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How Facebook Influences Parent-Adolescent Interactions: A Study on Interpersonal Dynamics

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Abstract

In today's digital age, the growing prevalence of social networking platforms, particularly Facebook, among teenagers has significantly impacted their relationships with parents. This study utilizes a qualitative approach to examine Facebook's effect on interactions between parents and adolescents, with a specific focus on interpersonal connections. Data collection was conducted through a survey guide distributed to 20 parents, aligning with a qualitative methodology. The research is anchored in the Uses and Gratifications Theory, which provides a strong basis for exploring these relational dynamics. By adopting this qualitative method, the study seeks to address existing gaps and limitations in prior research. The collected data are processed using the Statistical Package for the Social Sciences (SPSS) program. The study's results indicate that adolescents, often deeply engaged with Facebook, feel less compelled to interact with their parents, instead building closer ties with online peers. This frequent use of Facebook is highlighted as a key factor that potentially weakens parent-adolescent bonds. Parents also report that high Facebook activity among teenagers negatively affects their relationship.

Keywords: Adolescent Behaviour, Facebook Usage, Interpersonal Relationships, Parent-Adolescent Interaction, Social Media Impact.

1.   Introduction

With the rise of modern communication technologies, Facebook quickly became one of the most widely used social networking sites in the early 21st

century. It attracts users across different age ranges, with a notable following among adolescents. These young users often turn to Facebook to foster online connections, dedicating more time to the platform than to interactions with parents, family members, and other personal relationships. As a result, Facebook has become an essential, nearly inescapable element of their daily lives.

Social networking sites rank among the most popular media platforms, enabling people to connect, establish online relationships, and share information easily with a broad audience. Facebook, as the most widely used social networking platform, has seen rapid global growth. According to statistics, it boasts 2.60 billion active users, with 1.73 billion logging in daily (Aboulhosn, 2020).

Social media applications have integrated into the daily habits of internet users. Facebook, one of the leading social networks, receives over 1.5 billion visits each day, with adolescents making up a large portion of its user base. They use Facebook for interacting & communicating with their online circle. They want to share each moment on Facebook. They always connect them with their online friends even they rely on their online relationships. Due to their excessive usage of Facebook they get close with their virtual circle as compare to their interpersonal relations (Roth, 2019).

According to Smith and Caruso (2010) found that Facebook usage is extremely common among college students, with studies showing a 97% usage rate. This high level of engagement has weakened their bonds with parents, as students tend to share every personal detail with their Facebook friends, relying on them as their most intimate and reliable source. This study helps parents understand the reasons behind the weakening of their relationship with their children and provides techniques for strengthening their bond with children who excessively use Facebook.

Facebook users are increasing rapidly and their interest in Social Media Sites is spreading day by day, Social Media Sites has become a significant major substance in the communication world. Mostly researches on Social Media Sites are generally cause of problems among adolescents like self-confession, privacy destructions, and the major interpersonal relations. Adolescents spend their most of the time on Facebook rather than their parents and family (Burler et al., 2011).

Internet connectivity has significantly transformed people's lives, particularly their interactions. Studies have examined the impact of Internet technology on social networks and interpersonal relationships. Platforms like Facebook offer young people the opportunity to strengthen their existing relationships, build virtual connections, and form new friendships online. For most young people, using the Internet has become an essential part of their daily lives (Diaz et al., n.d).

The researcher observed through a review of the literature that Adolescents spend a significant portion of their day on Facebook, engaging in activities such as chatting with friends, sharing updates, and participating in online communities. This extensive use has led to a shift in how they perceive and manage their relationships. Online friendships often take precedence over real-life interactions, leading to a decrease in quality time spent with family members. The convenience and immediacy of Facebook make it an appealing alternative to traditional forms of communication, further entrenching its role in adolescents' social lives.

2. Objectives

- To explore the primary motivations for Facebook usage among adolescents and how these motivations influence their communication patterns with parents.
- To explore how Facebook usage affects the dynamics of interactions between parents and adolescents, focusing on pinpointing particular aspects that lead to relational tension.
- To analyse the frequency of Facebook usage among adolescents and its correlation with changes in parent-adolescent relationship dynamics, including communication, trust, and emotional bonding.

3. Research Questions

RQ1: What are the main reasons adolescents use Facebook, and how do these reasons affect their communication patterns with their parents?

RQ2: How does Facebook usage influence the quality of interactions between parents and adolescents, and what specific aspects of their relationship may experience strain?

RQ3: In what ways does the frequency of Facebook usage among adolescents relate to shifts in the dynamics of parent-adolescent relationships, including aspects like communication, trust, and emotional connection?

4. Hypotheses

H1: Adolescents primarily use Facebook for social interaction and entertainment, and these motivations lead to decreased direct communication with their parents.

H2: Increased Facebook usage among adolescents negatively impacts the quality of parent-adolescent interactions, particularly in areas such as shared activities and face-to-face communication.

H3: Higher frequency of Facebook usage among adolescents correlates with a decline in parent-adolescent communication, trust, and emotional bonding.

5. Literature Review

Prinstein et al. (2020) observed a significant increase in adolescents' use of digital media over the last ten years. Epidemiological studies indicate that adolescents currently dedicate more time to connecting with friends through electronic platforms than they spend sleeping, in school, or engaging in face-to-face interactions with peers. Consequently, researchers examining adolescent development have increasingly turned their attention to digital media, which encompasses smartphones, texting, online gaming, and social media apps.

Rousseau et al. (2019) conducted a research on the mutual relationship between behaviors aimed at maintaining friendships on Facebook and the level of closeness adolescents feel towards their friends. Researcher examined that Social Media Sites especially Facebook gives a friendly platform to adolescents to maintain their positive relationship with their friends. Researchers explored that adolescents feel close with their friend due to the usage of Facebook. Results of the study showed that behaviors on Facebook that help maintain relationships and their impact on adolescents' closeness with friends. depended on their usage of time. Facebook relationship

maintenance behaviors maintained positive relation among adolescents and their online friends.

Due to the revolution and modernization of Social Media Sites, face-to-face communication and interpersonal relations have shifted towards technology and virtual interaction. People now use computers and social media for their interactions. The new techniques and innovations in social media constantly affect interpersonal relationships and the way individuals interact worldwide. Researchers have found that people who spend excessive time online tend to allocate less time to communicating with parents, family, and other interpersonal relationships, often preferring online interactions instead (Turnbull, 2010).

Shafer (2017) found that teenagers need different forms of social support from their parents, including virtual and digital assistance. When teenagers feel irritated or overwhelmed by social media, it becomes essential for parents to be more attentive to their needs. Because of their heavy social media usage, adolescents often view their online relationships as very close. Consequently, parents should work to strengthen their connections with their teens by understanding their social media expectations and offering suitable support.

Nabawy et al. (2016) found that excessive technology usage was a major factor contributing to weakened bonds between adolescents and their parents. The study sought to investigate the connection among adolescents' technology usage and the social interactions of their parents. The results indicated a significant correlation between adolescents' technology usage and their social interactions with their parents. The study concluded that parents should be informed about the internet and social media to better understand and monitor their adolescents' technology use. This knowledge will help parents navigate technological challenges and improve communication, thereby reducing online issues between adolescents and their parents.

Rhodes et al. (2015) investigated the impact of Facebook usage on college students' interpersonal skills through a cross-sectional approach. Researchers analyzed how Facebook engagement influences interpersonal

abilities, focusing on a sample of undergraduate students enrolled in a nutrition course at a public university in the northeastern United States. Using a survey method for data collection, the researchers found that college students tended to have informal relationships with Facebook and prioritized their Facebook usage over developing interpersonal skills. The results indicated that students were more focused on their online interactions rather than cultivating their face-to-face communication abilities.

Vlachopoulou and Boutsouki (2014) conducted research on Facebook usage among adolescents in Greece, focusing on how extraversion influences Facebook use. The study examined teenagers (ages 12–14) and explored the impact of individual characteristics and social peer influence on their use of Facebook. Using a survey method, the researchers collected data from 567 teenagers in Greece. The findings revealed that high levels of Facebook usage were strongly associated with increased extraversion and peer group pressure. Teenagers were highly engaged with Facebook primarily for two reasons: to follow trends and to maintain contact with their friends.

Currie (2014) discovered that adolescents are among the most frequent users of technology and are quick to adopt new innovations like the internet, smartphones, and social networking sites. The study aimed to investigate how technology usage affects the relationships between adolescents and their parents and families. Data were gathered from 114 parents of adolescents aged 11 to 18 through an online survey. The findings indicated that parenting practices and dimensions of parent-adolescent relationships, such as hostility and connectedness, play a crucial role in adolescent development. However, the technology usage of both adolescents and their parents did not enhance these relationships. Additionally, adolescents' reliance on technology was linked to lower social skills and more behavioral issues. Overall, the study concluded that technology negatively affects parent-adolescent relationships.

Przybylski and Weinstein (2013) investigated the impact of mobile communication technology on the quality of in-person conversations. Research explored how recent advancements in communication technology, such as mobile phones, have enabled people to connect over long distances but may also impact in-person interactions. The researchers conducted two

experiments to assess the effects of the presence of mobile communication devices. In both experiments, they found that these devices negatively affected closeness, connection, and the quality of conversations. The results indicate that the presence of mobile phones can interfere with human relationships, particularly when individuals are discussing personally meaningful topics.

Liu et al. (2013) investigated how excessive internet use among adolescents might affect their interactions with their parents, potentially weakening these relationships. The study aimed to explore parental awareness, attitudes, and actions regarding their adolescents' use of Facebook, the world's largest social network. Data were collected from 195 Israeli parents, both Jewish and Arab, with adolescents above and below the official Facebook registration age of 13. The researchers employed various analyses, including correlations and regressions. The findings revealed that parents generally had low levels of awareness, involvement, and monitoring of their adolescents' Facebook usage.

Ahn (2012) explored that we are living in a fast-paced era where social networking sites are being used to rapidly stay informed about global events. Teenagers, in particular, quickly grow tired of using the same features and seek new dimensions on these platforms, such as Facebook. They use Facebook for entertainment and to stay updated about their social circles and the technological world.

Kanter et al. (2012) explored how parents adding their adolescents as friends on Facebook influences the parent-child relationship and perceptions of parental privacy invasion. Research found that adolescents who valued a high-quality relationship with their parents tended to prioritize them on Facebook. Using an experimental group method and simple random sampling for data collection, the researchers discovered that when parent-child relationships were conflicted, greater awareness of parental privacy invasions regardless of whether the parent was a Facebook friend negatively affected the adolescents' satisfaction with the relationship.

Junco (2012) investigated the connection between Facebook usage, participation in Facebook activities, and student engagement. Earlier studies

faced limitations in evaluating Facebook usage and measuring engagement. This research employed a 19-item scale derived from the National Survey of Student Engagement, in addition to assessing the time students spent preparing for class and engaging in co-curricular activities. The findings indicated that overall Facebook usage had a negative impact on student engagement, although it was positively linked to the time spent on co-curricular activities. Additionally, some activities on Facebook had a beneficial effect on engagement, while others were associated with negative outcomes.

Hertlein (2012) observed that the internet increasingly merges the lines between online and offline relationships. This study examined how technology influences family dynamics. The researcher discovered that the norms governing interactions with online peers had various negative effects on daily life, especially regarding interpersonal relationships. It was found that online interactions detracted from personal goals and performance, while also heightening the risk of internet addiction.

Huisman et al. (2012) investigated the impact of technology on family dynamics by interviewing four families about their use of technology at home. The study found that families often experience conflict regarding the appropriate use of technology and the amount of time spent on electronic devices. While all families used a variety of devices for different purposes, disagreements arose over the role of technology in their lives and the immediate access to information it provides. Additionally, the families discussed the impact of social media on their children. Despite the study's limited sample size, the findings suggest that families continue to struggle with the integration of technology into their home lives.

Carr (2011) explored the notion that the benefits of new technology and innovations come with significant downsides. Adolescents spending extensive time on smartphones, computers, and various video games often find their attention consumed by these devices, potentially contributing to a decline in interpersonal relationships with their parents. Social networking sites have fundamentally altered how adolescents connect, learn from their social circles, and engage with the world, presenting new challenges for parents, researchers, and teachers. To mitigate these challenges, parents can support and guide their

adolescents in using social sites positively, emphasizing the potential benefits while also educating them about the drawbacks. By providing ongoing guidance, parents can help their children harness the power of the internet in a constructive and responsible manner.

Kuss and Griffiths (2011) explored the relationship between online networking and addiction. Their research highlights that it is now almost impossible to find individuals without mobile and innovative devices in their hands. Their findings suggest that today's adolescents possess very low media literacy and often lack the skills to navigate media responsibly. Many young people perceive social networking sites as their personal space, behaving as they wish, which can lead to numerous health issues and relationship problems due to excessive use.

Turnbull (2010) noted a study examining the interpersonal interactions of youngsters and baby boomers. While both groups engage in interpersonal communication, modern technological innovations have made it much easier to do so. However, youngsters now prefer connecting through messaging, which negatively impacts their interpersonal relationships.

