

Effects of Watching Pakistani TV Dramas On Perceived Portrayal of Family Relationships Among University Students

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Abstract

Media plays an important role in promoting ideas and transforming society. Media scholars believe that new world culture is appearing through Television. The aim of this study to explore how university students perceive the portrayal of family relationships in the Pakistani TV Dramas (Geo entertainment, ARY Digital, Hum TV or other channels) and they perceived portrayal of family relations negative and how much they are affected. A sample of 200 respondents was chosen for this cross sectional research through purposive sampling technique. Findings of the study reveal that there is a moderate relationship between perceived status of family relationship and their effects on students. Moreover, gender has a significant relationship with family system. The study concludes that there are significant changes taking place in portrayal of family relationship and Pakistani TV dramas promote negative family relationship and family crisis.

Keywords: Television, Pakistani Dramas, Perceived Portrayal, Family relationship.

1. Introduction

Media perform a crucial role in the development of all societies. However, television becomes a part of life, and it forms the topic of public and personal interest and discussion. Today, in 21st century TV has become a pervasive channel of communication that has induced as family member (Zia, 2014).

Though, television, is consider a means of communication which has additional power than (print and radio). The study measured the amount of satellite TV, people's approach to other mass media, favourite channels, shows, and viewing times. This research also brings that people's amount of changing in food, cooking customs, clothing, home decor and architecture, social customs, festival celebrations, musical traditions and educational approaches, family system and understanding of languages other than native language (Salman et al., 2018).

Television can nurture an image of a world that is different from reality in our minds (Hayam et al., 2021). Researcher believes that this strengthen the notion that television is a popular communication medium around the world. Researchers claimed that television was an illness of the century (Zia, 2017). Since the advent of television. media representations of families have captivated young audiences.

Television is now executing a vital role in our lives. In 1964, the TV transmission was started in West Pakistan through which individuals of Pakistan came to understand about the cultures and traditions of various areas. However, it took a revolutionary modification in the lives of Pakistani people and now nearly 99% people of the Pakistan has connected to the television.

The majority of PTV's general programming focuses on morality, civic engagement, and agricultural reforms. Eastern family programming is featured on the channels under PTV to meet the needs of the local population. It also employs the social development theory of media, which explains why it airs programmes about social and health issues. In contrast to other channels, it also controls ads and maintains a conservative standard.

Pakistani dramas have a very important history in the subcontinent. Pakistani dramas began with classic dramas that sent a strong message to the audience, and these dramas are still very popular among young people. Over time, Pakistan's drama industry has flourished, but the situation continued in the early 2000s when satellite channels arrived in Pakistan and people began to watch foreign channels.

Almost 20 years ago, everything started to change with the rapid proliferation of private media to get TRPs and grow their audience. It also pulls us into the modern age. The term modern is associated with something new. Replacing old customs, cultures, and beliefs with new ones. Modernity has changed every aspect of our lives, especially media. The term "modern" is usually associated with Western culture. Media should represent the real face of their society. But in this race to invent something new and different from modern times, the media has ignored its responsibilities and norms. Pakistani culture is borrowed other culture (Shakir, 2020).

Moreover, drama is a reflection of life. Dramas differ from theatre because of their special characteristics. Although primarily composed for representation, the basic goal of a dramatic composition is to present it on stage in front of an audience. It is the best medium of communication.

However, tragedy is a drama genre that focuses on the story of human suffering. A drama usually consists of a human error or weakness in one of the central characters of the work, causing a tragic event or series of events for those in the character's orbit. Tragedy is most associated with drama, but fiction works, and many non-fiction works, can contain elements of tragedy.

Family is the basis of civilisation and the place where people live together peacefully. The family is a part of the individual, group, and community, as well as those. One of the requirements for family relationships and coming together as a family is the family system. One of the ways of a family system is a family. A family system is made up of a few interconnected components that work together to uphold the social, societal, and individual building blocks. Family system theories contend that individuals cannot be considered in isolation because they are a part of an interdependent and interrelated family system (Gurmecha, 2018).

The family is the most significant of all the social structures that the human experience offers. The family system supports people in all sectors of life, enabling them to lead contented and fruitful lives (Lodhi et al., 2021).

