



## **CROSS CULTURAL CONTENTS IN PAKISTANIS DRAMAS**

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### ***Abstract:***

*The research Article is based upon content analysis of two Pakistani dramas on aired in 2015 and 2019. First drama was presented Channel one while second was aired on ARY Digital TV Network. Cross Cultural Contents of these dramas were taken as variables of research. On this behalf study found a result that both shows were full of enormous use of foreign and Indian traditions such as attires and language which may not called alien but anti-traditional for indigenous society of Pakistan. The study also reveals that moral of these dramas were beyond and against the faith and belief of majority of the country.*

*Keyword: cross cultural, Contents Pakistani Drama. ARY Digital channel*



## **Introduction**

Pakistani dramas own a very rich history which begins from 1964 in Pakistan. PTV is only television channel started first to broadcast its transmission in the country. At very beginning journey of dramas in Pakistan got so much success. PTV launched a Serial named “Khuda Ki Baasti” in 1969 on domestic and social life and native tradition of common man living in the country. This serial gained worldwide popularity especially among expatriates who were living in different countries. Although Pakistan is known as diverse cultural state but being an Islamic society faith and religious ideology as well as social norms of citizens are common. Therefore being a state Television PTV had never been compromised to deviate from the Socio-Religious ideology of the country but after the year 2000 mushroom growth of Television Channels transformed the scenario. Now a race TRP to secure rating among public had been kickoff and every commercial TV network was conscious to win it at any cost by hook or by crook. In nineties an exposure of Satellite TVs and then private Cables Networks were also played an important role to bring pro Indian drama trends in an Islamic Society. Inspired with foreign traditions common men started to ignore traditional dresses as well as so many Hindi and Sanskrit words had been adopted for Urdu dialect. Last but not least this cultural attack of neighbor country did not remain confined up to attires and language but now it has crossed the traditional and ideological limits of the country as the drama “Meray Pas Tum Ho” showed a character of a lady who leaves her legitimate husband and son to go with another man

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to live without marriage just as a concubine which is not only against Islamic teaching but also collides with prevailing laws of Pakistan.

### **Culture**

Culture is knowledge and Characteristics of a particular group bearing its own language, religion as well as way of living, arts and Music.

### **2. Pakistani Culture**

Human make culture and culture modifies human. The culture of Pakistan represents the moral and belief of its natives. But unfortunately Pakistani culture is under attacked and being tried to mix with some alien cultures this phenomenon is called culture imperialism.

### **Culture imperialism.**

The term cultural imperialism refers to an exercise of domination in cultural relationships. In this phenomenon values, practices and meanings of a powerful foreign culture are used to impose on one or more native cultures. In broad sense cultural imperialism can be described with examples of the enforced adoption of the cultural habits and customs of an imperial power which roots go to nineteenth and twentieth centuries of European colonialism. This term is applied on relations between sovereign nation and states from the mid twentieth century to onwards. However there is a significant connection between the context of colonial occupation and these contemporary relations. Therefore this term is commonly used to criticize the exercise of Western cultural power in the context of post colonialism.



### **Literature Review.**

Domination of some leading countries have affected the Pakistani society, its fashion sense, eating habits and even the design of our houses. Our social relationship and culture are inspired with dramas. In the name of style our daily life is getting disturbed. (Mahvish 2006).

The practices which are allowed in one society while prohibited in some other societies particularly in contrasted with the social norms and values are called taboos for them. (Tirole, Roland, Jean 2011)

Smyth (1954) reports about violence in dramas especially violence against women is common in this Industry as an essential part of play to catch public attention but it promotes a negative attitude towards women in the society. Because of the representation of violence torture is observed in the society. This torture found in form of mental, psychological and sexual mode. Report says that annually 430,000 sexual cases are being reported against women in the world.

The most difficult thing is investigating the effect of television on human behavior. Effects of television on human behavior vary person to person and they cannot be measured with natural science. Therefore, community of social sciences is trying to determine effects of Television on human behavior.

The drama industry of Pakistan has made sudden impacts on minds of our people. Our channels are highly inspired with Indian media and western culture as they are trying to compete with them. In this race Pakistani



dramas are losing their own identity as well as cultural norms just to glamour, romance and etc. (Murtaza, 2007)

Culture is called backbone of a society and identification of any nation. Pakistan has a Muslim society and believes in Islamic ideology therefore it has own cultural identity, pattern, faith and thoughts which are consist upon Holy Quran and Sunnah. But due to modernization and westernization people moved towards western and Indian cultures. Now Indian culture putting negative impacts on Pakistani society as the people are wearing Chori Pajama, Patialia shalwar, Sarhi, less use Veil (Chadar) and short shirt. (Batool, 2007).