Stabile (2010) investigated how early adolescents use social networking sites to sustain friendships and explore their identities. The research concentrated on the ways in which this age group employs digital technology for communication, uncovering a significant prevalence of such use. The results revealed that adolescents show a diminished interest in face-to-face interactions, opting instead to share their every move, thought, and intention with friends online. Additionally, the study emphasized that parents frequently remain unaware of their children's activities on digital media.

Richards et al. (2010) researched the relationship between adolescents' screen time and their attachment to parents and peers. They found that adolescents, being frequent users and early adopters of technology like the internet, smartphones, and social media, struggle to detach from these technologies. Unlike previous generations who encountered technology later in life, today's adolescents are born into the digital age and feel socially compelled to stay connected. As a result, they spend significant time on these

devices, making technology central to their daily lives. The study concluded that high screen time usage among adolescents is associated with lower attachment to their parents and peers.

Due to the revolution and modernization of Social Media Sites, face-to-face communication and interpersonal relations have shifted towards technology and virtual interaction. People now use computers and social media for their interactions. The new techniques and innovations in social media constantly affect interpersonal relationships and the way individuals interact worldwide. Researchers have discovered that individuals who spend rampant amount of time online frequently allocate less time to communicating with parents, family, and other interpersonal relationships, often preferring online interactions instead (Turnbull, 2010).

6.   Theoretical Framework

6.1   Uses & Gratifications Theory

This study examines the effects of social media, particularly Facebook, on parent-adolescent interactions by examining how new technologies, such as social media, influence and potentially replace traditional forms of communication and relationships. Uses and Gratification Theory (UGT) provides a valuable framework for understanding these dynamics. UGT centres on the concept of "what people do with media," emphasizing active user engagement in selecting media that meets their needs and gratifications.

6.1.1   Uses & Gratifications Theory: Overview

Uses and Gratification Theory (UGT) examines how individuals proactively seek out media to fulfill specific needs and desires. In contrast to earlier theories like the Magic Bullet Theory or Hypodermic Needle Theory, which regarded audiences as passive recipients of media messages, UGT suggests that users are active participants who consciously select their media consumption based on their requirements.

Originally, UGT was focused on traditional media such as radio, newspapers, and television. However, its applicability has grown with the rise of the Internet and social media, providing insights into how users obtain satisfaction from digital interactions and content (Griffin, 2012).

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6.1.2 Applications of UGT in Social Media Research

6.1.2.1 Gratifications Sought and Obtained. UGT helps to analyse why adolescents use Facebook by identifying the gratifications they seek, such as social interaction, entertainment, information, and personal identity. These motivations can influence their interpersonal relationships, including their interactions with parents.

6.1.2.2 Patterns of Usage. The theory allows for the examination of how different patterns of Facebook usage affect parent-adolescent relationships. For instance, if adolescents use Facebook primarily for social interaction, this might impact their face-to-face communication with parents.

6.1.2.3 Impact on Interpersonal Relationships. By applying UGT, the study can assess how the gratifications obtained from Facebook influence the quality of parent-adolescent relationships. For example, does the need for social validation on Facebook affect conflicts or understanding within the family?

6.1.2.4 Parental Engagement. Investigate how parents' understanding and engagement with their adolescents' Facebook usage affect their relationship. Does parental involvement on Facebook enhance or deteriorate the relationship?

6.1.3 Literature and Theoretical Background

6.1.3.1 Historical Context. UGT has evolved from its application to traditional media to include digital and social media. Early research focused on passive media consumption, but recent studies explore how active media use meets specific needs and desires (Raacke, 2008).

6.1.3.2 Current Understanding. Recent research highlights that adolescent use social media for various needs, including social interaction, entertainment, and information seeking. According to Wang et al. (2012), UGT helps explain why adolescents are drawn to social media and how it fulfills their needs.

6.1.3.3 Motivations for Social Media Use. Sevuk (2013) and Chasombat (2018) identify that user choose media based on their desires, such

as relaxation, excitement, and social interaction. UGT suggests that social media, like Facebook, provides these gratifications and influences users' relationships.

6.1.4   Application to Facebook

Tanta et al. (2014) detail how Facebook and other social media satisfy needs for companionship, social interaction, and personal identity. This understanding is crucial for analyzing how Facebook usage affects adolescents' relationships with their parents.

This research applies Uses and Gratification Theory to understand how Facebook influences the relationships between adolescents and their parents. By examining the gratifications sought and obtained through Facebook, the study will reveal how social media impacts traditional communication and relationships within the family. This framework will help explain why adolescents may prioritize virtual relationships over face-to-face interactions and provide insights into improving family dynamics in the digital age.

7.   Method

The researcher employed a qualitative method for the study, using survey to collect data. A questionnaire was utilized as a tool for gathering information from parents. Qualitative research is a scientific approach aimed at gaining an in-depth understanding of complex social phenomena, including beliefs, opinions, behaviours, and social perspectives. According to Mack (2005), qualitative research is valuable for exploring these nuanced aspects of social life. Akhtar (2014) emphasizes that qualitative research is designed to delve into the meaning and understanding of complex social conditions, often through detailed case studies.

7.1   Sample Size

Survey was conducted with 20 parents for this research. This sample size was chosen to provide a range of insights into how Facebook usage affects parent-adolescent interactions.

7.2   Questionnaire

For this study, the questionnaire included 21 questions. The first two questions focused on demographic information, while the remaining questions were designed to investigate how Facebook usage impacts the interpersonal relationships between adolescents and their parents.

8.   Findings

Table presents the results of a structured questionnaire in which 21 questions were asked. A total of 20 parents ($N = 20$) of adolescents were randomly selected for the interview. Two of the questions were demographic, while the remaining 19 questions revealed a consistent issue: adolescents who use Facebook tend to spend less time with their parents.

Table 8.1 *Frequencies in Percentage*

S. No.	Questions	N	Yes	No
1	Internet at home	20	100	100
2	Parents FB Account	20	70	30
3	Adolescents FB Account	20	100	0
4	Daily Activity	20	100	0
5	Information & learning	20	45	55
6	Access	20	35	65
7	Interaction with Adolescents FB friends	20	30	70
8	FB usage along parents	20	25	75
9	In touch with you	20	50	50
10	In touch with friends	20	100	0
11	Multiple attractive features	20	100	0
12	Expending relation	20	100	0
13	Domestic work	20	35	65
14	Decreasing Face to Face communication	20	100	0
15	Don't like to communicate	20	100	0
16	Personal Matter	20	75	25
17	Share information	20	10	90
18	Discuss their Facebook activities	20	30	70
19	Decreases family time	20	100	0

Question No. 1: Do you have Internet at home?

The data reveals that all 20 parents (N = 20) who participated in the survey reported having internet connectivity at their homes. This indicates that internet access is universally available among the respondents, making it a common factor that may influence their adolescents' usage of social media like Facebook.

Question No. 2: Do you have a Facebook account?

The data indicates that 70% of the parents (N = 20) surveyed have a Facebook account, while 30% do not. This suggests that the majority of parents are familiar with the platform, potentially providing them with insights into their adolescents' Facebook usage and its impact on family dynamics.

Question No. 3: Do your adolescents have a Facebook account?

The data shows that 100% of parents reported their adolescents have Facebook accounts, and they spend more time on Facebook than with their parents. This suggests social media is a major part of their lives, potentially weakening family communication. The shift may reduce parental influence and create challenges for maintaining strong family bonds. Balancing social media use with family time is important for healthier relationships.

Question No. 4: Is Facebook a part of your adolescent's daily activity?

The data reveals that 100% of parents reported their adolescents use Facebook daily. This indicates Facebook is a daily habit for all adolescents in the sample, highlighting its strong influence on their routine and social interactions. Daily use suggests a significant reliance on the platform for communication and entertainment.

Question No. 5: Is Facebook the best source of information and learning for adolescents?

The data shows that 45% of parents believe Facebook is a good source of information and learning, while 55% disagree. This indicates a split opinion among parents, with a majority not seeing Facebook as an effective

educational tool, while nearly half view it positively for gaining information and learning.

Question No. 6: Do you have access to your adolescent's Facebook account?

The data shows that only 35% of parents have access to their adolescent's Facebook account, while 65% do not. This indicates that a majority of parents do not monitor their adolescents' Facebook activities, suggesting potential gaps in oversight and communication regarding online behaviour.

Question No. 7: Do you know or have interaction with your adolescent's Facebook friends?

The data shows that only 30% of parents know or interact with their adolescent's Facebook friends, while 70% do not. This indicates that a large majority of parents are not familiar with their children's online social circles, potentially impacting their ability to understand and monitor their adolescents' online interactions.

Question No. 8: Does your adolescent like to use Facebook while with you?

The data shows that only 25% of parents said their adolescent likes to use Facebook while with them, whereas 75% said their adolescent does not. This suggests that most adolescents prefer to use Facebook independently rather than engaging with it during family time.

Question No. 9: Does Facebook usage keep your adolescents in touch with you?

The data shows that 50% of parents agree that Facebook helps keep their adolescents in touch with them, while 50% disagree. This indicates a divided opinion on whether Facebook effectively maintains communication between parents and adolescents.

Question No. 10: Does Facebook usage keep your adolescents in touch with their friends?

The data shows that 100% of parents agree that Facebook helps their adolescents stay in touch with their friends. This indicates unanimous recognition of Facebook's role in maintaining adolescents' social connections.

Question No. 11: Do the multiple attractive features of Facebook cause adolescents to spend a lot of time on it?

The data shows that 100% of parents agree that Facebook's features cause adolescents to spend a significant amount of time on the platform. This suggests that all parents acknowledge the platform's engaging elements contribute to prolonged use by their children.

Question No. 12: Does Facebook usage help your adolescents to expand their online relationships with their Facebook friends?

The data shows that 100% of parents agree that Facebook helps adolescents expand their online relationships. Additionally, parents noted that adolescents spend considerable time with online friends and less with them. This highlights Facebook's role in increasing adolescents' online social networks while potentially reducing face-to-face family interactions.

Question No. 13: After joining Facebook, have adolescents reduced their help with domestic work?

The data shows that 35% of parents agree that adolescents help less with domestic work after joining Facebook, while 65% disagree. This indicates that a majority of parents do not see a significant impact of Facebook on their adolescents' participation in household chores.

Question No. 14: Is Facebook usage among adolescents decreasing face-to-face interaction with you?

The data shows that 100% of parents agree that Facebook usage decreases face-to-face interaction with them. This indicates a unanimous concern among

parents that time spent on Facebook negatively impacts direct communication and interaction with them.

Question No. 15: Do adolescents prefer not to communicate with you during their Facebook usage time?

The data shows that 100% of parents agree that adolescents do not like to communicate with them while using Facebook. This suggests a consensus among parents that adolescents prefer to keep their online and offline communications separate.

Question No. 16: Do adolescents usually share personal matters with their Facebook friends rather than with you?

The data shows that 75% of parents agree that adolescents share personal matters with Facebook friends, while 25% disagree. This indicates that a majority of parents believe adolescents are open about personal issues with their online friends.

Question No. 17: Are adolescents willing to share information with you about their online friends?

The data shows that 10% of parents agree that adolescents share information about their online friends, while 90% do not. This indicates that a large majority of parents believe adolescents do not disclose details about their online friends.

Question No. 18: Do your adolescents discuss their Facebook activities with you when they are offline?

The data shows that 30% of parents agree that adolescents discuss their Facebook activities with them offline, while 70% disagree. This suggests that most parents feel adolescents do not share details about their online activities during offline conversations.

Question No. 19: Does Facebook usage decrease family time?

The data shows that 100% of parents agree that Facebook usage decreases family time. They noted that adolescents spend more time on Facebook rather than with their family and prefer virtual interactions over family engagement.

Parents expressed concerns about Facebook usage among adolescents, indicating that it negatively affects their interpersonal relationships with their children.

9. Discussion

This study aims to investigate how Facebook influences interactions between parents and adolescents, focusing on interpersonal dynamics. With the rise of Facebook usage, adolescents are dedicating a significant amount of time to fostering online relationships. This research explores the different ways in which Facebook usage impacts their interpersonal relationships with parents, as well as the overall effect of the platform on these familial bonds.

9.1 Hypothesis Testing

H1: Adolescents primarily use Facebook for social interaction and entertainment, and these motivations lead to decreased direct communication with their parents.

Parents have observed that adolescents primarily use Facebook to connect with new people and establish online relationships. They believe their children feel a stronger bond with their online friends than with their parents and family. This shift in focus has a considerable effect on the parent-adolescent relationship, as communication with parents and siblings diminishes while adolescents allocate more time to engaging with friends on the platform. Despite their busy schedules, adolescents consistently choose to interact on Facebook, deriving enjoyment and comfort from their connections with online friends.

H2: Increased Facebook usage among adolescents negatively impacts the quality of parent-adolescent interactions, particularly in areas such as shared activities and face-to-face communication.

Parent's notice that the effects of Facebook usage on adolescents differ based on how frequently it is used. Excessive Facebook use generally has a detrimental impact on the quality of interpersonal relationships between adolescents and their parents, resulting in reduced connectivity and interaction. Significant distinctions exist among heavy, moderate, and light users, with evidence showing a decrease in face-to-face communication with parents among those who engage with Facebook frequently. Adolescents are observed to be more willing to share their feelings and personal issues with their online friends rather than with their parents.

H3: Higher frequency of Facebook usage among adolescents correlates with a decline in parent-adolescent communication, trust, and emotional bonding.