“Gender stereotypes are psychological processes that exemplify structured beliefs about the personal characteristics of men and women” (Ashfaq et al., 2018). Societal and cultural changes are normal social experiences that come about over time. In TV dramas, the 1990s, women's standing was portrayed in a very different way. With the adoption of NPDEW in 2002, dramas in Pakistan took on a new format at the beginning of the 21st century. Without a doubt, attractive ladies appear when they are wearing appealing clothing, jewellery, and makeup. Dramas portray women of wealthy households as having greater authority than those of poor families, with the latter always suffering. Family politics portrays women in such a way that Pakistani women are only expected to fulfil this function in the home and in society (Butt et al., 2021). We frequently notice that TV programmes shown on Pakistani channels promote a stereotypically unfavourable view of women (Fatima, 2019). In Pakistani dramas portrayal of career-oriented women as imperfect women (Ashfaq et al., 2018)

Pakistani dramas are the major source of construct realities. Today's dramas are highlighted more family issues and family relationships. These drama genres get more TRPs than others. However, there is positive and negative impact on young adult's behaviour, attitude, and perception not only young adults but all those who watched dramas continuously on same content. That's why media researcher actively discusses all the pros and cons of Pakistani dramas content in different studies. Pakistani dramas have changed the extended family system of Pakistan to nuclear family system, moreover, portrayed negative relationships among family members. What Pakistani dramas contribute to the family relationships is the basic issue.

However, most women watch more TV dramas than men. Their gender roles change day by day, because of their heavy exposure towards TV dramas. Also, TV channels have no checks and balances over what content these channels present to the younger generation (Salman et al., 2018). According to previous research mainly dramas content revolves around the

domestic violence, family crisis, modern or elite class, and young adults' family issues. In Dramas mostly negative image of family relationship portrayed in Pakistani television dramas which has greater effect on the people's perception. People believe that there is no happy family. Based on previous studies, Constantly Portrayal of above mentioned content in Pakistani dramas and content analysis based researches on Pakistani dramas to check Portrayal of families found families in Pakistani dramas destroy the image of family members relationship so, the researchers concluded that dramas have a direct or indirect effect on viewers, regarding family relationships, but no study have been done on Effects of watching Pakistani dramas on perceived portrayal of family relationship among university students."

So, the desire behind conducting the research on the topic "Effects of watching Pakistani dramas on perceived portrayal of family relationship among university students." is to disclose the young adult's perception about how family portrayed in Pakistani dramas and how they become affected in their family relationships. Similarly, the survey method helps to collect data to check the perception of university students related to the study. The selection of Narowal Universities as a population of the study has some reason. This study is based on young adults and the selected sample of the students meeting the requirements of this study. Researcher choose Narowal Universities because it is located in small city Narowal which is under development and people of Narowal is less aware from media as compare to other big cities. One of the main reasons that there is no study conducted on young adults about effects of dramas on their family relationships. University students also watched the dramas which may affect their perception.

It is a general observation of researcher in Pakistan there is a mostly extended family exist and females are responsible for make their family construction as compared to men. Men are playing dominant role in Pakistani society. So, this study must identify how university student's family relationship effected by the Pakistani dramas which are portrayed negative family relationships. Dramas has become an integral part of our daily lives and has revolutionised the norms and traditions of our culture. Especially the impact on university students is widespread (Abbas, 2017).

So, researchers want to explore in this study core effects of Pakistani Urdu dramas on university student's family relationship. The emerging popularity of dramas effects on youngsters raises the concerns that how university student's roles are affected through dramas. Because dramas construct the realities, that's why this study is significant to conduct for dig out the effects on university students.

2. Objectives

- To examine the exposure of university students towards Pakistani TV dramas.
- To describe the perceived portrayal of family relationship in Pakistani TV dramas among university students.
- To measure the effects of Portrayal of family relationship in Pakistani TV dramas on University Students.

3. Research Questions

- How much the exposure of University Students towards Pakistani TV dramas?
- What are the perceptions of University Students with respect to the negative portrayal of family relationship through Pakistani TV dramas?
- What are the effects of family relationships portrayal in Pakistani TV dramas on University Students?

