47%	22%	22%	10%
Influence of foreign TV on attitude towards preferred family system		28%	29%	22%	22%
Degree of acceptability for men and women working side by side		31%	50%	13%	6%
Influence of foreign TV on attitude towards gender roles		41%	47%	9%	3%



<b>Lifestyle of Moderate Viewers</b>	<b>Very Greatly</b>	<b>Greatly</b>	<b>To some extent</b>	<b>Not at all</b>
Degree of acceptability for male-female friendship	6%	38%	52%	4%
Influence of foreign TV on attitude towards male-female friendship	7%	43%	38%	12%
Degree of Preference for love marriage	15%	28%	51%	7%
Influence of foreign TV on attitude towards marriage	12%	21%	42%	25%
Degree of Preference for separate family structure	12%	25%	42%	21%
Influence of foreign TV on attitude towards preferred family system	10%	28%	40%	21%
Degree of acceptability for men and women working side by side	13%	22%	38%	26%
Influence of foreign TV on attitude towards gender roles	6%	19%	39%	36%

<b>Lifestyle of Viewers</b>	<b>Light</b>	<b>Very Greatly</b>	<b>Greatly</b>	<b>To some extent</b>	<b>Not at all</b>
Degree of acceptability for male-female friendship		4%	22%	44%	29%
Influence of foreign TV on attitude towards male-female friendship		9%	29%	20%	42%
Degree of Preference for love marriage		9%	20%	20%	51%
Influence of foreign TV on attitude towards marriage		2%	16%	20%	62%
Degree of Preference for separate family structure		7%	22%	20%	51%
Influence of foreign TV on attitude towards preferred family system		7%	22%	11%	60%
Degree of acceptability for men and women working side by side		4%	56%	27%	13%
Influence of foreign TV on attitude towards gender roles		-	27%	33%	40%

Table 3 shows the lifestyle of respondents and the influence of foreign TV programs under three degrees of TV exposure respectively. Among the heavy viewers, the attitude of respondents is greatly in favor with the foreign lifestyle practices including male-female friendship, love marriage, separate family system and gender roles. The influence of foreign TV programs on respondents' attitude towards foreign lifestyle practices is at significant level among heavy viewers. The influence on moderate viewers is lesser than heavy viewers but still it is at a significant level. The light viewers are comparatively less influenced by foreign TV and majority of them do not have favorable attitude towards foreign lifestyle practices. Hence it is proved that the degree of foreign TV exposure influences the lifestyle of youth.