The study indicates that excessive use of Facebook among adolescents can weaken their familial bonds, as online connections frequently take priority over in-person interactions. Those who are heavy Facebook users tend to prioritize virtual relationships, resulting in a decline in the quality of their family interactions. Conversely, adolescents who use Facebook less frequently maintain stronger interpersonal relationships with their families (Ozad, 2014).

The research points out notable differences in online and offline interactions between heavy and light users. Heavy users prefer online engagement, leading to decreased family time and negative perceptions of adolescent Facebook usage among parents. The findings underscore that while Facebook allows for the growth of online relationships, it often compromises the strength of connections with parents. Adolescents recognize that they participate less in family activities and prefer spending time with their online friends.

Interview findings indicate that the appealing features of Facebook lead adolescents to spend substantial time on the platform rather than with

their parents. Although Facebook helps adolescents build their online social networks, it reduces face-to-face interactions with their families. Overall, excessive Facebook usage is identified as a significant factor in decreasing family interactions and impacting the quality of parent-adolescent relationships, highlighting a concerning trend in how social media influences family dynamics.

10. Conclusion

This study provides a comprehensive examination of the ways in which Facebook use affects parent-adolescent interactions, with an emphasis on the dynamics of their relationships with others. As a result of preferring online contacts with peers above family time, teenagers who use Facebook frequently tend to communicate less directly with their parents. Significant effects of this change on the quality of parent-adolescent interactions include a decline in in-person communication, a weakening of emotional ties, and a decline in trust.

11. Limitations

- Although Facebook usage affects various aspects of the parent-adolescent bond, this research focuses specifically on its impact on their interpersonal relationships.
- A significant limitation is that Lahore, a vast city in Pakistan, is not fully represented by this study. The sample is primarily drawn from 20 parents.
- Due to time and pandemic constraints, data was collected from just 20 parents.
- The COVID-19 pandemic necessitated on-call interviews with parents, limiting the scope and comprehensiveness of the study.
- The ever-evolving nature of Facebook means that its long-term effects are still relatively unknown and continuously developing.
- While this research focused on the relationship between parents and their adolescents, similar studies could explore bonding in other relationships, such as with siblings, friends, educators, and spouses.

12. Recommendations

- Explore additional social media platforms and advanced mobile applications to assess whether they have unique or similar impacts on users' interpersonal relationships.
- Utilize a higher-quality sample with a wider age range, diverse occupations, and different cultural backgrounds to better represent the population, facilitating a more comprehensive analysis among various groups of Facebook users.
- Implement strategies to verify the reliability of the information and perspectives shared by respondents.
- Include interviews with adolescents regarding their relationships with siblings, friends, and teachers, in addition to their parents, to achieve a more holistic understanding of their social dynamics.
- Examine the personalities of users to gain deeper insights and explanations about their interactions and relationships.
- Broaden the scope of research to analyze young people's preferences for different social media applications for various purposes or to explore the use of unconventional communication channels.

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Work Life Balance Is an Illusion: Exploring the Challenges Faced by Pakistani Working Women

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Abstract

Contemporarily, work-life balance has been subject to considerable discussion, predominantly from working women. Although work life balance remains a buzz word however, it remains an illusion particularly for working women in developing countries like Pakistan. It is imperative to recognize and acknowledge the difficulties women encounter in balancing their jobs and personal and familial obligations in the backdrop of increasing percentage of women as a part of workforce. The aim of this cross-sectional research is to analyse and investigate the challenges faced by the working women in Pakistan regarding work-life balance. Recognition of these issues would enable us to suggest methods, measures and policy interventions as well as regulations to further improve work-life balance in the working women of Pakistan.

1.   Introduction

The ability of a worker to sustain a positive equilibrium between their peculiar personal responsibilities, occupational duties, and familial life is referred to as "work life balance''. Work and family life are considered in different ways across the nations. Thus, the idea and applicability of the notion of work life balance is rather cultural and not universal. Work-life balance is influenced by various elements, including family size, age, number and age of the children, working hours, and level of social and familial support. An

employee's sense of balance between life and work is strongly predisposed by their approaches towards their job and family responsibilities. Organizational obligations, independence, job autonomy and actual and supposed work overload are major factors to an employee's sense of balance. Hence, work life balance remains an illusion despite a widely discussed contemporary theme (Chawla, 2011).

Social circumstances and economic pressures have transformed the place of women in society globally. Resultantly, more and more female is entering the workforce; there are augmented concerns about work-family balance and how to strike that equilibrium between these two areas. Because of the obligations women accomplish at home and the overlap between their private and professional lives, work-life balance is one of the most difficult trials female professionals face in the twenty-first century. The employment can provide women with a sense of empowerment, but it can also present distinctive difficulties when it comes to managing job compulsions with personal liabilities and social expectations. Women continue to endure a lopsided share of the burden of childcare and home errands even in the face of greater feminine participation in the workforce. Therefore, the working women have additional challenges than men in handling work and family responsibilities (Mehta, 2012).

Organizational principles, management outlooks, or workplace cultural rules and norms encumbered the way to work life balance for female employees. Women's capacity to realize work-life balance is usually hindered by the uneven distribution of domestic responsibilities, which further leaves them with a reduced amount of time and energy to devote to their jobs (Pradhan, 2016). Working women are facing challenges of reconciling and balancing their professional and domestic lives as a result of overpowering occupational demands, inadequate personal time, and the responsibility to meet the expectations of family, society and the employers. High levels of mental strain, anxiety and discord at home, job burnout, and the failure to reach one's complete potential are some of the foremost effects of a poor work-life balance (Shiva, 2013).

Managing careers and families while feeling contented with the both remain an enormous challenge for Pakistani working women to surmount. To help working women overcome the conflict brought on by inadequate work-life balance, the organizations should frequently evaluate and assess their prevailing work procedures and practices to identify those that cause stress and job inefficiencies.

Through examining the nuances of work-life balance, this study eyes on shedding light on the numerous obstacles Pakistani working women confront as they manage their dual responsibilities as caregivers and professionals. The objective is to investigate a range of elements that may provide deeper insights into the work-life balance and stress experienced by female employees.

1.1   Contextualizing Work-Life Balance

A term that is becoming more and more popular in academic circles and business and governmental policy, "work-life balance" describes the balance people try to strike between their obligations in their personal lives and their obligations at work. Because cultural, social, and structural forces intertwine, this equilibrium is frequently elusive for working women. Women's employment in Pakistan defies long-standing assumptions that revolve around home responsibilities in a country where patriarchal norms and traditional gender roles are still strongly ingrained. The quest for work-life balance thus becomes a socio-political act that questions traditional gender standards in addition to being a personal one.

The balance and equilibrium between professional obligations at work and tasks outside of the realm of the paid employment are explained by the notion of work-family balance. A balance between the work and home spheres suggests that the concerned person is getting the necessary amount of balance. Several researches on work-family issues have been carried out in Western nations, but there has been dearth of research on the subject in countries like Pakistan.

1.2 Significance of the Study

Work-life balance is becoming more widely acknowledged as a crucial contemporary issue, but there is still little specific research carried out in Pakistan, especially when it comes to the work life balance of the Pakistani working women. This research aims to fill this gap by providing a comprehensive analysis of the state of affairs concerning work life balance in Pakistan. It also underscores the challenges being faced by the Pakistani working class particularly Pakistani working women in achieving and maintaining work-life balance. By examining the intersectionality of factors such as socio-economic status, marital status, and occupational aspects, this study seeks to offer nuanced insights into the diverse insights and realities as well as needs of Pakistani working women across different contexts. Thus, the study underscores the areas of intervention for the future policy initiatives for improving the work life balance of Pakistani working women.

1.3 Statement of the Problem

As the world becomes increasingly globalized with a quantum of working population more than ever throughout the human history, work life balance has assumed a crucial significance for the wellbeing of the workers, value of work and life alike. On average, OECD (Organisation for Economic Co-operation and Development) countries, full-time employees have around 14 to 16.5 hours of leisure per day (Mental Health Foundation, 2023). However, Pakistan remains abysmally low with regard to the cognizance, and realization of work life balance. According to the Global Work Life Index, Pakistan was ranked on 40th out of 60 countries ("Global Life-Work", n.d.). In countries like Pakistan, work life balance is regarded as luxury and not a necessity. Situation with regard to the Pakistani working women is even worse as they have to wear numerous caps simultaneously. The issues, concerns and challenges of Pakistani working women remain off the radar of academic discourse as well as policy maker's attention. This study is an attempt at finding out more about the difficulties experienced by Pakistani working women.

1.4   Scope of the Study

Balancing the professional and personal lives remain a vital issue for employees, companies and the governments across the globe. Keeping in view scale of the subject, the time and resource constrains of this research, the scope of this research has been restricted to the examination and the analysis of work and the life balance of Pakistani working women alone.

2.   Objectives

- To identify the key challenges confronted by Pakistani working women regarding balance in work and personal life.
- To explore the bearing of current state of work and life balance on overall well-being of the women, job satisfaction, and career progression.
- To propose recommendations for organizations and policymakers to improve work-life balance for Pakistani women.

3.   Research Question

RQ1: What are the key challenges that Pakistani working women have to face while striving to balance their professional work and personal life?

4.   Literature Review

Literature on the work and life balance is increasing voluminously as both the employees and the employers are increasingly concerned about it. However, most of the literature remains centred primarily around the work and life equilibrium in the developed countries and that too about their corporate sectors. According to Sujatha and Menaka (2020), work-life balance is becoming a concern for both the organizations/companies and workers/employees that is shared by all. The ability of an employee to sustain a positive balance between their personal obligations, job responsibilities, and family/ personal life is referred to as their "work and life" balance. The study's findings indicate that individuals who don't strike a healthy balance between their familial, personal and professional spheres also have an impact on the businesses they work for.

Workplace cultures and environments that show consideration for employees' life outside of work have a positive impact on work life balance, productivity and quality of life alike. Organizations ought to regularly revisit their work procedures in vogue and practices being employed to identify causes of employee dissatisfaction, stress as well as job inefficiencies (Shiva, 2013).

The concerns of the working women concerning the work life balance have also found their way in contemporary literature on work life balance as well. According to Gujirat and Kumar (2018), social pressures and economic circumstances have altered the position of working women globally. As a result, there is now extreme pressure on working women to adopt fulfilling careers while also maintaining a busy personal life. Because of the duties women perform at home and the intersection between their private and professional areas of life, work-life balance is among the most difficult challenges faced by the female professionals in the new millennium. This has an impact on their social, emotional, and physical health. Therefore, a good quality of life for working women requires attaining work-life balance.

Pradhan (2016) investigates how working women manage to accomplish their individual and professional lives. He has underscored that professional and family roles are regarded in a different way across nations, the conclusions drawn from these studies cannot be generalized to other nations. The literature makes clear that the experience of work and family is not universal but rather cultural. Therefore, an analysis of how working women in other nations manage work-family difficulties is necessary. Given that more and more women are entering the workforce, there is increased concern about work-family concerns and how to balance these two areas. In the case of male workers, there is a distinct divide between work and play.

There have been numerous sector specific studies about the work life balance as well. Ji (2014) asserts that the topic of work and life balance of women in the IT industry is becoming more and more popular. Conflict between the family and the workplace is more probable to have a negative impact on the family domain, which will reduce life satisfaction and increase internal conflict. Work-family conflict experiences are influenced by various

aspects, including age, family size, number and age of children, working hours, and social support. Given the connection between work life equilibrium and performance and sense of job fulfilment of an employee, it underscored the necessity of developing organizational guidelines for managing work-life balance. His research offered an enhanced comprehension of the work-life equilibrium experienced by female professionals in the IT. The cross sectoral analysis exhibited that a sense of equilibrium in an employee is sturdily impacted by their particular frame of mind regarding the job, family obligations, and their time off from work. (Pandu, Poorani & Balu, 2013).

Mehta (2012) asserts that women in the workforce constantly balance the responsibilities of their personal and professional lives. For individuals who put their all into all they do, striking the elusive "work-life balance" can frequently seem like an unattainable ideal. Management of jobs and families in a contented manner can be a mammoth challenge in today's "do more with less" competitive world. Work and life balance have emerged as a foremost concern in the workplace as people navigate a life full of competing obligations and duties. The work and life equilibrium of women employed in the banking sector and the education sector differed significantly. Work and life imbalance was more common among working women in private banks than in public banks, even though it was less common among women instructors in schools and colleges.

Chawla (2011) states that both individuals and companies are concerned about work-life balance. Organizational commitment, job autonomy, and perceived work overload are major factors to an employee's sense of balance, according to a composite and sector-wise regression analysis. The professionals are searching for workplaces that can support them in managing their many responsibilities. This would improve a person's work and life balance and bears a knock-on impact on dedication and low attrition rates.