#### **Significance of the Study.**

The research is content analysis of two different Pakistani dramas serial which are on Aired from Private TV channels namely “Meray Pass tum ho” and “Band khidkyon k pichay”. These two drama serial are selected for the study. One of the drama “Meray Pass tum ho” was hit box office of the year 2019. A large number of people watched this drama because it got a lot of fame in its time. This drama put different impacts on the lives of the people. Therefore a debate was started on its story and content. The second drama is selected because of its bold and cross culture contents.

(Savage 2008) TV serial has now a very wrong impact on society because of promoting physical, psychological violence and its effecting social norms and values of our society.



This study will interrogate the intensity of cross culture contents, bold language and dialogue's, cross culture dresses in these two dramas. Nowadays every channel is promoting cross culture content in their dramas. The reason of taking these two dramas is because one of the drama got a lot of fame and other one is not famous even its viewer on YouTube are very few in numbers as compared to the other one but it has very cross culture content like women do massage in front of one another and aged women relation with young boys for sex. The culture Pakistanis dramas are promoting is not the culture of Pakistan. They are promoting Indian and western culture and molding minds of society towards an alien culture. Pakistan is like in the state of cultural war.

### **Research Question**

Do Pakistanis dramas are promoting cross culture content?

### **Hypothesis.**

H1. Pakistani dramas are likely promoting cross culture in society.

H2. Through use of dressing Pakistanis dramas are promoting a third culture in Pakistan society.

H3. Pakistani dramas show what the viewers want to watch.

### **Statement of the problem.**

Both the drama *Marey Pass tum ho* and *Band khidkyon k pichay* were on aired from leading drama serial channel of Pakistan. I selected these dramas of very contrast on the behalf of viewer ship that one drama got a lot of fame and second did not, But both the dramas were on Aired at prime time where a lot families set together and watch dramas jointly, we also call this time is



family time. So the content of the drama has very high effect on the society when you're saying that "Yeh 2 Takay Ki Larki" or "Shadi ma Talaq Ho Jati Hai Muhabat Main Nahi" are the dialogs are not respectable in the society of Pakistan especially in family.

Khanum \$ Khan (2000) Pakistanis are adopting western and developed culture without thinking over own cultural values and this taste is created by Pakistan drama. The language used in Pakistani drama is not appropriate and to now Pakistani dramas had lost it everlasting impression.

### **Objectives**

To investigate cross culture content in Pakistan drama

To investigate whether dramas are damaging cultural values of Pakistan

To investigate whether drama are disturbing cultural taste of Pakistan society

### **Operational Definition**

#### **Cross culture.**

Cross culture means like Pakistan have a specific culture identity, its Shalwar Kamees, family system, respect towards elders it dressing like prudent and respectful language and accent etc. So here cross culture means promoting anything against these cultural values of Pakistan.

cover all the part of the hands.

### **Methodology**

The methodology used for the Article is the content analysis of both the drama. The content of the drama Meray Pass tum ho and Band khirkyon k



Pichay is noted the bold dialogues, dressing and the stories of both drama is studied for discussion.

### **Content Analysis.**

Nature of the mass media effects can be studied by using content analysis method of research. Content analysis is a formal system for doing something that we all do informally rather frequently, drawing conclusion from observation of content. Krippendorff (1980) found that inferences can be made by distinguishing specified characteristics of a content using systematic and objective approach. Added that results of content analysis should be predictive of something that is, in theory, observable, or aid conceptualizing reality.

### **Variables.**

There are two variables on which the discussion is surrounded one is dependent variable and the other one is Independent variable.

### **Independent Variable.**

Drama

### **Dependent Variable**

Cross culture content.

### **Universe of the study.**

Almost every drama of the private channel was the population of the study.

### **Sample.**

Sample are taken on the research basis. Almost every episode of drama serial “Meray pass tum ho” and “Band khidkyon k pichay” are taken as the sample.



### **Theme of the Drama: Meray Pass Tum ho!**

The theme of the drama Meray pass tum ho was so sensational that's why it become one of the hit drama back in 2019. It caught a lot of audience because of its story. But the plot of the drama has some content which were against the culture of Pakistan. It will be discuss with separate passage but to be judge in the light of culture of Pakistan.

Living relation mean if a woman and man are living under a one roof without engagement in marital status. Such kind of relation or living standard is not the permissible in Pakistani culture while it does not matter in west. The heroin Ayeza Khan and Adnan Siddique lived together and travel different countries without being married. This particular content of the drama was highly criticized by Pakistani folk.

