

A Quantitative Content Analysis of Examining Influence of Bollywood on the Integration of Hindi and Urdu: Survey Based in Youth of Lahore

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Abstract

This study's objective is to look at how popularity of Bollywood movies has contributed to the blending of Hindi and Urdu, particularly in urban areas of Pakistan affecting everyday language using 384 participants with quantitative method approach. The survey used a structured questionnaire that was meant to gather information through survey on different aspects of Bollywood's role in integrating Hindi and Urdu languages through popular films. We design a data collection instrument that has fifteen questions only. This involves administering a survey with an Agree/Disagree/Neutral scale to a sample of youth population from city of Lahore whose age between 15 to 24. Further in the research, it is discussed what kind of effect the linguistic decisions of Bollywood posit for the spectators in both Indian and Pakistani cinematographs to expand their cultural tolerance while all the geopolitical enmity between the Indian and Pakistani borders. This research underscores the rather unique role of Bollywood as the mediating ground for linguistics and culture in the process of constructing on the relationship between Hindi and Urdu as two sides of the same coin.

Keywords: Bollywood Movies, Culture, Language, Hindi, and Urdu.

1. Introduction

Although culture is often perceived as a unique and delicate entity, its influence on discourse is undeniable, and it has never been stronger or more widespread. Common contemporary interpretations of the term continue, more or less: culture is a repository of fundamentally national or human

values. Nonetheless, they continue to exist in a more or less extreme conflict with the more recent interpretation of culture as the common, historical social world of sense and "symbolic" or meaning-bearing action in all of its manifestations (Mulhern, 2002, pp. 1-54). It enables one to look beyond one's own ideas concerning other language constellations, ways of AVT, approaches to audiovisual reception, and solutions for chronic problems. By examining multilingual films and contrasting the solutions to the problems they face in other language areas and translation modalities, the upcoming generation of translators can develop optimal media (film specific) translation expertise, linguistic and trans-linguistic competence, as well as necessary tools and decision-making aids. (Badstübner-Kizik, 2017, pp. 233-254).

The latter study would have to address, for example, how much less dialogue there is in other languages in certain dubbed versions than in the English original. For example, there is no implausible transition from Russian to Czech in *The Hunt for Red October's* Czech adaption as the Russian characters speak Czech right away (Bleichenbacher, 2008, pp. 179-196). Even while media and entertainment in the target language are not often thought of as learning resources, they do appear to be one. Although it is impossible to assert that someone might acquire a language in its entirety via this approach, it is evident that learning a language does seem to be possible in some culture (Carragher, 2017, pp. 1-26).

The major effects of the style change to include more English have been the dismantling of Tanzanian identity and the transfer of economic advantages to important players. The linguistic change discussed in this research is a progressive transition rather than a total conversion, suggesting that one day we may see Bongo movies that are entirely in English (Mwandelile & Mwakapina, 2018, pp. 1-11). It is anticipated that as students learn more about and comprehend the target culture, their awareness and comprehension of it will grow, leading to a greater appreciation and empathy for the people who live in this culture and for their way of life (Prathoomthin, 2009, pp. 291- 301). While it's a typical desire of language learners to comprehend movies in a foreign language, there are some possible disadvantages to employing movies in the classroom. By choosing brief sequences to employ in the classroom, teachers might, nonetheless, get

around the disadvantages and reap the benefits. Examples of language use, customer service interactions, and cultural phenomena may frequently be found in the extensive library of movies that we presently have access to (Munby, 2017, pp. 287-296).