Furthermore, Sundaresan (2014) argues that the phrase "work and life balance" alludes to how well an employee balances their familial and professional spheres of life. Preserving a healthy balance between work and

family is crucial for working women, especially in the present environment where women face several obstacles and issues from both the home and the office. Working women folk are under immense duress as they have to manage virtually two full-time roles: one at home and the other in their office. Working women have more challenges than men in managing work and family obligations. Moreover, it is discovered that people encounter conflict more frequently because of work-related issues that overlap with personal lives than personal issues. Not only must working women compromise in one environment to flourish in another, but they also have to uphold multiple conventions and meet varying demands in each one. A considerable segment of employed women are facing challenges in reconciling their professional and personal lives as a result of overwhelming job demands, insufficient personal time, and the obligation to meet the expectations of others. Owing to the required overtime, the majority of working females encounter work and life balance issues. High levels of professional anxiety and inharmoniousness of family life, job related burnout, and the failure to realise one's complete potential are some of the foremost impacts of a poor balance between work and life. Their failure to accomplish job and family life usually makes them feel bitter and agitated.

The literature also suggested ways to maintain a healthy balance between the work and personal life that would have positive implications for working women. To help working women overcome the conflict brought on by inadequate work and life balance, the two work-life balance models namely role-analysis and three-factor models have been devised. With the help of these models, women can achieve a better balance and improve their intelligence, health, and happiness in all facets of their lives (Mehta, 2012).

5.   Method

5.1   Study Design

For that reason, this research has utilised mixed-method approach where survey has been conducted to find out the overall status of working women, their working environments, working hours' s and challenges they experience

in balancing work-life. However, some interviews have also been conducted to get more insights into the challenges.

This research has employed an explanatory sequential research design where quantitative survey has been used as a method to collect statistical data primarily from the women, while qualitative in-depth interviews have been conducted to evaluate the work and life balance challenges among Pakistani working women.

5.2   Sample

A diverse sample of working women across different industries and job roles in Pakistan was selected. The sample size for survey was 100 while in-depth interviews was 20.

5.3   Data Collection

5.3.1   *Survey Questionnaire*

A structured questionnaire was administered to collect information on work hours, family responsibilities, and perceived work-life balance.

5.3.2   *In-Depth Interviews*

Qualitative interviews were used to explore individual experiences, coping mechanisms, and socio-economic, cultural and politico legal barriers faced by Pakistani working women with regard to maintain work life balance.

5.4   Data Analysis

SPSS has been used for the analysis of the quantitative data while thematic analysis is being employed for the analysis of qualitative data. R-values for regression analysis range from -1 to +1. So, in this case maximum values are close to +1 which shows good R-value.

6. Findings
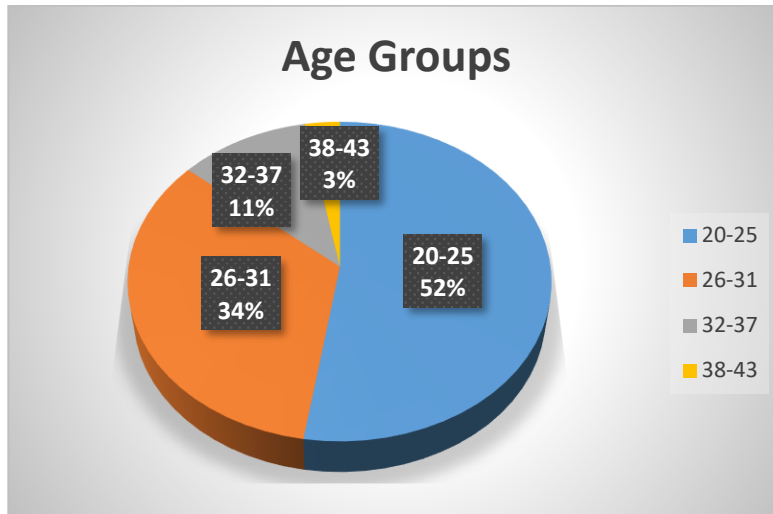
Figure 6.1 Age Division of the Respondents

According to the above figure, 52.5% of the respondent employees are in the 20–25 age group, 33.7% are in the 25–30 age group, and just 10.9% are in the 30–40 age group.
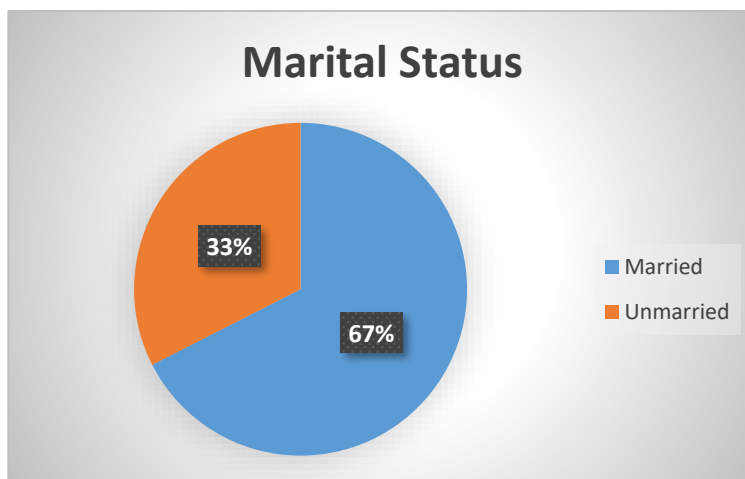
Figure 6.2 Marital Status of the Sample

It is evident from the above figure that 67% of the respondents working women are married while 33% are unmarried.
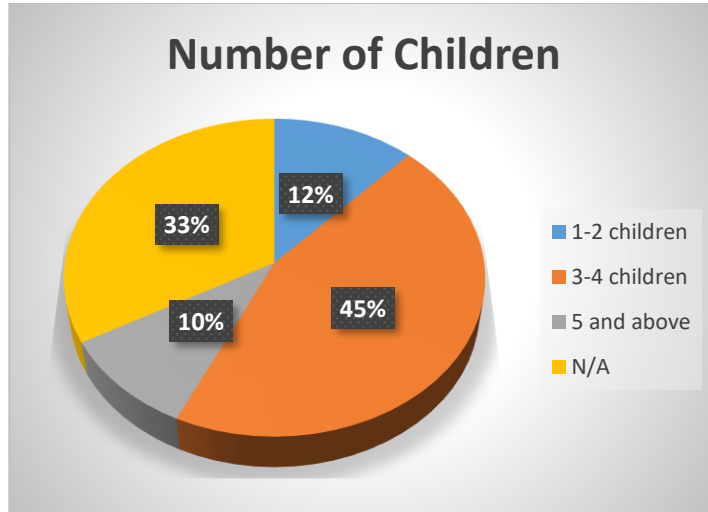
Figure 6.3 Number of Children

Above figure depicts the number of children, respondents have which directly shows the level of personal responsibility on their shoulders.
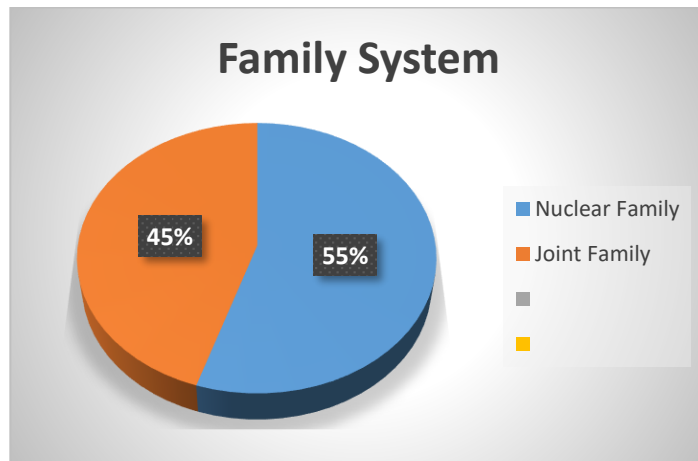
Figure 6.4 Family System

Both the joint and nuclear family systems have their peculiar positive and negatives. Living in a nuclear family system requires a working woman to manage children and domiciliary herself. She experiences problems of handling kids during office hours. Likewise, if one is living in joint family system, she is required to take good care of extended family and accomplish

domestic obligations being a daughter-in-law. Above figure illustrates the situation of the respondents.
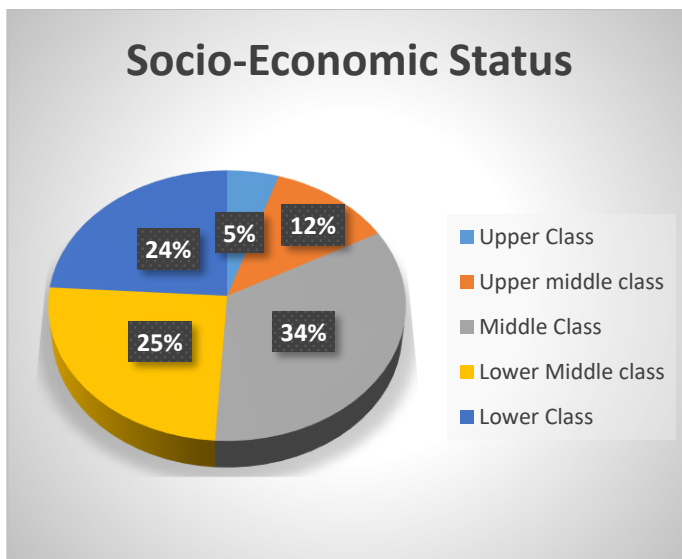
Figure 6.5 Socio-economic Status

Above figure signifies the socio-economic standing of the respondents which will help to comprehend whether they can manage to pay for the loss of jobs or not, and whether they can hire domestic helper or not.
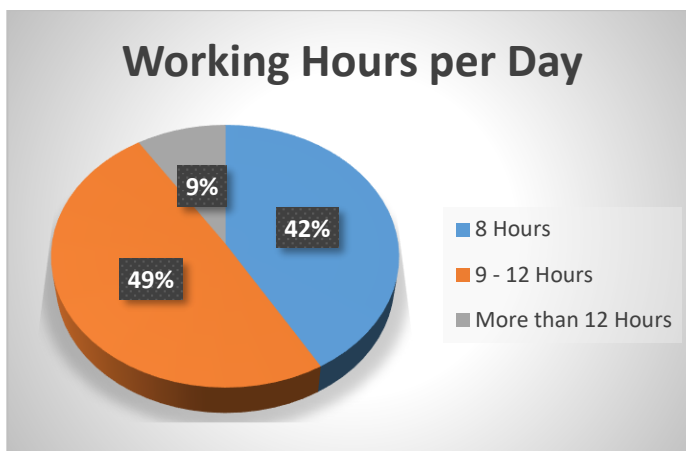
Figure 6.6 Working Hours of women per day

Above figure displays that majority of the women work 9-12 hours per day which makes it tough for them to balance their job and familial life.
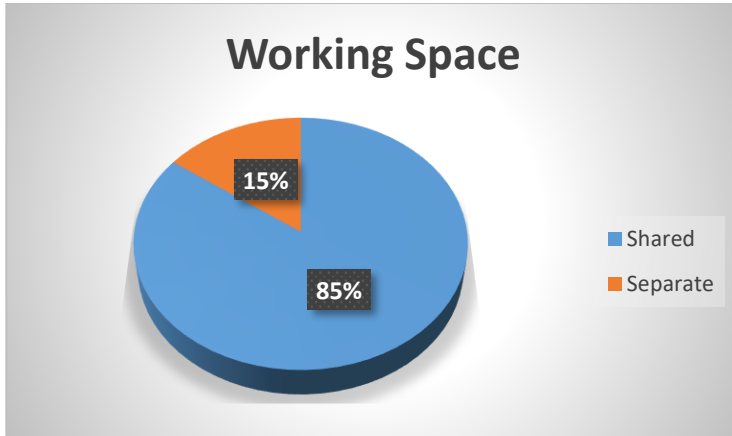
Figure 6.7 Working Space at their Workplace

Above figure illustrates that most of the women doesn't have separate working space which is another key challenge for them as they have no privacy.

Figure 6.8 Presence of supportive measures to balance work-life

Above figure demonstrates that there is no availability of measures and steps that could be taken to balance the work and life struggles.
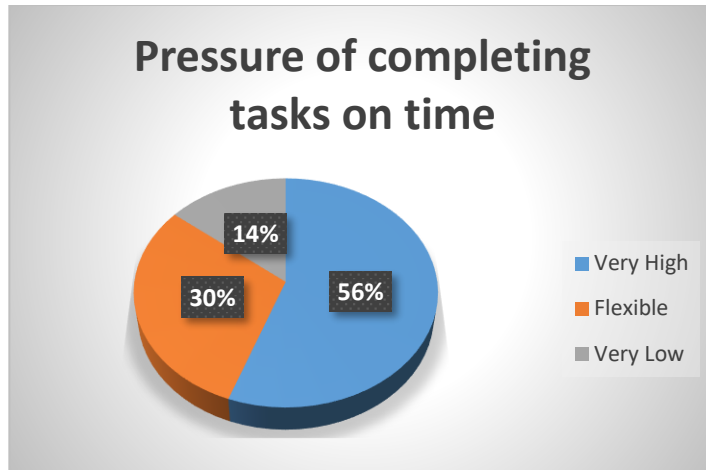
Figure 6.9 Work pressure to accomplish tasks on time

Above figure underlines that women experience severe pressure to accomplish the tasks in time which makes it difficult for them to perform their personal and familial responsibilities.