4. Research Hypotheses

- There is a significant relationship between exposure to Pakistani dramas, perceived status of family relationship and their effects on family relationships in university students.
- Exposure to Pakistani dramas predicted the Perceived status of Family Relationship and its effects on University Students.
- There is no such difference between exposure to Pakistani dramas, perceived status of family relationship and their effects on the bases of gender.

5. Literature Review

Qamar et al. (2021) analysed the portrayal of young female in drama. They explained that the way females are portrayed in various Pakistani dramas in recent years has had an impact on society in that it creates a bad reputation for female. Has focused on objectifying the role of female in social life and portraying them as holders of family traditions. The content analysis percentiles also show that female face a lot of harassment and discrimination in our society.

Malik (2020) was concentrated on Effects of Pakistani Modern Drama on Youth researcher found that Youth were influenced greatly by modern drama, in the form of eating in restaurants, dressing clothing, and acting harshly to family members, among other things. Furthermore, watching Pakistani modern shows was causing mental disturbance in young people. According to Huma (2015) Drama is a unique tool for exploring and expressing human emotions. Drama is an essential form of behaviour in all cultures. It's a basic human activity.

According to Gurmecha (2018) people watch television for eight specific reasons which were that the first one is for entertainment: Watching TV could be done primarily for entertainment. The opportunity to socialise with friends is the main motivation for watching television, which brings us to our second motivation. TV is also utilised to find comfort in family time spent together, in traditions, in routines, and in familiarity. Finally, reason why people watch television that is excitement. Sometimes, people who consume media are looking for an intense sense of excitement.

Tahira et al. (2017) Exploring the “effects of television on social values system in Pakistani society”. The motive behind this study is that the television programs and commercials did not pursue our cultural, or social values, they had an impact on how people spoke daily, promoted hatefulness, and pushed them to utilise methods to satisfy their materialistic goals. The study's outcomes reveal that television has a huge impact, particularly on how television programs, news, and commercials are presented. This has mixed consequences for our society's social values.

According to Ijaz (2018) high exposure to dramas and spending more time to watch dramas changes the perception of young adults. Their gender roles are changing day by day with dramas, increasing exposure to TV dramas, and confusing positive and negative emotions, attitudes, behaviours, and knowledge which are strongly influenced by the drama.

Huma (2015) examined that in this media world, everyone is linked to some kind of media. Public media consumption has increased since various new dramas and news channels were launched. Audiences have several options. When talking about electronic media, viewers are linked with different content. Audiences learn behavioural, social, and moral principles from mass media, the source of social learning. Our patterns of thinking and behaviour depend on these behaviours and principles. We live in a world of media that has influenced its audience. For society, and ultimately for the public, nothing is more compelling than television.

According to Zia (2014) There is no denying the impact of television in terms of importance. In a nation with a high percentage of uneducated citizens like Pakistan, it has a surprisingly compelling effect. Prior to the introduction of satellite channels via dish antenna and cable television, PTV was the only channel available to the public. Now, however, there is competition between the shows on PTV and those on foreign channels. Thus, to keep the audience's interest, pushed PTV to glamorise its programmes, especially the drama. Additionally, TV grants those hopes and aspirations that are almost ever realised in real life. This is even worse by how gorgeous life is portrayed.

Widmer (2016) the functional viewpoint imposed a normative definition of the family by concentrating on the nuclear family. In a time when people are the building blocks of both society and families, academics must allow people to define family members independently. By doing so, we surprisingly discovered that a few different principles defined the boundaries of families. Families in late modernity are neither the flexible and uncommitted relationships that some sociologists or the media refer to, even though they do not fit the nuclear family paradigm.

Ibrahim et al. (2019) Analysed the “Framing of Urdu Drama Serials: In contrast to the post-cable era, which was concerned with grabbing viewers' attention and achieving the greatest TRP. Researchers found that in post-era Tv dramas shows mostly shows family conflicts and concerns; it appears that the conflict between two sisters over one boy and the evil mother-in-law was more significant than any other societal issue, and mostly story themes based on family and relationship problems. Even modern dramas destroy the image of respectable relationships.