**Figure 16: Influence on Urdu Language**

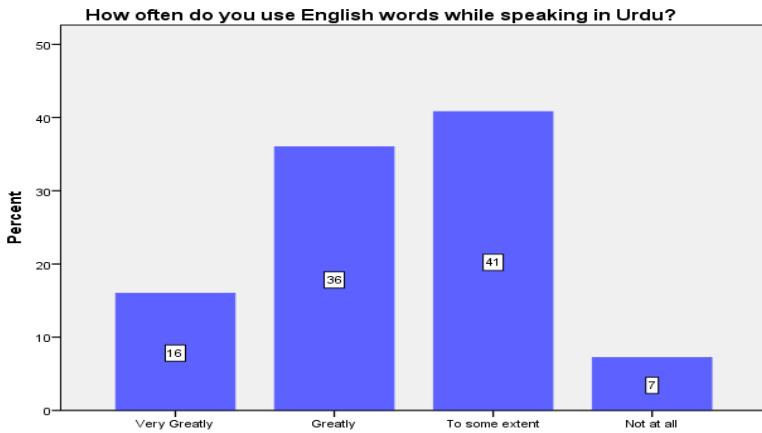


Figure 17

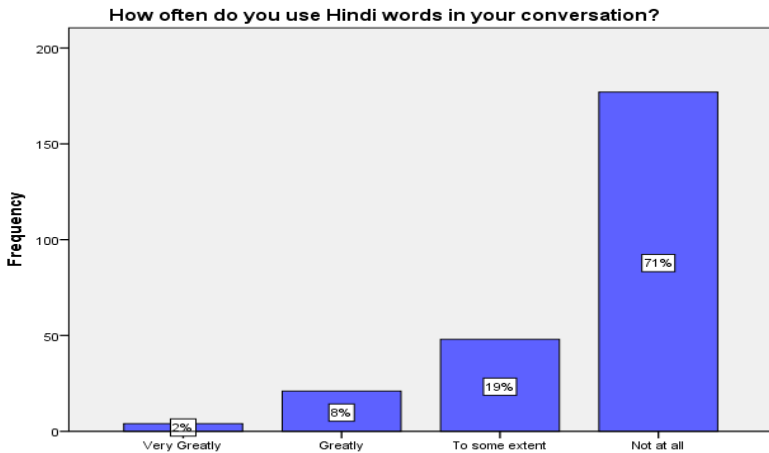


Figure 18

Figure 16 show that 33% respondents speak pure Urdu language to a greater extent while 32% speak pure Urdu to some extent. Thirty-five percent respondents do not speak Urdu without mixing English words. To deeply explore this phenomenon figure 17 indicates how frequently they use English words while speaking Urdu. Fifty percent respondents stated that they use English words while

speaking in Urdu to a greater extent while 41% mix English words to some extent. Seven percent indicated that they do not use English words while speaking in Urdu. The two figures are clearly showing that the capacity of youth to speak pure Urdu is badly affected and they cannot speak Urdu without mixing English words.

As figure 16 and 17 indicated that the respondents do not have the capacity to speak Urdu without adding English words, the figure 18 shows the influence of English television shows on their language. Sixty-Four percent respondents have learnt English from foreign entertainment television programs to a greater extent while 26% indicated that they learnt it from TV to some extent. Only nine percent by no means learn English from TV.



*Figure 19*

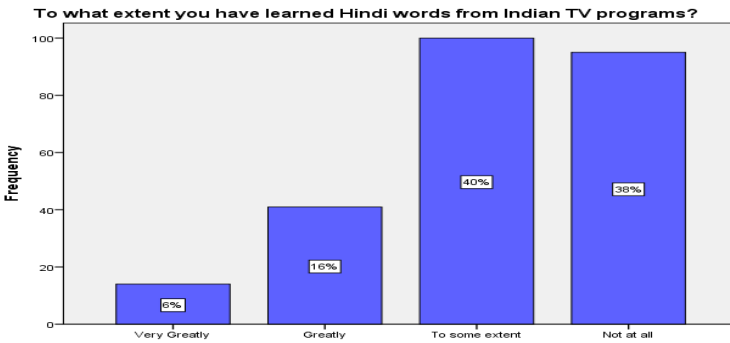


Figure 20

Figure 19 shows the degree of using Hindi words while speaking Urdu. The figure clearly indicates that there is very less amount of people influenced by Hindi language. Ten percent of the respondents use significant amount Hindi words while speaking in Urdu while Nineteen percent use Hindi words to some extent. Seventy-one percent respondents by no means use Hindi words in their conversation. Assessing the influence of Indian TV programs on language, figure 20 shows that 22% respondents have learnt Hindi greatly from Indian programs while 40% learnt it to some extent. Thirty-eight percent respondents did not take influence from Indian programs on their language. Comparing the two figures, it also shows that amount of respondents learnt Hindi from Indian shows is more than the amount of respondents using actually Hindi words in their conversation.

Thus it is calculated that despite learning the language from Indian TV shows, it is not influencing the capacity of youth to speak Urdu. On the other side English language, significantly learnt from Western TV shows, have a greater influence on respondents'

capacity to speak pure Urdu. Consequently it is proved that exposure to foreign television programs is affecting the capability of youth to speak pure Urdu language.

**Opinions of respondents on the influence of foreign TV programs**

Respondents were asked about their views on the impact of exposure to foreign programs. Significant numbers of respondents were of the view that the international media particularly the western TV serials and movies have a greater influence on them. Majority of the respondents stated in their comments that the influence of foreign media has both negative and positive elements, "Foreign programs are both a blessing and a curse". It chiefly depends on the viewers what sort of inspiration they are taking from the media messages.

Some of the views were focused on the specific young age that is more prone to absorb the reality shown in the dominant western programs. One of the respondents has following views in this regard:

*"Youngsters are the easiest victims of fowls beliefs and rough values. Because the glittering personalities that television shows does appeal every person at young age."*

They were also of the view that one should be mature enough to differentiate between the positive and negative messages in the entertainment content and should have the sensibility to absorb only healthy cultural elements. The role of internet and smart phones is also discussed in respondents' views pointing to the current phenomenon of online availability of foreign television

programs through websites, apps and YouTube which is extremely convenient for the audience to access the TV programs anytime, anywhere which consequently increased the amount of TV exposure and so the degree of influence on viewers.

The bonding to one's own cultural values also plays a greater role in preventing the influence of foreign culture according to some respondents. If the cultural values are inculcated in the consciousness of the youth, then foreign culture will have lesser impact on their minds.