Table 6.1 *R-Values obtained using Regression Analysis*

Challenges in Work-Life Balance	R-Values
Role Conflict	.889
Gender Norms	.672
Workplace Culture	.722
Lack of Flexible Timings	.690
Financial Constraints	.689

Above table depicts from moderate to a very strong association between the factors and work-life imbalance for the working women. For instance, 0.6 r-value signifies moderate relationship which is for variables including gender norms, lack of flexible working hours, and financial constraints. While 0.8 R-

value represents strong relationship i.e., role conflict as a result of work and life imbalance.

7.   Thematic Analysis

After conducting in-depth interviews, all recorded interviews were then transcribed and translated. By using thematic analysis of Braun and Clarke (2006), certain peculiar themes appeared from the analysis of collected data. The respondents are coded as following:

Table 7.1 *Demographic Particularities of Respondents for the In-depth Interviews*

Code	Age	Profession
P1	22-Years	School Teacher
P2	21-Years	Sales girl
P3	22-Years	Receptionist
P4	32-Years	Female Guard (University)
P5	36-Years	University Teacher
P6	42-Years	Lawyer
P7	22-Years	Bus Hostess
P8	25-Years	IT Professional
P9	23-Years	Reporter
P10	26-Years	Nutritionist

After coding the data carefully, following analysis has been carried out on the emerged themes:

7.1   Role Conflict

Education, affirmative action, and policies promoting economic empowerment are just a few of the measures that have made it possible for women to successfully pursue gender equality in the workforce in today's globalized society. Many working women, however, face difficulties managing their paid jobs and household responsibilities. In both urban and rural settings, their professional lives are an ongoing struggle to find a balance between the job demands and household responsibilities. Conflicts in Pakistan are often influenced by factors such as caste, class, religion, and geography. The role conflicts faced by women employed in information technology, retail establishments, and public transportation departments are examined in this study. The study's findings highlight a variety of aspects of women's managing several roles.

The interviewees claimed that their sadness was brought on by this unbalanced work-life schedule. According to three of the interviewees, they are taking medication and seeing a psychiatrist to help them deal with this issue. As a result of her recent bout of acute depression, one of the interviewees stated that she often attends professional counselling. Furthermore, all of the interviewees claimed that they have become obese as a result of not engaging in any physical activity due to their excessive attention on their careers. Furthermore, all of the participants reported having frequent headaches and feeling tense. Four participants have reported having hypertension in their personal lives.

7.2   Gender Norms

It is often the case that women are required to take care of the home and provide care for others. Because of the conventional division of labour, women have extra responsibilities that make it hard for them to balance their employment and household obligations. Because of internalized gender stereotypes or cultural expectations, women feel pressured to put family before career growth. Because of this, women choose to forgo career advancements or cut their work hours to fulfil their familial responsibilities. Furthermore, research reveal that women continue to suffer from lopsided

portion of the load of child care and home errands even in the face of more female participation in the labour. Women have less time and energy to dedicate to their families due to the unequal allocation of labour at home. Women's capacity to attain work-life balance is usually hampered by the unequal distribution of domestic chores, which further leaves them with less time and energy to dedicate to their jobs.

To maintain work and life balance, the study's respondents were asked what they personally wanted from the employer. A supervisor/senior who is supportive might alter the entire situation, according to the majority of respondents. In order to preserve work-life balance, 80% of respondents said they would like their supervisor's assistance. Of those surveyed, 72.5% wanted flexible work schedules from their employers. According to 67.5% of respondents, work-life imbalance can be lessened with family assistance.

7.3 Workplace Culture

A culture of long hours is encouraged in many places of employment, where workers are expected to show dedication by putting in extra hours and to be available at all times. Women find it hard to effectively bring about their personal and professional lives in this society, especially if they are responsible for providing care for others. Women's work-life imbalance is exacerbated by workplace cultures that place an extreme emphasis on efficiency and excellent performance. Sometimes at the expense of their health and personal lives, women experience pressure to always go above and beyond expectations and show their dedication to their work. A diversified approach is necessary to address workplace culture as a threat to women's work and life equilibrium. To achieve this, policies and practices that put well-being of the workers and balance between work and life for all genders first should be put in place. Other strategies to challenge gender conventions and stereotypes, promote flexible work arrangements, and create a welcoming and inclusive work atmosphere are also recommended. Workplaces can help women succeed both personally and professionally by fostering a culture that emphasizes work and life balance and supports the different requirements of workers.

7.4   Lack of Flexible Timings

It is difficult for the women to manage their work and personal life balance owing to strict work arrangements and inflexible timetables. Increased stress and tension result from women's difficulties fitting in personal obligations like child care, elder care, or other family duties around regular work hours. While telecommuting, part-time employment, and flexible hours help women achieve a better work-life balance, not all places of employment provide these opportunities. Organizational regulations, management attitudes, or workplace cultural norms provide obstacles for women seeking flexible work arrangements. Stressing work-life balance is stigmatized in some organizations, especially for women. Women who look for modifications or allowances to better balance their personal and work life sometimes worry about coming out as less devoted. Fearing that they may be viewed as less ambitious or dedicated, women who seek concessions or modifications to better balance their personal and work life do so out of concern for what might happen to their job chances.

Women have recommended that policies like work from home, flexible work schedules, and day care facilities be implemented by management, according to this survey. According to 40% of respondents, having the option to working from home will assist managers better strike balance in their personal and occupational responsibilities. Flexible work schedules are desired by 77.5% of respondents. Flexible work schedules will allow individuals to work more independently, which will ultimately result in job satisfaction, according to this study. In order to lessen this issue, according to 55% of respondents, the organization should offer day-care services. Day-care centres, according to the study, will entice more women to work for the company, preserving the gender balance in general.

7.5   Financial Constraints

The availability of supportive services, such as childcare assistance, eldercare support, or home help, that could lessen the burden of caregiving on women from lower-income households is restricted. Without these resources, it is hard for the women to manage their obligations to the families and their jobs.

It can be difficult to find high-quality, reasonably priced childcare, especially for women with low financial resources. Work-life imbalance that arise from women having to choose between pursuing their jobs and taking care of their children due to the high cost of childcare. Work-life imbalance is made worse by women who have low-paying or unstable occupations, which can lead to job instability. It is difficult for women to speak up for work-life balance or to take time off for personal or family matters if they are afraid of losing their jobs or experiencing financial instability. Financial hardships force women to work full-time jobs or take on additional jobs to supplement the family income in homes where both partners are employed. Work-life imbalance results from women managing numerous jobs and caring for others, leaving them with little time or energy for hobbies or self-care.

7.6   Mental Health Problems as a Consequence

Following mental health problems have been reported to have emerged during the interviews of the respondents:

a. Stress and Exhaustion: Efforts on maintaining a work and life balance also tend to be highly stressed and burned out. Multiple demands, including caregiving responsibilities, work deadlines, and domestic chores, can become too much to handle, which can result in long-term stress and emotional tiredness.

b. Anxiety, Depression and Sadness: Women who experience a persistently unbalanced work-life schedule are more susceptible to anxiety and sadness. Anxiety and depressive symptoms worsen and undermine mental health when one is constantly overburdened and unable to meet conflicting demands.

c. Disturbed Sleep or Sleeplessness: Work and personal life conflicts throw off sleep cycles, resulting in insomnia or poor-quality sleep, among other sleep disorders. After work, women often struggle to decompress and rest, which makes it difficult for them to get asleep or stay asleep all night long.

d. Physical Health Problems: Physical health is negatively impacted by ongoing stress brought on by a work-life imbalance. Numerous physical

health problems affect women, such as immune system damage, headaches, tense muscles, and digestive disorders.

e. Fatigue and Overtiredness: When people manage work and personal obligations without getting enough sleep or relaxation, they become physically and mentally exhausted. It is difficult for women to participate in everyday activities and preserve general wellbeing when they are continuously exhausted and low on energy.

f. Relationship Problems: Relationships with spouses, family, and friends are strained by a work-life imbalance. Women tend to feel alone, alienated, and isolated since they don't have as much time or energy to invest in maintaining personal relationships.

g. Reduced Productivity and Efficiency: Their capacity for cognitive function, focus, and decision-making is hampered by chronic stress and burnout brought on by a work-life imbalance. The lower performance and productivity of women at work also contributes to their increased stress and discontent.

h. Hazardous Effects on Self-Care: Women's capacity to prioritize their own health and well-being and participate in self-care routines is hampered by work-life imbalance. Due to time constraints and conflicting expectations, women typically overlook exercising, maintaining a healthy diet, and engaging in other self-care activities.

8. Discussion and Analysis

The assistance we receive from our families is just as important as the support we receive from our supervisors in maintaining a work-life balance. The respondents maintained that for preservation of a balance between work and life, family support is equally crucial. A supportive husband/in-laws is crucial to a woman's profession, as per the married interviewees who stressed the importance of a good married life. According to a six-year-married respondent with a child, she would have struggled if her spouse hadn't been encouraging and shared duties pertaining to family events. Flexible work schedules are beneficial to the majority of working women, according to both survey and interview data. An ability to work at their own pace leads to increased job satisfaction from flexible working hours. Participants in the

interview recommended opening a day-care centre at work. All of the interviewees agreed that keeping employees engaged and fostering a healthy work environment can be achieved through establishing robust policies regarding work and life balance.

Among others, a major concern is that their male co-workers do not treat working women with respect. Married working women are prohibited from traveling on business trips by their families. Another issue that women deal with regarding compensation is gender discrimination. Certain companies pay their female employees less than their male counterparts. Even high-ranking female professionals have responsibilities at work, including cooking, cleaning, and taking care of their families after work. They experience more stress as a result, which might cause health issues. Having to leave their child in day-care or with a housemaid they don't trust is another of the hardest issues working moms with tiny children deal with. Their tension increases and they become less focused on their work as a result. Despite hiring maids to handle household chores, working women must pay them extra. Because they don't have enough time off, working women can't attend family events or provide their families with the care they need.

9.   Conclusion

Both lower-level and higher-level employees struggle with the same issues concerning work life balance. An empirical basis for the development of creative policies that address work-life conflict and lengthy work hours should be provided on the basis of findings of this study. Ultimately, the findings point to a higher risk of mental and physical health issues for employees who are exposed to prolonged periods of excessive work hours and high levels of work-family conflict. Furthermore, the research makes it abundantly evident that organizational cultures, manager behaviour at all levels, employee choice and flexibility in work schedules and arrangements, workload and job expectations, and flexible work arrangements are all essential components of any solution to these possible issues. Women encountered several obstacles in managing job and family obligations, according to this research. From the above discussion, it can be concluded that it is difficult to maintain balance between work and life especially for the

women in Pakistan. To achieve equilibrium between job and family responsibilities, public and private sectors are required to redefine their policies and approaches in this regard.

10.   Recommendations

Some of the recommendations on the basis of findings are:

- The organizations should appoint a counsellor to learn more about the issues facing working women.
- The administrators need to foster an atmosphere where workers feel comfortable starting a family. Supervisors can create a welcoming atmosphere that allows for scheduling flexibility, telecommuting choices, individual time off, on-site child care, and other family-oriented initiatives.
- Working parents' internal social network, including a blog, mentorship program, and coaching services can also improve work life balance.
- Wellness/resource room (for prayer, meditation, and backup childcare) because it has an impact on employee performance and job happiness, firms must develop policies for their management.
- Scholars may investigate several viewpoints, including on job stress and strain, value of good life and psychological health to achieve a comprehensive picture of a worker's job and family life.
- Government mat come up with specific policy interventions with strict implementations to improve work and life sense of balance across the sectors.
- Awareness among employees and the employers is imperative to improve work and life equilibrium.

11.   Implications of the Study

For working women who must manage the challenges of both private and occupational lives, work and life equilibrium is an especially important. Examining the variables influencing women's work and life equipoise, this study clarifies negative effects of an unbalanced lifestyle. Main implications of the study include:

11.1 Obstacles Working Women Encounter

Excessive work expectations cause stress and exhaustion for a considerable number of working women. Personal interests and self-care are often neglected when juggling job and family obligations. Women are frequently under pressure to live up to the expectations of others, both at work and at home.

11.2 Intrusion of job into Home

The majority of professional women maintained that occupational requirements continually interfere in their private lives. Long workdays and the erasing of distinctions between work and home life are factors in this problem.

11.3 Consequences of unbalanced work-life

Having to balance several responsibilities is hard on the body and mind. Anxiety and stress start to dominate. Family connections are impacted by a stressed work-life balance, which can cause arguments and discord. Burnout is a possibility for women who find it difficult to uphold a work and life equilibrium. Unbalanced work and life schedules can prevent women professionals from reaching their full potential in both work and life.

11.4 Role Models

Two models are suggested by the study for resolving conflicts:

The role-analysis model assists women in identifying and prioritising their responsibilities. The Three-Factor Model gives women the tools they need to combine career, family, and personal health.

11.5 Global Significance

These role models are important for women who labour everywhere. They enable women to successfully negotiate the intricacies of their complex lives, leading to more intelligent, healthful, and joyful results.

This research will further contribute to:

i. Enhanced Understanding:

By shedding light on the challenges faced by working women, we can create awareness and promote empathy.

ii. Policy Recommendations:

Evidence-based recommendations can inform workplace policies and practices.

iii. Gender Equality:

Improving work-life balance for women contributes to gender equality and economic empowerment.