Wiscombe (2014) Purpose of this study to check the family Portrayal on television dramas from year 2004 to 2013 under the cultivation theory. Researcher used cultivation theory for analysis or raised questions about family's values promotions. According to the findings, the traditional nuclear family structure accounted for many television families. According to the survey, single-parent households are growing while changed families as seen on television are declining. Importantly, the content analysis uncovered a brand-new family structure type that was missed by earlier research. This study emphasises the need to inform young television viewers about the developing complexity of the modern television family.

Zurcher and Robinson (2018) Family support, family connection environment, family relationship arrangement to family relationship were the four variables the researchers used to perform their study. According to research, single parent families are the most prevalent family type (41.3%), followed by nuclear families (25%), guardian families (19.2%), and nuclear families (25%).

Lamb (2018) argues that media play an important role in social awareness and information. Those used in teenage programs played an important role in providing information to young people through their parents as a substitute. The aim of this study, therefore, was to analyse how her teenage dramas on television met young people's expectations regarding relationships to examine the age, it examines gender, relationship. Researchers used cultivation and script theory to analyse the impact of content on teenage age. In conclusion, he noted that five shows had a higher proportion of "relationships" than other content.

Huma (2015) examine the television dramas narratives the study examines Pakistani PTV dramas, it looks at the significance of recent technology developments and new symbolic additions to tragedies. By detailing the tragedies and contrasting these dramas of both eras with similar applications, the researcher deepens his or her research. The study also discusses how contemporary dramas differ from the 1980 and twenty first century. Additionally, the study concludes that Pakistani television drama grows through time. Media can expand to be as pervasive in society as a social institution when new inventions are introduced. The format of Pakistani television drama has altered to reflect the times.

Hayam and Khan (2021) examine the cultivating effects of social issue-based dramas on women of Pakistan. Major hypothesis of the study was “The more exposure to social issues-based dramas, the more is the effect cultivated in women”. Over time, it has become clear that parents focus on their daughter’s education and become active members of a society that empowers women. In contrast, many other studies found that television dramas have negative impact on people.

Abbas et al. (2017) analysed the “Socio-Cultural Effects of Urdu Dramas on Young Pakistani Women in Karachi City” The purpose of this study was to investigate how women were socially influenced by Urdu dramas, and how Urdu dramas promoted behavioural changes in young women. The study also analysed how women adopted different fashions and changed their lifestyles through Urdu dramas. The results show that the Urdu drama has made a big difference in the lifestyle of young women It has been observed that women spend more time watching Urdu dramas than any other activity around the house. They have adopted new fashion, diets, jewellery, fashion brands in society. Researcher concluded that Urdu dramas are responsible for changes in attitudes and behaviours in women’s lives.

Shakir (2020) identified the effects of Pakistani drama Mere Pass Tum Ho on cultural values of society: A survey of Lahore district. Researchers focus on how new content attracts the viewers and affects the perception of viewers. Through his study finding reveal that the media is one of the most powerful media for shaping people’s opinions. This study proved that the

drama *Mere Pas Tum Ho* influenced Pakistan's cultural values. Most of the men in our society complain that drama content only supports the perspective of women, and that dramas always portray men as villains and aggressive individuals who don't care about women in their lives. In this study, researchers conclude that television has the power to foster people's behaviours and ways of thinking. Ijaz (2018) conducted a study to analysis "The Effect of Television Dramas on Perception of Young Viewers: A Study of Lahore Based Universities" findings of the study explored that Pakistani Tv dramas has negative impact on youth.

Karim and Shezad (2016) explored the Effects of Romantic Scenes in Pakistani Dramas on the Youth of Pakistan focus of their study was observable fact about how television dramas affect a person or about the mental consequences of television. Findings of the study was showed that People's minds were deeply affected by the romantic moments.

Ashafaq and Shafiq (2018) evaluated the 'Perfect Women' in Pakistani Television Dramas they said that dramas set the gender stereotypes The manner that any gender is represented is determined by cultural stereotypes rather than by any universal phenomenon of gender representation.

Sadiq and Yousafzai (2020) conducted a study on effects of entertainment channels on woman's perception. The study's main goal is to evaluate how much awareness of women's rights is produced via entertainment channels. The basis for this evaluation can be found in Pakistani women's preference for entertainment channels. Since the last few decades, Pakistan has been going through a financial, social, disturbance regarding the status of women in society.