Use of Hindi language and Indian attire is the largest obstacle to our achievement as, over time, we are becoming more and more alienated from our culture. The nation that we now call Islam is adopting these types of non-Islamic practices into Pakistani culture. The day when we lose our dignity is not far off if we don't stop these un-Islamic acts from happening. Time is going so quickly (Ali et al., 2014, pp. 66-71). The Hindi language is widely used by young Pakistani women in their daily interactions with friends, family, and coworkers. They believe that speaking a foreign language helps them seem hip among their friends. The Indian plays that run on television and cable networks are the primary source of knowledge for these proverbs, idioms, and dialogues from India. The majority of teenage girls regularly watch television for longer than four hours; they are exposed to a foreign language and culture that permeates their daily life. Positively, it is noted that some young women perceive watching Hindi dramas as a beneficial habit despite the fact that they believe it to be against their culture and faith. The government must act decisively to promote the Hindi language (Fajar, 2020, pp. 37- 51).

The portrayal of religion and its significance in human existence is more exclusive in Indian theater. Pakistani dramas, in contrast to the Indian drama industry, do not place as much emphasis on religion. In actuality, religion only plays a minor or supporting role in Pakistani dramas. It is important to make it apparent that the drama industries are portraying their own religions; for example, Indian dramas depict Hinduism, whereas Pakistani dramas depict Islam. Both of the theater industries have significant religious ties, which are evident from the way of life that is portrayed in the plays (Qadri et al., 2021, pp. 1-11).

Whether Hindi and Urdu are kept separate or combined into Hindi-Urdu depends on the goals and ideologies of the respective universities. University authorities, or researchers and administrators of departments that

specialize in South Asian studies will favor the combined Hindi-Urdu course if the decision to combine the two is ideologically driven and based on the conviction that, aside from practicing different religions—Hinduism and Islam—people in South Asia (especially in North India) are the same people in terms of culture and language (Bhatt, 2018, pp. 179-191).

Hindi is becoming more and more popular as a language for communication, both domestically and internationally. It takes fresh approaches to teach Hindi as a communication language. The main focus of any such training program should be on the spoken form of Hindi and the relationship between language and culture. Scholars at international universities and institutes that teach Hindi have conducted several experiments in this area with the aid of the media. The Diaspora is also developing methods to increase Hindi's popularity among the youth (Hadke, pp. 1-6).

View Hindi movie songs from a prism that recognizes the crucial function that emotion and melodrama play in furthering the story and goals of motion pictures. Songs has an emotive component when they evoke strong emotions in the listener. They also have a narrative purpose in that they forward the tale or storyline. This thesis has emphasized the roles of auteurs, playback singers, lyricists, and composers by examining these two aspects. Songs' registers, moods, and occasionally even ragas have been studied over a large body of work to determine how they impact the viewer, how they function within the storyline of the movie, and how they are thematized in relation to particular emotional states (Dean, 2015, pp. 1-393).

As the largest filmmaking industry in India, Bollywood is a major contributor towards the unison albeit cultural separateness, of the languages Hindi and Urdu. The Bollywood films often incorporate code switching between Hindi and Urdu in films, songs and poetry synthesizing a linguistic space called Hindustani. This kind of convergence plays a key role in reconciling the two cultures and languages; Hindi in India, and Urdu, which is mainly spoken in Pakistan and some other areas. The multiplicity of both languages in most of the Bollywood films especially is romance and emotion makes the films more attractive to foreign audiences thereby promoting cross-

cultural exchange. Also, the use of languages as seen in Bollywood movies preserves some elements of the Urdu poetry and literatures and also popularizes it to the Hindi audience.

2. Literature Review

Shankar (2004) Bollywood films, as a medium, help young people from different ethnic, religious, and linguistic backgrounds come together since they not only have these things in common, but also discuss them. In fact, a society centered on media is created by the Bollywood language practices of quoting dialogue, utilizing filmi registers for flirtation and comedy, and interacting with songs and lyrics. The portrayal of adolescent subjectivity in recent Bollywood films that highlight the lives of the South Asian diaspora resonates deeply with many. In fact, Bollywood serves as a bridge between youngsters from various sections of the diaspora in member-driven organizations like the youth center in Queens by establishing common frames of reference for interaction.