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Effects of Cartoon Series on Learning Attitude

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Abstract

This study examines how cartoon series affect kids' attitudes towards learning. Exaggerated or more realistic styles are common in cartoons, a type of visual expression that has developed from early sketches in the Middle Ages to powerful media in the present. under this study, the effects of animated television show, or cartoons, on students' learning effectiveness, enjoyment, and engagement are under focus. The study uses the Cultivation Theory to investigate how media intake affects children's attitudes towards learning and their long-term views of the world. A sample of 205 kids from urban preschools and primary schools, ages 3 to 7, were included in the study. The results indicate that exposure to educational cartoons is significantly positively correlated with better attitudes towards learning. When it came to learning activities, children who watched instructional cartoons showed greater excitement and interest than those who watched non-educational content. According to the study, instructional cartoons have the ability to improve kids' learning outcomes and experiences. As a result, media creators should concentrate on producing entertaining and instructive content.

1.   Introduction

A cartoon is a form of visual expression commonly depicted in an exaggerated or partly realistic style, often with animation. Its meaning has evolved over time, now generally referring to either: a visual work or series aimed at humour, satire, or caricature; or a film that employs a series of drawings for animation. Those who create cartoons in the former sense are known as cartoonists, while in the latter sense, they are typically called animators.

The concept of cartoons dates to the Middle Ages when it originally denoted a preliminary sketch for various artworks like paintings, frescoes, tapestries, or stained- glass windows. In the 19th century, particularly with its mention in Punch magazine in 1843, "cartoon" took on a satirical connotation in magazines and newspapers. It later expanded to include political cartoons and comic strips. As the medium progressed in the early 20th century, it also encompassed animated films resembling traditional printed cartoons.

In the realm of print media, a cartoon refers to a drawing or a sequence of drawings, typically crafted with humour as the primary goal. Cartoons' origins date to the early 19th century, marked by the debut of political cartoons in newspapers. These cartoons, aimed at satirizing and commenting on contemporary events, gained rapid popularity among readers. Towards the end of the 19th century, animated cartoons started to emerge.

Originally, cartoons served various purposes. In Italy, following the tradition of caricature, cartoons were initially employed in the creation of frescoes, a prevalent form of artwork painted on wet plaster or ceilings. This practice was particularly widespread throughout Italy. As the modern era approached, cartoons evolved into a means of expressing humour, especially in the realm of politics. Over time, cartoons became increasingly satirical in nature. Given their political undertones, cartoons naturally integrated into the culture of mass media.

The inception of satirical cartoons can be traced back to 1843 In Punch Magazine, with the creation of "Substance and Shadow" by John Leech, marking an early milestone in the history of cartoons have been cherished by both children and adults alike. They often bring humour and narrate stories, either through sequential panels like comic strips or via animation techniques

seen in motion-picture cartoons. The roots of the modern comic strip trace back to the late 19th century, pioneered by artists like Rudolph Dirks, known for creating the Katzenjammer Kids series for American newspapers. On the other hand, animated cartoons were born in 1907, when French artist Émile Cohl started drawing figures and scenes directly onto movie film.

This study seeks to examine the impact of animated series on learning attitudes. Animated series, commonly referred to as cartoon series, are media productions that can be aired on television, shown in cinemas, released on video, or streamed on the internet. Like other forms of creative content, animated series encompass a wide range of genres and cater to diverse audiences, including both males and females, children, and adults.

Most investigations are provided on the effects that cartoons have on children's domain of oral communication and language development. From a study done on the topic, it was found out that, children who are exposed to a cartoon that has an aspect of prosocial behavior are less aggressive than children exposed to a cartoon without any aspect of prosocial behavior at least in the short term. The focal point to note here is that in the case of watching the prosocial cartoon, the levels of aggression will be different from the pretest. Therefore, we can safely conclude that watching a prosocial cartoon makes a child exhibit lower acts of aggression than when watching a commercial with no prosocial content; watching a prosocial cartoon decreases aggression levels in the long run for young children who are considered aggressive by their teachers (Zhang, 2021).

However, this does not guarantee that the pre-schooler would understand the cartoons that are in English correctly acquire what is seen, heard, and done by the characters on televisions. For the participants, both were taught correct English language. Still, there are some mistakes that they have seen when using speech recognition software. However, all those things can be justified, especially when bearing in mind their age and the level of information they possess. Therefore, English cartoons contribute greatly and can be considered as the additional effective method to use for mastering English language effectively (Trota, 2022).

That is, in educational implementations, appropriating activities contributing to the enhancement of the students problem-solving abilities and providing them constantly as well as permanently may help the students use these skills throughout their lives (Tanrıkulu, 2022). Using cartoon film media as an alternative to new methods in learning student vocabulary using the cartoon film media strategy had an increase or was better with other methods, using the strategy of learning while watching movies also had a significant effect. Big and positive in teaching vocabulary to students. In which the students who were taught with the paired cartoon media strategy had a higher score than the students who were taught without the film media method (Ariska, 2022).

This study aims to the effects of cartoon series on learning attitude. The study is focused on understanding how cartoon series affect students' attitudes toward learning. This might involve looking at whether cartoons make learning more engaging, enjoyable, or effective.

The study will also explore why academic cartoons are selected over other types of educational media. This involves investigating what makes academic cartoons appealing or effective compared to alternatives like traditional textbooks, interactive apps, or educational videos.

2.   Objective

- To examine the directional relationship between educational cartoons and the learning attitude among children.

3.   Research Question
RQ1: Are educational cartoons correlated to learning attitude among children?

4.   Research Hypothesis

H1: Academic cartoons are correlated to learning attitude among children.

H0: Academic cartoons are not correlated to learning attitude among children.

5.   Literature Review

Educational cartoons for kids are great for learning and fun to watch. They teach important stuff like reading, science, and math in a way that feels like play. Kids can go on cool adventures and learn new things without even realizing it. So, next time your kids are watching cartoons, they could also be learning big ideas and having a blast at the same time (IJCGA, 2024). During the study it was revealed that the cause for children to watch cartoon for such long hours was, in the current society, families do not spend much time with their children hence, when at home alone they only had to watch cartoons. As it has been analysed, cartoons aid them in gaining new knowledge and language. From cartoons, children were able to learn about certain shapes and colours. They acquired new words, phrases and languages. On some cartoon channels in India cartoons are aired, continuously without any interruption. Therefore, parents must monitor their children frequently regarding the type of cartoons being watched as frequent watching of them may lead effect the behaviour of children or make them anti- social (Sharma, 2020).

Cartoon viewing habits of children affect all the domains of children lives. Children emulate what they see on television and seek to become like the characters they see on the screen. The overviewing of cartoon channels affects their learning skills and academic performance. Research also shows that children tend to develop aggressive behaviours if they watch cartoon channels. Their attitudes and perception of some of the cultural beliefs, practices and beauty standards transform. Thus, the cartoons are a powerful and strong media which can influence and make changes in the behavior of children (Ahmed, 2020).

Cartoons have always been an integral part of childhood. Since animated films first appeared over a century ago, countless generations of children have been captivated by these magical stories. Many girls have dreamed of becoming princesses, while boys have imagined themselves as brave knights, inspired by timeless classics like Peter Pan, Aladdin and the Magic Lamp, Cinderella, and Beauty and the Beast. Keep up the great work of exploring such nostalgic and imaginative themes! (Nasir, 2024).

Child literacy is one of the main priorities of both federal and private organizations around the world. Literacy among children holistically involves the ability to use language for communication and interaction with other people. Communication may be in the form of reading and /or writing. Such capability in every individual is important for daily social living, since language is the prime tool for an understanding between two minds. Studies have shown that literacy influence an individual's future, because it plays a major role in an individual's employment and opportunity for personal and professional development through basic and higher education (Rajput, 2017).

So, above studies shows the positive as well as negative impact of cartoon on student's language, communication and behaviour but how parents should control the cartoon time for their children. They should limit only the academic cartoons to watch so that it can affect their learning attitude or their academics. Whereas academic cartoons play a vital role in learning attitude of children as it has maximum positive effects on student's learning and achievements in study so this the gap of study.

6.   Theoretical Framework

This study applies the Cultivation Theory. Cultivation Theory refers Cultivation theory is a sociological and communication framework that explores the long-term effects of media consumption, particularly television. The theory asserts that individuals who watch more television are likely to perceive reality in ways that align with the portrayals they see on TV, compared to those who watch less television but share similar demographic characteristics.

The theory is based on the idea that constant exposure to television content, with its recurring themes and images, can shift people's perceptions of the world. This effect extends beyond mere entertainment and plays a crucial role in shaping cultural norms by reinforcing common beliefs about reality. Thus, cultivation theory aims to understand how sustained engagement with television programming affects collective viewpoints.

According to this theory, television has assumed a role similar to that of family, schools, and churches in earlier times, serving as a key mechanism for socialization and the transmission of cultural values. Cultivation theory

posits that media exposure influences a viewer's perception of reality, focusing on three key aspects: institutions, messages, and audiences. Cultivation theory argues that media shapes attitudes by reflecting and reinforcing existing societal beliefs, repackaging them in new forms for audiences. A central tenet of the theory is that media, including television, tend to uphold the status quo rather than challenge it. Often, viewers are unaware of how much media they consume, sometimes perceiving themselves as light viewers when they are, in fact, and heavy consumers. The theory asserts that television and media exert a modest yet significant influence on societal attitudes and beliefs. Individuals who consume more media are more likely to be impacted by these influences, so in this study cultivation theory suggest that media shapes perceptions of reality, cartoons can influence how students view learning and education. For instance, if educational cartoons present learning as fun and rewarding, students who watch these cartoons might develop more positive attitudes toward learning.

6.1 Conceptual Model
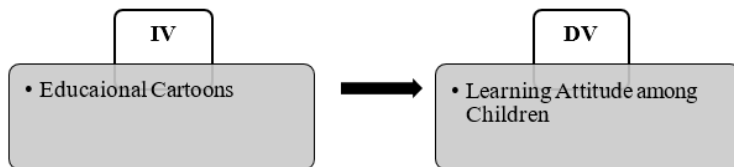
Figure 6.1 Conceptual Model

7. Method

The target population for this study consists of youngster's elderly three to 7 years attending preschools and primary faculties in city areas.

The population was taken from a private school where most of the students came from literate background. Special permission was taken to conduct the survey in that school. The researcher also involves mother and father and teachers of these youngsters to benefit complete insights into the

impact of educational cartoons on mastering attitudes (Banerjee & Chaudhury, 2010).

A sample size of 205 kids is selected for the study. This length is decided based totally on the need to ensure enough statistical power for quantitative analysis while also taking into consideration attainable statistics series and analysis (Martínez-Mesa et al., 2016). The pattern includes a diverse illustration of children across exceptional age groups, genders, circle of relative's sorts, and parental occupations to enhance the generalizability of the findings.

A stratified random sampling approach is employed to make certain that the sample is consultant of the goal population. The stratification is based on key demographic variables inclusive of age, gender, circle of relative's type (nuclear and joint), and parental profession. This method allows in obtaining a numerous sample, making sure that various subgroups are appropriately represented. Philosophy ensures that the research is grounded in actual-international packages, aiming to enhance instructional practices and consequences for children

8.   Findings

Table 8.1 *Descriptive Statistics of Variables*

Variable	N	Mean	Standard Deviation
Cartoon Series	205	0.012	0.0764
Learning Attitude	205	0.317	0.6492
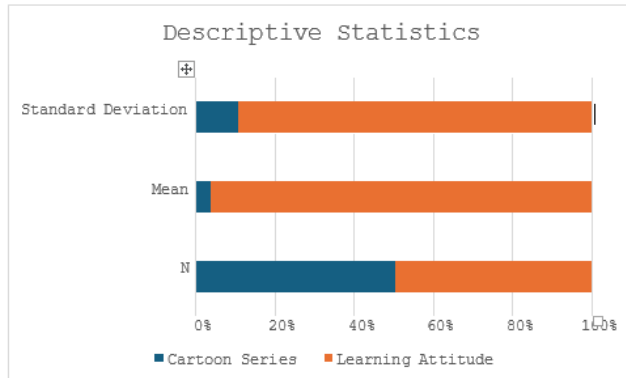
Figure 8.1 Descriptive Statistics

The imply cost of 0.012 with a widespread deviation of 0.0764 indicates that the variable measuring cool animated film collection has especially low variability. This shows that maximum of the kids inside the pattern have been uncovered to a comparable range or type of cartoon series. The suggest value of 0.317 with a standard deviation of 0.6492 indicates a mild stage of learning attitude some of the youngsters, with full-size variability.

This suggests that there is a huge range of studying attitudes gift inside the sample, reflecting various responses to the academic content of cartoons. The low mean and preferred deviation for cartoon series publicity propose uniformity within the kind or number of cartoons watched with the aid of the children. The higher imply and variability for gaining knowledge of mind-set mirror a broad spectrum of gaining knowledge of responses, highlighting various influences of cartoons on children's attitudes toward learning.