*"The lack of ownership of our own tradition and norms is causing our generation to incline towards foreign culture. If we promote our own culture via social media, TV and other types of medium, we can overcome the influence of foreign culture."*

Respondents are of the view that cultural practices shown in the foreign programs are totally opposite to the social norms and trends of Pakistani culture and create wrong perception of fashion and lifestyle in youth. *"The attire, lifestyle, eating habits and even speaking style in youth has an indelible marking of foreign media."*

Respondents also discussed the reasons behind youth getting influenced by western culture. According to them they do not feel proud of their own cultural trends rather they feel more confident by carrying themselves in a westernized way.

*"We are very much confused when it comes to cultural diffusion. We tend to think that the culture we belong to is less respectable or adoptable than the western cultures."*

A significant number of respondents discussed the positive aspects of foreign media access. They are of the view that learning new



cultures and adopting their good practices is a positive change in our society. The exposure to external cultures is encouraging diversification and tolerance for other cultures and their ways of life and it also contributing to the elimination of some negative practices in Pakistani culture like gender discrimination and forced marriages. "They have a better role in making good society". Some discussed their positive practices should be adopted by Pakistani society like men and women sharing the burden of household work. It is also observed in the respondents' comments that western programs have improved their communication skills in English language.

Some suggested that viewers should be wise enough to understand and analyze media content in a more constructive manner, which is more beneficial for the society and community.

### **Results of the Study**

Following are the major findings of this study:

- Regarding the demographics of the respondents, there was equal percentage of both male and female students. Majority of the respondents aged between '18-23' along with other age groups of young adulthood. The education level of majority of 53% respondents was bachelors, 31% were at master's level while 16% respondents have above 18 years of education.
- Regarding the TV watching habits of respondents, majority of the respondents is observed to watch western programs and movies on Star World and HBO. Very small amount of population is found to watch Indian and Turkish TV shows. The majority of the

respondents are observed to have heavy exposure to foreign TV programs while comparatively less amount of respondents are moderate and light viewers.

- Regarding the TV influence on fashion behavior of youth, the correlation between exposure to foreign TV programs and influence on their fashion behavior is clearly observed in the findings. The vast majority is observed to get greater degree of inspiration from foreign TV celebrities in appearance and style. Their inclination towards western dressing and international brands is also observed in the findings at significant level and the role of foreign TV programs in making their choices for fashion products is also significant as per the findings.
- Regarding the TV influence on the lifestyle of youth, the correlation between exposure to foreign TV programs and influence on their lifestyle is evident in the findings. The lifestyle was examined by assessing respondents' degree of preference for male-female friendship, separate family structure, love marriage system and equality in gender role. Majority of the respondents are greatly in favor of male-female friendship, separate family structure, love marriage system and equality in gender role (men and women should work side by side) and are influenced by foreign TV programs to a greater extent to shape their thinking in this respect.
- Regarding the TV influence on the Urdu language skills of youth, the correlation between exposure to foreign TV programs and influence on their capacity to speak pure Urdu is evident in the findings. It is observed from the findings that the language is majorly influenced by English language and western TV programs.

Majority of the respondents is found to be incapable of speaking pure Urdu without mixing English words. On the other side the influence of Hindi language is very minor in the findings.

- As far as the degree of exposure is concerned, it is observed from the result analysis that the fashion, lifestyle and language of heavy foreign TV viewers are influenced by foreign TV programs at greater level while moderate viewers have slightly less influence on them. Light viewers are observed to have lowest degree of influence on their cultural attributes.

### **Conclusion**

On the basis of the findings of this study, it can be concluded that there is a strong relationship between exposure to foreign TV programs and influence on cultural attitudes of youth. It is clear from the study that the viewers take influence deeply on fashion, lifestyle and language from the international entertainment channels primarily western media. Youth prefer to look westernized in appearance and style and their lifestyle is also influenced by dominant foreign TV culture. The proficiency of youth to speak Urdu language is also affected greatly by the foreign Media and English culture.

Youth follow foreign trends from international media which is a form of globalization and hence this globalization seems to have influence on the fashion, lifestyle and language proficiency of youth which means that the foreign influence on the cultural trends and social practices is invading the social structure of Pakistani culture. The amount of television viewing on the other hand has a

significant relationship with influence on culture. The study found that there is strong association between the heavy exposure to foreign TV programs and influence on fashion, lifestyle and language of youth.

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