Wahid (2018) the majority of respondents, according to the data, are in charge of the remote. Therefore, we ought to educate individuals about the value of language and the detrimental effects that other languages might have on our sense of self. Being a Muslim nation, Pakistan is known for its own set of values, beliefs, and ideals that are strongly influenced by Islam. Islam in Pakistan establishes moral standards for the people's cultural way of life.

Bhatt (2013) Bollywood has the potential to serve as a facilitator, and a significant portion of the student population attending Hindi lessons is due to Bollywood. The classroom should undoubtedly use Bollywood aspects, but only very sparingly, in order to maintain these pupils' high levels of motivation. It is important to constantly remind students that they, too, need to be cautious in how they interpret any Bollywood element as a representation of authentic India. Bollywood elements should be carefully chosen, and their use should be limited.

Desai and Dudrah (2008) it focuses on how the film business, movies, and Indian media relate to contemporary social and political concerns, as well as Bollywood's influence on Indian popular culture and that of its diaspora. By doing this, the readings aim to comprehend the relationship that exists

between the nation-state's political economy, social imaginary, and popular culture.

Khan et al. (2014) The study's conclusions disproved the research assumptions, which stated that viewers would use more Hindi vocabulary in everyday speech the more Indian movies they saw. Zia (2007) Unwanted additions to the Urdu language are occurring as a result of the invasion of foreign terms (English and Hindi). The notion is supported by the high influence heavy viewers have on language and the light impact light viewers have on language. There is a new language evolving that combines terms from Hindi, English, and Urdu. Women are the focal point of every home and are responsible for children's early education, training, and learning. Women's language has an impact that extends to their offspring and other family members. A kid learns their mother tongue, which is the language that she speaks. Additionally, a mother tongue flaw signals initial adultery.

Bharti and Redhu (2022) Many social and cultural variables, such as the average age and occupation of the population, the average parental educational attainment, the average income level of the population, values, beliefs, and free time, all have a substantial influence on the performance of the film industry. Individuals who hold prominent positions and possess substantial disposable income typically visit movie theaters more frequently to view films. According to the study's findings, younger individuals see more movies in theaters than older ones. Socially educated parents support their children because they have a greater awareness of everyday concerns and are more knowledgeable about political, social, and economic issues than less educated or illiterate parents.

Makhijani (2017) cultural invasion has been discussed extensively in Pakistan at different points in time, and Indian TV networks are typically held accountable for the rise of unfavorable tendencies. The collapse of the Pakistani film industry is thought to be the cause of this problem. The mid-1970s saw the rise of Indian cinema and the following decline in the film industry due to the advent availability of VCPs and VCRs in neighborhood stores, proximity to other cultures, and production of shoddy Pakistani movies. The arrival of cable television did not change the public's favorable perception of Indian films. Star Plus was the most popular TV channel among

women in this country for a considerable amount of time. The cultural life of Pakistan is clearly affected by this channel.

3. Hypotheses

Due to Bollywood movie Pakistani youth have started using Hindi words instead of Urdu in daily life conversation. The mixing of Hindi in Bollywood movies has given rise to a linguistic movement, based on the boldness and modesty of the youth and bridging the gap between Urdu and Hindi.

4. Theoretical Framework

The cultural imperialism and social learning theories serve as the guiding theory to explain the imposition of Hindi language through Bollywood films among the youth in Lahore.

The Cultural Imperialism Theory indicates that the popular media in some countries, for example, India with its Bollywood, is prone to spread ideologies, languages, and even cultural practices that tend to modify and control the culture of certain countries neighboring the media origin. It is indisputable that Bollywood, which enjoys wide recognition and viewership in Pakistan, serves as a cultural window through which the use of Hindi language is accepted within the Urdu speaking community. This theory sheds light on the understanding of the factors that promote or inhibit the use of Hindi influenced language in the content of the youth and increasingly so in their informal communication.