Table 8.2 *Correlation Matrix of Variables*

Variable	**BI**	**BE**
Cartoon Series	1.00	
Learning Attitude	0.512**	1.00
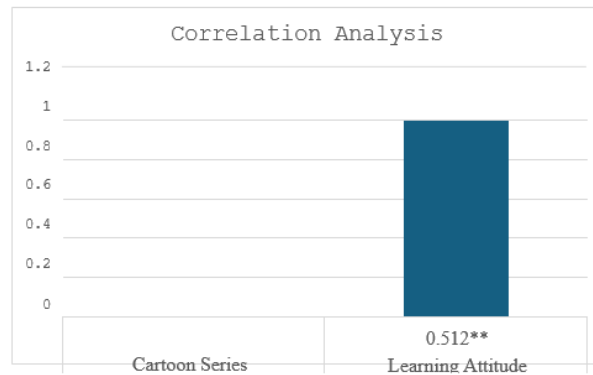
Figure 8.2 Correlation Statistics

The correlation coefficient among caricature series and studying mind set is 0.512**, indicating a moderate to robust nice courting. The double asterisks (**) denote that this correlation is statistically large on the 0.01 level.

A correlation coefficient of 0.512 suggests that as the exposure to cartoon series increases, there is a corresponding improvement in learning attitudes among the children. This implies that the more children are engaged with cartoon series, particularly educational ones, the more positive their attitudes towards learning tend to be. The statistical significance ($p < 0.01$) indicates that the likelihood of this correlation occurring by chance is very low, thus reinforcing the reliability of the observed relationship.

The significant positive correlation between cartoon series and learning attitude underscores the potential of cartoons to positively influence children's learning attitudes. This relationship is robust and unlikely to be due to random variation.

9. Discussion & Analysis

The impact of cartoon collection on learning attitudes is a subject of developing interest in instructional psychology and media research. Cartoons have long been a staple of children's amusement, however their effect on gaining knowledge of attitudes, each high-quality and poor, has received improved attention in current years. In this discussion, we will explore the

consequences of cool animated film series on getting to know attitudes, drawing on applicable literature to study how cartoons can shape children's attitudes closer to learning.

Another research conducted by Egounleti (2018), has investigated the connection among exposure to cartoons and numerous aspects of learning attitude, consisting of cognitive development. For example, a study by means of, discovered that children who watched academic cartoons confirmed extra enthusiasm for learning and were more engaged in educational activities in comparison to folks who watched only amusement-cantered cartoons. This indicates that the content cloth of cartoons plays a top-notch characteristic in shaping kid's attitudes closer to gaining knowledge of.

Moreover, the format and presentation style of cartoons also can affect studying attitudes. Research through Rajeswari (2024), indicates that cartoons with rapid-paced visuals and fast scene adjustments may additionally negatively influence kid's attention spans and capacity to awareness on instructional content material. Conversely, cartoons that include interactive elements and encourage lively participation, including asking questions or prompting hassle-fixing, were proven to decorate getting to know attitudes and promote deeper engagement with academic material (Liu, 2019).

10.   Conclusion

The study affords sturdy evidence that academic cartoons positively affect children's learning attitudes. These findings have crucial implications for content material producers, educators, and mother and father. By leveraging the instructional capacity of cartoons, stakeholders can beautify children's learning reviews and consequences.

Future studies should intention to cope with the constraints of this study, consisting of the gender imbalance and the limited age range, to provide a more complete understanding of the outcomes of cartoons on gaining knowledge of. Additionally, longitudinal research ought to observe the long-time period effect of instructional media on children's academic and cognitive development.

11.   Implications of the Study

Producers of children's media should consciousness on developing instructional content material this is each attractive and informative. Incorporating factors of humour and myth can make instructional cartoons extra attractive and effective. Collaboration with academic experts to ensure the accuracy and academic value of caricature content is crucial.

The study contributes to media results concept by way of demonstrating the fine impact of instructional cartoons on getting to know attitudes. This supports the idea that media, while used correctly, can be a powerful educational device.

Future research can construct on these findings with the aid of exploring the long-time period effects of caricature exposure on academic performance and cognitive improvement.

12.   Recommendations

- Based on the study's findings, several suggestions can be made for numerous stakeholders:
- Develop cartoons that combine amusement with academic content, ensuring that they're both engaging and informative.
- Collaborate with academic specialists to validate the instructional content material and make sure it aligns with developmental dreams.

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News Management of Pakistan Electronic Media: A Study of Human and Technological Aspects Influencing News of TV Channel

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Abstract

This study investigates how technology and human elements interact to control news on Pakistani television networks. The study explores the ways in which media technologies, editorial expertise, and decision-making procedures interact to affect news production, distribution, and quality. The study used a qualitative approach and interviewed 15 news journalists from Pakistan's top media outlets. The results emphasize how important human knowledge is to preserving journalistic context and integrity, especially in politically delicate or crisis-driven news situations. At the same time, technical developments like real-time data systems and automated editing tools are acknowledged for improving news production speed and efficiency. But the study also reveals difficulties in combining these two fields. Reporters noted inadequate training, antiquated IT infrastructure. The findings from this explorative research venture carry significant implications for policy

makers and management stakeholders of news channel in how to incorporate maximal Media Technologies in proficient manner to facilitate authentic and quick functioning of their setups. In addition, this would identify the gaps in the existing utility of ICT highlight the suggestive ways in which existing Media Technologies' can be enhanced and improved for the maxima news processing functions of news reporters.

Keywords: News Management, TV Channel, ICTs, Electronic Media, Real-time Data Systems, and Pakistani Journalists.

1. Introduction

The role of media technologies in journalism cannot be undermined because such robust technologies posit huge array of opportunities for information communication, storage and retrieval. Media Technologies not only lead to institutional reorganization rather they also become lifeblood of any thriving media house. Professional operation and journalism remain competitive and relevant; since journalism operations need to adopt information communication technologies in their business strategies (Bradley, 2001).

According to Okoro (1998), "CMC is just as successful and economical as when town criers spoke at community meetings in historic village squares". The work environment comprises of three main functions that is 1) organization performance, 2) employee practices and 3) Resource (Human and other) management. The last two factors decide the first factor that is organization performance. Introduction of Media Technologies during last two decades and its diffusion in management practices makes its 4th most important factor amongst management. The present study explores the efficacy of Media Technologies on above mention three factors on Pakistani News channels and journalists' performance (Martin, 2015).

According to Rodriguez and Wilson (2000), ICT is a collection of activities that improve and streamline the electronic processing, transfer, and distribution of information. ICT, according to ESCAP (2000), is a method by which individuals communicate via computers and computer networks in order to receive, share, and disseminate information. According to Tiamiyu (2011), information and communication technologies are now widely

regarded as strategic endeavours and resource management that promote the growth and development of individual, organisational, and national productivity.

Using Media Technologies in management practices for different organizations ranges from SME (Small and Medium Enterprises) to large scale is very common. Media Technologies usage and its effects on work performance on employees are studied in different parts of the world (Randhall, 1993).

The current study investigates the efficacy of Media Technologies on the performance of Pakistan electronic News channel managers and journalists for News, information and resource management (Craig, 2005).

There is a very little literature available on E-Governance and Media Technologies involvement in media management practices and almost non-existent for Media Technologies adaptation in Pakistan Media organization. The present study will contribute towards understanding of Media Technologies usage for managing News, Information and resource management in Pakistan News Channels. Furthermore, the study also investigate that how much Media managers and Journalist are using Media Technologies' and what effects it is causing to their performance and it also can serve as guideline for Media managers, policy and decision makers about proper use of Media Technologies for potential improvements in management.

Media technologies include computer software (NewsZone, Markaq, Octupas and others), SNS (Social Networking sites, Facebook and Twitter and YouTube mainly), Smartphone applications (WhatsApp group). Efficacy. The efficacy will term as how useful some particular Media Technologies remain for journalistic practices and what impact it created at performance.

2.   Problem Statement

This study tends to investigate the challenges facing news channels in media organizations, with a view to finding out the effect of the use of ICT in information gathering and dissemination. The current research deals with investigating the journalists' practices to adopt and manage Media

Technologies for the purpose of News, Information and Resources management for their journalistic practices and the impact Media Technologies are causing in professional success of journalists in highly competitive environment of Pakistan News channels.

3.   Scope of the Study

The findings from the current research are likely to have short and long term benefits for media houses in general and for news reporters and journalists in particular. On one hand this research is likely to yield beneficial aspects of Media Technologies, as well as would identify the limitations and constraints it carries. ICT based technology tend to offer ease of access or they are economies wise a burden on the media owners and media houses is one of the greatest concern to be explored. Are news reporters and journalists trained and equipped enough to maximally utilize these enriched technologies is another facet that would get implicated through findings of the current research. The findings would also implicate the suggestions in the light of identified constraints to technology experts in how to devise effective strategies for news journalists so that they attain their professional excellence in new reporting, management and processing.

4.   Rationale of the Study

Media Technologies can faster major transformation in functioning of news journalists as they would get better equipped in order to save resources and would offer efficiency in their professional task. The utilization of sophisticated devices is the hall mark feature of all advance fields of Media but its tire need in reporting is inevitable, Technologies like IP, VOIP, video confessing and social networking sites let news professional perform better by equipping their skills and by offering economy of use. The wok has squeeze in indirection due to these information and communication technologies. So far its use is haphazardly detected and systematic Research inquiry into its limitation, benefits, strengths or gaps have never been assessed systematically. The exposition of evolved role of news journalist, the benefits that journalist are reaping from Media Technologies, in journalism is direly needed research phenomena Assessing the skills deficits for maximally utilizing the benefits and limitation of Media Technologies would be gauged

in this research and endeavour. Dealing with authenticity of web sources when Media Technologies are involved in News management and news processing is worth inquiry as well.

4.1 Rationale for Selecting Media Technologies

Media Technologies have their greater significance in Media industry especially in Electronic Media where these are part and parcel from news gather to its processing and dissemination to the consumers or audiences. So the pros and cons and implications of this emerging technology needs to be discussed by some empirical research.

There was no significant active use of all varied types of Media Technologies like Instagram. my space and others by practicing news journalists (as examined in the pilot study). WhatsApp being the only prominent ICT modality in use by current news journalists would be accordingly focused in the current research. This is the main reason that only above mentioned Media Technologies was selected to be focused in the current research study.

5. Objectives of study

- To investigate how human elements, such as the knowledge, expertise, and decision-making processes of news journalists influence how news is managed on Pakistani television networks.
- To analyse the influence of technology improvements on news gathering, editing, and dissemination in Pakistan's electronic media business.
- To determine the challenges that TV channels encounter when successfully combining human and technological resources and to find areas where they might improve.
- To provide methods for improving the human-technological synergy in news management in order to raise the calibre and productivity of TV news output.

6.   Research Questions

RQ1: How do the skills and decision-making processes of news personnel influence the management and shaping of news content on Pakistani TV channels?

RQ2: How do technology advancements and human expertise work together to affect how news is managed, produced, and distributed on Pakistani television channels?

7.   Literature Review

The idea of media technologies usage for managing News, information and Resources is not very new. Media Technologies' effect on performance of employees of organization has been area of interest from researchers from different part of world with different disciplines. A study with title "Role of organizational culture and motivation in effective utilization of IT for team working in construction" was conducted in Leeds Metropolitan University using diverse methods like case studies, ethnographic interviews, semi-structured interviews, postal questionnaires, the analysis of archive documents, and practitioner and researchers' workshop. The findings of study suggest that there are certain Cultural types and Motivational factors influences the effect IT has employees (Charles Egbu, 2015).

An exploratory study was conducted with title "'Like or Follow; The Role of Social Media in the Daily Routine of Radio Journalists in Accra" to investigate the SNS (Social networking sites) usage by the Radio journalist using in-depth interview method with sample of top three Radio stations in Accra. The findings of the study suggest that Radio Journalists have access to different social tools at their workplace but the primary use of SNS is to seek timely information. Information seeking role is dominant for journalists to use SNS (Social networking sites) at their work place. This research recommends further investigation to check the efficacy of Radio stations that are yet to deploy SNS (Social networking sites) as source for their news and information collection and dissemination (NTI, 2015).

The impact of technology on news reporting was foreseen by Heath and Luff (2000), and it has resulted in a new form of public enfranchisement.

Prior to the development of JCT, there was a considerable delay between the time an event took place and the public's awareness of it as news. The gap in time between an event's actual date and its public release has been lessened thanks to media technologies.

The ability to provide quick feedback—the public can react to news articles instantly if they so choose—is the most important way that media technologies have affected news. According to Samaddar (2011), media technologies are essential to improving timely news delivery in the broadcast industry. He believed that media technologies are a tool that makes it easier to create, store, manage, and distribute information electronically. It has accomplished this by removing the constraints of time and distance. Regardless of whether the journalist is present at the event or is watching from home or the studio, events can be covered in real time.

Information and communication technologies are now widely regarded as strategic endeavours and resource management that promote the growth and development of individual, organisational, and national productivity. (Aiodun & Tiamiyu, 2012). As technology has permeated our culture, new practices and methods of operation have surfaced. Few people could have foreseen, for instance, how technology would affect news reporting, which has resulted in a new kind of citizen enfranchisement. A society's structures are inevitably impacted by such shifts, and new or altered institutions are created (Heath & Luff, 2000).

The technological determinism argument, which holds that technology is a force for social change, serves as the foundation for many recent research on the relationship between media technologies and journalism practice. This method blames technology advancements for shifts in journalism practices (Chari, 2013).

According to Griffin and Neal (2000), media technologies enable technological determinism by filtering our work schedule in addition to expanding our reach and boosting our productivity.