Shabir et al. (2013) find the cultural effects of Urdu dramas of Geo and hum TV on women the study focused to find Pakistani TV dramas near to our culture and traditions. Another objective of the study to determine if the women are successfully informed about Pakistani culture by these programmes. The study's findings demonstrated that the Geo television station does not accurately portray Pakistani culture. Zia (2007) worked to investigate the "Effects of cable television on youth in Pakistan: A

Comparative study of heavy and light viewers in Lahore". Researcher was identifying hypotheses that more exposure to cable television is much more impact on life of women's. Researcher identified Sub-hypotheses include the following: "Many viewers have a significant impact on activities like, family and social interaction patterns, cultural practices, home and personal spending. The overall result is that many respondents have been using cable access for the past two years and enjoyed cable TV rather than reading books, playing games, or going out in their free time.

6. Theoretical Framework

According to the cultivation theory, audiences' attitudes and behaviours are influenced by how the world's social realities are presented in the media when they are exposed to it frequently over an extended period. Media users will develop similar views, attitudes, and behaviours because of exposure to often displayed media information. The media encourages people to be socially responsible and enables them to change from narrow-minded and self-centered thinking to a collective human purpose on a global scale.

Gerbner suggested that television unites diverse communities by socialising people into standardised roles and behaviours. Television thus functions as part of the socialisation process. Theorists of cultivation theory explain that the portrayal of women in the media is crucial since it directly influences how the public views women in society. Television is the only form of communication that includes both voice and a picture, making it important in terms of how women are perceived. (Potter et al., 2014) who is watching TV more constantly having more effects (Gerbner et al., 1987).

According to the Cultivation Theory, the heavy viewers are the focus. The way the world is framed has a greater impact on people who watch a lot of television. This primarily concerns topics with which the viewer has limited personal knowledge.

However, Light Viewers in contrast to heavy viewers, light viewers are more receptive to many sources of information. They tend to contain multiple newspapers, blogs, and other media in addition to just television shows. This indicates that they are more capable of changing their views and perceptions of society than frequent viewers.

7. Method

In present research quantitative research design has been employed by using survey method. A sample of N=200 male and female university students, aged between 18 to 24 of different universities of Narowal were selected through purposive sampling procedure. For making variable operational and measuring the relationship between variables data was collected through demographic sheet. A structured questionnaire was formulated and Pre-Test was conducted among 40 students from the selected sample of all three Universities which provide a base for final study.

8. Findings

Table 8.1 *Descriptive Statistics Analysis of Study Variables (N=200)*

Variable	<i>M</i>	<i>SD</i>	<i>N</i>
EPD	17.12	1.99	6
PSFR	27.22	3.35	10
EFR	17.79	2.70	6

Note: EPD = Exposure to Pakistani Dramas, PSFR = Perceived Status of Family Relationship, EFR = Effects on Family Relationships, M = Mean, SD = Standard Deviation.

Table 8.1 shows psychometric properties of the scale. It depicts that Exposure to Pakistani Dramas (EPD) shows 17.12 mean value of the scale and 1.99 standard deviation. While Perceived Status of Family Relationship (PSFR) shows 27.22 mean value, and 3.35 standard deviation and Effects on Family Relationships (EFR) shows 17.79 mean value and 2.70 standard deviation.

Table 8.2 *The correlation between Exposure to Pakistani Dramas, Perceived Status of Family Relationship, Effects on Family Relationships and Gender in Students (N= 200)*

Variables	Gender	FS	EPD	PSFR	FE
Gender	-	-	-	-	-

FS	.14*	-	-	-	-
EPD	-.08	.04	-	-	-
PSFR	.02	.19**	.06	-	-
EFR	-.05	.15*	.10	.38**	-

Note: **= $p < .01$, FS = Family System, EPD = Exposure to Pakistani Dramas, PSFR = Perceived Status of Family Relationship, EFR = Effects on Family Relationships

Table 8.2 shows that Pearson product correlation was used to find out the positive or negative relationship between variables to explore each hypothesis, Correlation analyses were considered. One important assumption of Pearson's Correlation is that the independent and dependent variables must be normally distributed. The result revealed that there is moderately significant positive relationship between Perceived status of family relationship and effects on family relationships. Result also revealed that family system has moderate significant positive relationship with perceived status of family relationship and low significant relationship with effects on family relationships. Result also revealed that gender has a positive significant relationship with family system.