An example of such a mechanism is Social Learning Theory, which states that people engage in certain practices, such as speaking a particular language, not because they have been taught so, but because they have seen others do it and found it to be beneficial or socially acceptable. The youngsters in the city of Lahore through frequent watching of Bollywood, become accustomed to the usage of various Hindi words, phrases, sentences, and attitudes that are generally in vogue or the popular ones in the Indian cinema. Such exposures create a possibility in their will of using Hindi in the speech as social willing contributing factor that is “cool” to them. All these perspective and theories help to comprehend the relation between language use, language preference, and the impact of the various degrees of Sweden's integration of Bollywood into the lives of youth in Lahore.

5. Methodology

This section presents a brief of the study's research strategies, choice of sample, data collection techniques, and analytical framework followed in investigating the impact of Bollywood on fusion of Hindi and Urdu through fifteen research questions. We use Quantitative method approach for collection of data from respondents. Participant enrolment based on 384 respondents in this study. Main target age group was 15 to 24 as they are easily influenced. The researchers statistically analysed the data using Sample Percentages method by % of analysis in SPSS software.

6. Findings

The following is a list of the survey's findings, which were arrived at using descriptive analysis:

Table 6.1 *Bollywood movies have significantly increased the use of Hindi vocabulary in everyday Urdu conversations in Lahore*

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	310	80.7	80.7	80.7
Disagree	46	12.0	12.0	92.7
Neutral	28	7.3	7.3	100.0
Total	384	100.0	100.0	

This table's outcome demonstrates that 80.7% people agreed that Bollywood movies have significantly increase the use of Hindi Vocabulary in everyday Urdu conversation in Lahore. 12% disagreed with them.

Table 6.2 *The popularity of Bollywood films in Lahore has led to the adoption of Hindi grammatical structures in the speech of Urdu speakers*

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	262	68.2	68.2	68.2
Disagree	84	21.9	21.9	90.1
Neutral	38	9.9	9.9	100.0
Total	384	100.0	100.0	

This table's outcome demonstrates that 68.2% people agreed that popularity of Bollywood films in Lahore has led to the adoption of Hindi grammatical structures in the speech of Urdu speakers. 21.9% disagreed with them.

Table 6.3 *Young people in Lahore view the blending of Hindi and Urdu due to Bollywood influence as a positive cultural development*

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	260	67.7	67.7	67.7
Disagree	63	16.4	16.4	84.1
Neutral	61	15.9	15.9	100.0
Total	384	100.0	100.0	

This table's outcome demonstrates that 67.7% people agreed with young people in Lahore view the blending of Hindi and Urdu due to Bollywood influence as a positive cultural development. 16.4% people disagreed with them.

Table 6.4 *Bollywood dialogues and phrases have a noticeable impact on informal language use among Urdu speakers in Lahore*

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	282	73.4	73.4	73.4
Disagree	40	10.4	10.4	83.9
Neutral	62	16.1	16.1	100.0
Total	384	100.0	100.0	

This table's outcome demonstrates that 73.4% respondents agreed with Bollywood dialogues and phrases have a noticeable impact on informal language use among Urdu speakers in Lahore. 10.4% disagreed with them.

Table 6.5 *The portrayal of contemporary urban lifestyles in Bollywood films has resulted in the incorporation of Hindi terms related to modern living into everyday Urdu in Lahore*

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	258	67.2	67.2	67.2
Disagree	51	13.3	13.3	80.5
Neutral	75	19.5	19.5	100.0
Total	384	100.0	100.0	

This table's outcome demonstrates that 67.2% respondents agreed with the portrayal of contemporary urban lifestyles in Bollywood films has resulted in the incorporation of Hindi terms related to modern living into everyday Urdu in Lahore. 13.3% disagreed with them.

Table 6.6 *Bollywood music, including its lyrics and songs, has been a major factor in integrating Hindi expressions into daily Urdu conversations in Lahore*

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	295	76.8	76.8	76.8
Disagree	41	10.7	10.7	87.5
Neutral	48	12.5	12.5	100.0
Total	384	100.0	100.0	

This table's outcome demonstrates that 76.8% respondents agreed with Bollywood music, including its lyrics and songs, has been a major factor in integrating Hindi expressions into daily Urdu conversations in Lahore. 10.7% disagreed with them.