In his study, Quah (2001) claimed that when personal computers and Internet access became more widely available, reporters and editors started to take advantage of these tools, which improved their ability to meet deadlines,

gave news stories more context and depth, and allowed them to save time and money while doing their jobs. Technology is therefore either praised for opening up new avenues for the journalism profession or criticised for a number of detrimental effects on the calibre of media output (Wasserman, 2001; Fulton, 2008; Yau & Al-Hawamdeh, 2001).

Nevertheless, the majority of these studies focused more on western media (Arant & Meyer, 1998) and paid little attention to the use of media technologies by African journalists, and Nigerian journalists in particular and developing countries. According to Ufuophu-Biri (2007), media technologies have improved the state of mass media in many areas of their operations worldwide since news no longer takes long to travel within a nation, much less across nations and continents. This is evidence of the positive effects of media technologies' use in the mass media. In 2005, the Internet and cell phone were status symbols; today, almost every journalist in the newsroom uses these tools to obtain news (Chari, 2013).

According to Rogers (1995), adopting new technology requires going through five steps, which are as follows:

- Being exposed to the innovation
- The development of perspectives regarding the innovation
- Choosing whether to accept or reject the innovation
- Implementation, which is the decision-trying process
- Reaffirmation — validation A significant portion of Nigerian journalists have probably gone through some or all of these phases. It is conceivable that some industry members' or organisations' experiences with computer use could have an impact on other social system members.

According to Garrison (2001), who examined the adoption of computers and other new technologies in US newsrooms over a five-year period from 1994 to 1998, journalists have gone through some, if not all, of the five stages in Rogers' process of adopting new technologies.

The broader umbrella of Media Technologies' usage for management practices has its roots in the SNS (Social Networking sites) which can be

further divided into different social applications of smart phone like Facebook, WhatsApp and others, with and without Android as operating systems.

A study with the title "Efficacy of communication amongst staff members at plastic and reconstructive surgery section using smartphone and mobile WhatsApp" was conducted using visual content analysis and observation method on sample of health professionals and patients in a specific clinic. The findings of the study suggest that Smart phone application WhatsApp was the source of quick communication amongst the employees and diversity of sharing images, videos and sound notes, offered by WhatsApp application made it very effective and satisfying in caring the patients. The research point outs the potential concern of not deleting any message from WhatsApp group in case of any critical issue.

The study endorses the idea that Media Technologies make management practices easy and effective. While considering Media Technologies' support towards Processes of Management, a study with the title "Evaluating the Role of Information and Communication Technology (ICT) Support towards Processes of Management in Institutions of Higher Learning" was conducted using case study method in Public Sector University in Kenya. The findings of the study show that MEDIA TECHNOLOGIES usage not only improved the management practices of the university staff members but also MEDIA TECHNOLOGIES tools support their work as well. The Media Technologies usage simplified the work for the employees and had positive impact on the quality of the decision made for their management practices (Wabwoba, 2012).

Dorwal et al, 2015 studied the "Information" element of WhatsApp Messenger in official communication in a Medical Laboratory with the title "Role of WhatsApp Messenger in the Laboratory Management System: A Boon to Communication". Total 35 employees used WhatsApp group message service in laboratory for the period of three months and their responses were recorded on 1 to 10 scale. The findings of the study show that there were significant advancement in communication among the employees of the laboratory. The information in form of Audios, videos and images not

only served the communication purpose but also served as a very better medium to seek instruction from senior members to execute instruction and orders accordingly. The study suggested that WhatsApp messenger has potential to revolutionize the official communication in Health and other sectors as well. There are lot of studies and literature available that cover Media Technologies (Information and Communication technologies), SNS (Social Networking sites) and smartphones application as tool of official management. The studies describe the positive and negative effects and further guidelines for afore mentioned areas. But unfortunately, there is no significant literature available that deals with Media Technologies (Information and Communication technologies), SNS (Social Networking sites) and Smartphone applications as tool of managing media organizations. The current study will help to cover this gap and help to check the efficacy of Media Technologies in media organizations in the light of literature available.

8.   Theoretical Framework

The current study focuses on analysing "Efficacy of Media Technologies in News Management of Pakistan TV Channels". The core purpose of the study is to find the newly emerging usage of Media Technologies in News Management. Media Technologies find it's popularly in News Process in no time. Every TV channel is using these technologies for News Management Purposes. The current study finds its theoretical roots in one of the concepts of Diffusion of Innovation. Social Responsibility and Agenda Setting will be helpful for qualitative part of the study.

8.1   Diffusion of Innovation Theory

The current study relates with the basic assumptions of diffusion of Innovation theory which describe the change or innovation and the response in the result of that innovation. The theory describes that an Innovation is penetrated into social system through some channel and the response of that innovation is that some take it immediately while some wait for sometimes and some proportion of the society adopt it in the last (Roggers, 2003).

According to Rogers in a social system there are three ways of taking decision which are as:

Optional	Collective	Authority

Figure 8.1 Ways of Decision-Making

8.1.1 Relevance

The qualitative part helped in developing some new assumption about diffusion of Innovation when implemented by some authority. As in the current study decision about implementing innovation is taken by authority, considering the need and requirement and implemented on journalists working on TV News channels of Pakistan. so the study helped in finding the consequences of innovation when implemented by authority.

9. Research Methodology

The main approach of the study is qualitative method strategy wherein thematic analysis is used for qualitative data research is laid out through qualitative strategies like using in-depth interview method.

9.1 Population of the Study

The population of the study is TV News Channels Journalists. Qualitative part is targeting the decision makers in News processing and dissemination e.g. Bureau chiefs, Executive producers, Controller and Director News of TV channels.

9.2 Sample

Using in-depth interviews and a qualitative research methodology, this study investigates the technological and human factors affecting news management on Pakistani TV networks. Key informants, such as journalists, editors, producers, and technical staff, are chosen using a purposive sample technique from Pakistan's main TV news channels. To learn more about their perspectives, experiences, and difficulties with news management procedures, a semi-structured interview approach is used. To have a thorough

grasp of how human knowledge and media technologies interact in the creation and distribution of news, interviews are done with participants who have a range of professional backgrounds and degrees of experience.

The sample for the study is taken as 25 media managers working in Pakistani News channels. Media managers specifically are designated as the persons who play key roles in decision making for deploying Media Technologies in the organization, those people may be IT Heads/ managers as well as the persons who play vital role in News Processing and Dissemination. Owners or some other decision makers, will be interviewed to check and explore their take on deploying Media Technologies.

9.3 Sampling Strategy

Purposive sampling technique was employed to collect data from the participants.

9.4 Data Analysis

Thematic analysis was used to analyse the data collected from interviews.

9.5 Ethical consideration

All ethical guidelines were compiled with in order to fulfil the standards as devised by the research guidelines of APA Ethical standards and guidelines for conducting social science research; thereby including the informed consent, confidentiality maintenance and right to withdraw from research on feeling uncomfortable etc.

10. Results

The following themes were extracted from the data collected through in-depth interviews catering the first research objective of this study 'To investigate how human elements, such as the knowledge, expertise, and decision-making processes of news producers, editors, and journalists, influence how news is managed on Pakistani television networks.

10.1   The Role of Human Knowledge in News Administration

Journalists stressed the value of editorial judgment and first-hand knowledge in guaranteeing the reliability and calibre of news. Many respondents emphasized the importance of using human judgment when reading and placing news reports in perspective, particularly when dealing with delicate or urgent issues. But they also mentioned issues like excessive management and outside investor involvement, which occasionally jeopardizes their editorial independence.

10.2   Improvements in Technology and Effectiveness

Participants agreed that the speed and efficiency of news production are greatly increased by media technology including digital newsrooms, real-time data systems, and automated editing tools. These tools were especially useful since they made it possible to cover breaking news more quickly. But several reporters voiced worries about an over-reliance on technology, which occasionally resulted in fact-checking errors and diluted reporting.

10.3   Difficulties in Integrating Humans and Technology

The challenge of accomplishing a smooth integration between technical systems and human competence kept coming up. Journalists observed that the efficient use of media technologies was hampered by antiquated equipment, inadequate training, and resource limitations. Numerous others also stated that although technology may help them with their work, it couldn't take the place of the context and depth that human-driven journalism offers.

10.4   Concerns about Ethics in News Management

Ethical concerns raised by respondents often included sensationalism, biased algorithms, and the preference for viewership ratings over truthful reporting. Both technology and human limitations were thought to make these issues worse, which resulted in a decline in the calibre of news reporting.

10.5   Economic Pressures and Resource Allocation

Journalists discussed the economic challenges faced by their organizations, including budget constraints and the high cost of technological upgrades. Some respondents highlighted the tension between maintaining quality

reporting and meeting financial targets, often resulting in the underutilization of available technologies or overburdening of newsroom staff.

The following themes were identified from the information gathered for the second objective 'To analyse the influence of technology improvements on news gathering, editing, and dissemination in Pakistan's electronic media business':

10.6 Increased Rapidity and Effectiveness in News Collection

Journalists pointed out that technological innovations like GPS-enabled reporting, mobile devices, and real-time data feeds have significantly increased the speed at which news is gathered. The instantaneous availability to information by reporters from distant locations has revolutionized the coverage of breaking news. Some have pointed out that this pace occasionally puts immediacy ahead of accuracy, which can result in sporadic mistakes or insufficient information.

10.7 Content Creation and Editing Automation

The editing process has been made more efficient by editing tools, such as AI-powered text and video processing programs. Journalists said that by using these technologies, they may save a lot of time and money and concentrate more on producing high-quality material. However, they also voiced worries about automated methods' inability to incorporate creativity.

10.8 Better Distribution via Online Channels

Through apps, social media, and live streaming, technology has increased news channels' reach. According to the respondents, these platforms offer greater visibility and allow for real-time audience involvement. But there are drawbacks to the move to digital distribution as well, like the need to modify content for shorter attention spans and counteract false information that circulates online.

10.9 Difficulty in Training and Adaptation

A number of reporters emphasized the necessity of training in order to adjust to changing technology. Experienced journalists can find it difficult to keep up with the quick developments in technology, whereas younger journalists

are frequently more tech-savvy. The efficient use of sophisticated tools and systems is impacted by this disparity.

10.10   Financial Limitations on the Uptake of Technology

Many journalists noted that their organizations' capacity to adopt or upgrade technologies is constrained by economic demands, notwithstanding the advantages of technical advancements. Financial limitations frequently force the employment of antiquated systems, which reduces productivity and disadvantages smaller media outlets in the marketplace.

From the data collected for the third goal, the following themes were found:

10.11   Need for Comprehensive Training Programs

In order to close the gap between human skill and technical improvements, journalists stressed the significance of continuous training. Many recommended customized workshops and practical sessions to introduce new technologies and processes to both novice and experienced professionals. Staff members could use technology more efficiently while upholding journalistic standards thanks to this.

10.12   Modernizing and Standardizing the Infrastructure for Technology

A number of participants brought up the idea that media firms' use of antiquated or inconsistent technology reduces productivity. In order to guarantee consistency in tools and systems and facilitate team collaboration and adaptation, they recommended standardized technological updates.

10.13   Promoting Innovation and Feedback

The creation of procedures for routine newsroom staff feedback on technology use was recommended by journalists. Additionally, they suggested providing incentives for creative suggestions to enhance procedures, including enhancing the use of AI tools for audience engagement or content verification.

The results show that human knowledge is still crucial to news management, especially when it comes to contextual reporting and editorial

decision-making. Journalists have repeatedly underlined how they depend on their own discretion and expertise to guarantee the veracity and correctness of news reports. This is consistent with earlier research indicating that human engagement is essential to upholding journalistic ethics in situations involving emergencies or political sensitivities. However, obstacles that frequently compromise this knowledge were noted, including external pressures from stakeholders and management. A strong editorial framework that upholds journalists' independence and encourages moral behaviour in decision-making is necessary to address these problems. The speed and effectiveness of news collection, editing, and distribution have been greatly increased by developments in media technology.

11. Conclusion

This research has delved into the utilization of digital media technologies in the news gathering process by news channels in Pakistan. Through interviews, various themes have emerged, shedding light on the transformative impact of digital media on journalism practices and the efficiency it brings to the news collection process.

The findings reveal a widespread adoption of digital media technologies among news channels in Pakistan, encompassing social media platforms, content management systems, and AI-driven algorithms. These technologies have revolutionized the traditional news gathering process, offering unprecedented access to diverse sources of information and facilitating real-time reporting on breaking news events.

Moreover, the integration of multimedia content has enriched news coverage, enhancing audience engagement and comprehension. However, alongside the benefits, challenges such as verifying the accuracy of information, ensuring data privacy and security, and navigating ethical considerations have surfaced.

Looking ahead, the future of digital media technologies in news collection holds promising prospects, with advancements in AI, machine learning, and virtual reality poised to further revolutionize journalism practices. However, it is imperative for news organizations to remain vigilant

in upholding editorial standards, combating misinformation, and safeguarding journalistic integrity in the digital age.

In conclusion, the research underscores the pivotal role of digital media technologies in reshaping the landscape of news gathering in Pakistan. By embracing innovation while upholding journalistic principles, news channels can harness the full potential of digital media to deliver timely, accurate, and impactful news coverage to audiences across the nation and beyond.

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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 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 (Carraher, 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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