Table 8.3 The multiple regression of predictor variables Exposure to Pakistani Dramas, Perceived Status of Family Relationship on outcome variable effects on family relationships in Students (N = 200)

Variables	B	SEB	B	P	R ²
Model 1					
Exposure to Pakistani Dramas	.106	.09	.09	.23	.15
Model 2					
Perceived Status of Family Relationship	.306	.05	.38	.001***	

Table 8.3 shows the prediction of predictor variables Exposure to Pakistani Dramas and Perceived Status of Family Relationship on outcome variable Effects on family relationships. The value R² .15 revealed that predictor variables explained 15% variance on the outcome variable with F (2,197) =

17.88, $p < .001$. The beta value $\beta = .09$ of model 1 revealed that Exposure to Pakistani Dramas has positively predicted the effects and beta value $\beta = .38$ of model 2 revealed that Perceived status of family relationship also positively predicted effects on family relationships.

Table 8.4 Independent Sample T-test, Mean, Standard Deviation of Exposure to Pakistani Dramas, Perceived Status of Family Relationship and Effects on family relationships in students based on gender (N = 200)

Variable	Male		Female		t	P	95% CI	
	M	SD	M	SD			LL	UL
EPD	17.28	2.03	1.69	1.94	1.14	.26	-.23	.87
PSFR	27.14	3.37	27.29	3.34	-.31	.79	-1.08	.79
EFR	17.94	2.62	17.65	2.79	.76	.82	-.46	1.04

Note: M=Mean, SD= standard deviation, CI=confidence interval, LL=lower limit, UL=upper limit

Table 8.4 shows the result for independent group t-test of Exposure to Pakistani Dramas, Perceived Status of Family Relationship and Effects on family relationships in students and a grouping variable, gender (Male and Female). The result revealed that there is very small and non-significant means difference among students based on gender. It means that both male and females are having almost equal level of exposure to Pakistani dramas and Perceived status of family relationship and their effects on family relationships.

9. Discussion & Analysis

Results shows the frequency and percentage of the student's responses about the questionnaire 17% watch Pakistani dramas daily, 6.5% watch Pakistani dramas three days a week, 9% watch Pakistani dramas on weekends, 44% watch Pakistani dramas when they were free, 23.5% watch dramas occasionally. 77% watch dramas 1 – 2 hours, 15.5% watch dramas 2 – 4 hours and 7.5% watches dramas more than 4 hours. 43.5% watch ARY Digital, 29% watch Geo Entertainment, 16% watch HUM TV and 11.5% watch other channels.

The frequency and percentage of the student's responses about the questionnaire "Exposure to Pakistani Dramas". In the response of first question 2% were Strongly Agree, 23.5% were Agree, 46.5% were neutral, 23% were disagree and 5% were strongly disagree that "Watch Pakistani dramas attentively". In second question 5% were strongly agree, 9.5% were agree, 59.5% were neutral, 14% were disagree and only 12% were strongly disagree that "Pakistani dramas displays good content regarding family relations". Next in 3rd question 12% were strongly agree, 35.5% were agree and 52.5% were neutral that "Pakistani dramas affect our family system". In 4th question 13.5% mark as strongly agree, 31.5% were mark as agreed, 45% mark neutral and 10% were mark as disagree that "Pakistani TV dramas shows mostly family crisis". In 5th question 18% students were strongly agreeing, 34.5% students were agreed, 38% students were neutral and 9.5% were disagree that "Pakistani Dramas weaker the family relationships". In the answer to 6th question 8.5% were agree, 36.5% were neutral, 44.5% were disagree and 10.5% were strongly disagree that "Pakistani dramas content help to young adults for making strong family".