Table 6.7 *The influence of Bollywood on language blending is apparent in the media and entertainment industry language preferences in Lahore*

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	284	74.0	74.0	74.0
Disagree	53	13.8	13.8	87.8
Neutral	47	12.2	12.2	100.0
Total	384	100.0	100.0	

This table's outcome demonstrates that 74% respondents agreed with influence of Bollywood on language blending is apparent in the media and entertainment industry language preferences in Lahore. 13.8% disagreed with them.

Table 6.8 *Educators and language experts in Lahore believe that Bollywood has significantly influenced the blending of Hindi and Urdu in the city*

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	267	69.5	69.5	69.5
Disagree	53	13.8	13.8	83.3
Neutral	64	16.7	16.7	100.0
Total	384	100.0	100.0	

This table's outcome demonstrates that 69.5% respondents agreed with Educators and language experts in Lahore believe that Bollywood has significantly influenced the blending of Hindi and Urdu in the city. 13.8% disagreed with them.

Table 6.9 *The integration of Hindi into Urdu, influenced by Bollywood, has had a noticeable effect on regional linguistic identity and cultural expression in Lahore*

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	304	79.2	79.2	79.2
Disagree	45	11.7	11.7	90.9
Neutral	35	9.1	9.1	100.0
Total	384	100.0	100.0	

This table's outcome demonstrates that 79.2% respondents agreed with the integration of Hindi into Urdu, influenced by Bollywood, had a noticeable effect on regional linguistic identity and cultural expression in Lahore. 11.7% disagreed with this statement.

Table 6.10 *Lahore, with its high consumption of Bollywood content, exhibits a greater degree of Hindi influence in everyday Urdu compared to other Pakistani cities*

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	266	69.3	69.3	69.3
Disagree	55	14.3	14.3	83.6
Neutral	63	16.4	16.4	100.0
Total	384	100.0	100.0	

This table's outcome demonstrates that 69.3% respondents agreed with Lahore, with its high consumption of Bollywood content, exhibits a greater degree of Hindi influence in everyday Urdu compared to other Pakistani cities. 14.3% disagreed with them.

Table 6.11 *Bollywood films have led to an increase in the use of Hindi slang and informal expressions among Lahore's urban youth*

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	286	74.5	74.5	74.5
Disagree	53	13.8	13.8	88.3
Neutral	45	11.7	11.7	100.0
Total	384	100.0	100.0	

This table's outcome demonstrates that 74.5% respondents agreed with Bollywood films have led to an increase in the use of Hindi slang and informal expressions among Lahore's urban youth. 13.8% disagreed with them.

Table 6.12 *The exposure to Bollywood content in Lahore has shifted language preferences towards a more Hindi-influenced Urdu lexicon*

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	256	66.7	66.7	66.7
Disagree	59	15.4	15.4	82.0
Neutral	69	18.0	18.0	100.0
Total	384	100.0	100.0	

This table's outcome demonstrates that 66.7% respondents agreed with the exposure to Bollywood content in Lahore has shifted language preferences towards a more Hindi-influenced Urdu lexicon. 15.4% disagreed with them.

Table 6.13 *In Lahore, the integration of Hindi into Urdu is seen as a trend driven largely by Bollywood media among younger generations*

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	265	69.0	69.0	69.0
Disagree	50	13.0	13.0	82.0
Neutral	69	18.0	18.0	100.0
Total	384	100.0	100.0	

This table's outcome demonstrates that 69% respondents agreed with in Lahore, the integration of Hindi into Urdu is seen as a trend driven largely by Bollywood media among younger generations. 13% disagreed with them.

Table 6.14 *Bollywood's impact on language blending in Lahore is reflected in both formal and informal settings, influencing professional and casual communication*

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	272	70.8	70.8	70.8
Disagree	50	13.0	13.0	83.9
Neutral	62	16.1	16.1	100.0
Total	384	100.0	100.0	

This table's outcome demonstrates that 70.8% respondents agreed with Bollywood's impact on language blending in Lahore is reflected in both formal and informal settings, influencing professional and casual communication. 13% disagreed with them.

Table 6.15 *Different neighbourhoods in Lahore show varying levels of Hindi integration into Urdu based on their exposure to Bollywood films and media*

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	264	68.8	68.8	68.8
Disagree	40	10.4	10.4	79.2
Neutral	80	20.8	20.8	100.0
Total	384	100.0	100.0	

This table's outcome demonstrates that 68.8% respondents agreed with different neighbourhoods in Lahore show varying levels of Hindi integration into Urdu based on their exposure to Bollywood films and media 10.4% disagreed with them.

6. Discussion

In all, 384 Bollywood movie watchers was obtained by use of observers. Although Bollywood movies has contributed to the blending of Hindi and Urdu, particularly in urban areas of Pakistan affecting everyday language.

Khan et al. (2014) the primary investigation examines the extent of Hindi word usage in daily conversation in Pakistan and reveals that while there may be a respondent who uses Hindi words such as pitaji with regularity, a huge majority of respondents do not exhibit much inclination towards using Hindi words. The findings indicate minimal borrowing of Hindi language in general, implying that Hindi is used quite sparingly in Urdu.

Our study examines the incorporation of Hindi and Urdu in urban Pakistan, most especially in Lahore, impacted by Bollywood movies in a more general sense. It stresses the importance of various forms of content from Bollywood such as dialogues and songs in facilitating the incorporation of Hindi into the spoken version of Urdu.

So, this paper is rooted in the language blending and has a systematic investigative piece on Urdu incorporation into Bollywood movies being done more neatly than Hindi. It records shifts in lexicon, grammar and slang, a paper which demonstrates the fact that Bollywood-inspired speech is also present in populace speech both formal and informal. This contrasts with Study 1, which does not present the language shift as culture loss, rather linguistic change. (From a more linguistically-oriented data analysis perspective) on how Bollywood is affecting the language (young people in Lahore are growing around with).

The two studies share how social media is eroding Pakistani society by foreign media but they differ greatly in the framing of that issue, one focusing on cultural values and the other language and culture fusion.

7. Conclusion

The purpose of this investigation was to look into how popularity of Bollywood movies has contributed to the blending of Hindi and Urdu, particularly in urban areas of Pakistan affecting everyday language using 384 participants. 15 research questions were grown who examine influence of Bollywood on the integration of Hindi and Urdu. These results essentially

come down to Bollywood's great influence and them being one of the major factors in how Hindi has entered common use in Urdu, especially spoken Urdu (particularly from Lahore). The results show that, for a variety of reasons, Facebook, as a social media platform, contributes significantly to the propagation of false news. Inaccurate or misleading information may spread fast can gain a sizable following because to the ease of content sharing, the viral nature of information, and the algorithmic prioritizing of interesting material.

Bollywood contents, especially music and dialogues, have caused a language change. Hindi phrases and words from modern-day Bollywood films now form part of those spoken by Urdu in metropolis areas such as Lahore. The process of integration is particularly fuelled Bollywood songs. This can be seen in how some people regularly mix lyrics, expressions and even banalities from famous songs into their conversations; this means that films or songs influence on the progress of languages.

Bollywood is quite popular in Lahore than probably any other cities in Pakistan. Therefore, it can be observed that such cities with high level of exposure to Bollywood they tend to switch to Hindi language more easily. Hence this case indicates that media greatly contributes to the establishment of linguistic and cultural trends. In particular, urban youths in Lahore have allowed Hindi to amalgamate with Urdu through movies as a result of integration caused by Bollywood on them; this blending showcases not only an evolution in language but also changes instigated by media usage across cultures at large. Nevertheless, some people see this as a good thing while others feel that it leads to a loss of identity both culturally and linguistically.

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