The frequency and percentage of the student's responses about the questionnaire "Perceived Status of Family Relationship". In first question 14% were strongly agree, 21.5% were agree, 47.5% were neutral and 17% were disagree that "Pakistani dramas do not promote friendly relationship of siblings". Next in second question 8.5% were strongly agree, 34% were agree, 42% were neutral and 15.5% were disagree that "Pakistani dramas promote negative image of In-laws". In 3rd question 13.5% mark as strongly agree, 32.5% were mark as agreed, 38.5% mark neutral and 15.5% were mark as disagree that "Pakistani dramas do not promote trustworthy relationship of husband and wife". In 4th question 8% students were strongly agreeing, 36.5% students were agreed, 40% students were neutral and 15.5% were disagree that "Pakistani dramas content do not promote parents spent more time with children to train them towards social ethics". In 6th question 10.5% were agree, 67% were neutral, 19% were disagree and 3.5% were strongly disagree that "Pakistani drama promote the sense of complex in youth regarding family relationships". Next in 7th question 5.5% were agree, 52.5% were neutral, 35.5% were disagree and 6.5% were strongly disagree that

“Pakistani dramas promote happy and inspirational family”. In 8th question 18% mark as strongly agree, 28.5% were mark as agreed and 53.5%-mark neutral that “Pakistani dramas promote a sense of doubt in the relationships”.

The frequency and percentage of the student’s responses about the questionnaire “Find the Effects”. In the response of first question 14.5% were Strongly Agree, 23% were Agree and 62.5% were neutral that “Pakistani dramas are causing a decline in the peaceful environment of families”. In second question 20% were strongly agree, 34.5% were agree, 37% were neutral and 8.5% were disagree that “Addiction of Pakistani dramas decreases the social interaction”. Next in 3rd question 11% were strongly agree, 23% were agree, 40.5% were neutral and 25.5% were disagree that “Do you think that due to watching Pakistani dramas your bonding with family members (parents, spouse, brothers, and sisters) becomes weaker day by day”. In the answer of 4th question 9% were agree, 19% were neutral, 53% were disagree and 19% were strongly disagree that “The content of Pakistani dramas causes depression in the family environment”.

10. Hypothesis Testing

H1: There is a significant relationship between exposure to Pakistani dramas, perceived status of family relationship and their effects on family relationships in university students. The study proved that all the answers given by selected sample gave significant result between exposure to Pakistani dramas, Perceived status of family relationship and their find the effects on family relationships in university students. Result also revealed that family system has moderate significant positive relationship with perceived status of family relationship. Gender also has a positive significant relationship with family system.

H2: Exposure to Pakistani dramas predicted the Perceived status of Family Relationship and its effects on family relationships in University Students. The result revealed that both predictor variables exposure to Pakistani dramas and perceived status of family relationship explained 15% variance on the outcome variable.

H3: There is no such difference between exposure to Pakistani dramas, perceived status of family relationship and their effects on family

relationships on the bases of gender. The result revealed that there is very small and non-significant means difference among students on the basis of gender. It means that both male and females are having almost equal level of exposure to Pakistani dramas and Perceived status of family relationship and their effects on family relationships.

Some previous research also supports these hypotheses explained that the Effects of Pakistani dramas on the youth of Pakistan focus of their study was observable fact about how television dramas affect a person. Also, people were not satisfied with projection of such kind of scenes.

11. Conclusion

The study focused on the investigating the relation between perceived family relationship and their effects in students because of Pakistani dramas. Results reveal that independent variable predicted dependent variable. First questionnaire that was “Exposure to Pakistani dramas” revealed that for first question “Watch Pakistani dramas attentively”. In second question that “Pakistani dramas displays good content regarding family relations”.

The overall exposure given by the selected sample during the data collection from university students for second questionnaire that was used to see the “Perceived Family Relationship”.

In third questionnaire percentage of the student’s responses about the questionnaire “Effects on Family Relationships”.

12. Limitations of the Study

The research was conducted in a limited time frame. Therefore, a small segment of the population of University Students selected. Due to the shortage of time and resources many factors were not studied in this study.

13. Future Recommendations

The various other factors those affect to the family relationships due to watching Pakistani dramas study in the future. By studying different population like only females or working females can give us more batter results. In principle, these variables should be measured at different time periods. This research can also be conducted using qualitative research

methodology The study can be conducted in a more diverse population of University Students to find other facts behind their relationship's issues.

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