Secondly the Son of Ayeza Khan and Humayun after the divorce of his parents try to engage his father with his teacher for marriage. This kind of approach is also not allowed in Pakistani society that a son who is 7 years old is looking for a bride for his father. Furthermore, lust, greed and hypocrisy in relation were the part of the drama as Ayeza Khan left Humayun Saeed because he hadn't enough money to give her joyful and luxurious life. In this drama a mother leaves her son (Rumi) just because of money, such level of greed and hypocrisy may be one's personal act or many but it is not common in Pakistani society. In Pak istana mother doesn't leave her son for money or luxuries. The beauty of Pakistani culture is the Family system where everyone cooperate and compromise with this system.



### **Band Khirkiyon K Peechay.**

This drama was broadcasted when American web series desperate housewives was telecasted. Both have some similarity. Prominent actress like Saba Hamid, Sanam Baloach , Rubina Ashraf, Noman Masood, Ejaz Aslam and many other worked in the drama. It was one the bold content drama. The script shows that the producer wanted to attempt the American series in Pakistani scenario. The drama shows some female friends who were at the age of 40's and having messed up relationship where one is unhappy with her marriage. One of their friends dates with a much younger boy than her and the other was having illegitimate affairs with a young boy and she also paid to him for this relation to maintain. The content of the drama is fully loaded and surrounds against desperate housewives broken relation, lust, sex and immoral affairs between aged female and young boys which makes viewers uncomfortable. The drama shows a class which don't believe in any limitation and boundaries and. From the very Episode they show that Danish Taimoor is having affairs with his mother's friend. The whole story of the drama is in contrast with cultural values of Pakistan.

### **Dressing Style**

As we discuss earlier that dressing is part of culture. Every culture have own dressing norms like Pakistan where shalwar kamees is national attire, but this culture tone is ruined by Pakistani drama industry. Use of sarhi, paint shirt and skirt etc. is enormously shown in dressing style in the drama. In which no one is a part of Pakistani culture. In the first drama Meray pass tum ho Ayeza Khan used paint shirt while the second actress Hira Mani was



wearing Sarhi which is an Indian dressing code and her full body was not covered in the Sarhi. In addition, every male actor was also used to wear cross cultural dresses every time.

But the second drama has much bold dressing in compare to the first one. Sarhi , skirt and short clothes where most of the body parts were shown uncovered. Such kind of attires were also the dressing code of the drama which is beyond Pakistani traditions. The dress used in band Karkue k Peechay is the adopted from Indian and western culture and such kind of dressing is against the social and cultural values of Pakistan. In addition to that they showed the three friends were doing massage in front one another without having dress over body but only a massage veil. The content is so uncomfortable if we see with the eyes of the cultural values of Pakistan.

**Bold Conversation and Dialogues:**

Both the dramas are taken as the sample because both have very bold conversation and dialogues. Such kind of conversation and dialogues are against the moral, ethical and cultural values of Pakistan.

D1: “Yeh 2 Takay Ki Aurat.”

This dialogue was from Humayun Saeed for Ayeza Khan after the relation breakup. And this dialogue also got a lot of fame but if we see in the light of cultural code of Pakistani women is most respected part of life because our culture is bounded us with the values prescribed by Islam where Women is a sister, mother, daughter and wife.

D2: “Shadi Main Talaq Ho Jati Hai Muhabat Main Nahi”

The dialogue literally means that divorce happen in marriage but not in love. Pakistani culture is bounded in the ideology of Islam whereas Islam honors



marriage as the part of faith. Islam and the culture of Pakistan clearly dislike the divorce. Here is the dialogue it is pointed that Love is strong bonding than marriage.

D3: Jawan larko say jan chorana bahut mushkhal hujata hai but “they make you feel joy and make you feel so young (Band Khirkyon k pichay).

This one conversation taken from the mentioned drama in the bracket where women already engaged and at the age of forty talking about immoral relation with a young boy. Such conversation doesn’t reflect the culture of Pakistan.

D4: “ap awr apki beti ab b jawan ho”

This conversation is also taken from the same drama where a hero is trying to blackmail his female colleague when she refused and he said the mention words.

D5: “Tum meray gar ma akar meray dost k beti ko haress karsakty hu awr ma gar say bahir nahi jaskati”

This is also taken from the same drama when a mother is arguing with his son.

D6: “main apki maa ka dost”.

One of the character in the drama visits his lady friend’s home and accidentally meets with son of the lady. When the young boy who was a student of 3<sup>rd</sup> semester asks the person, who are you he replies “ma apki maa ka dost”.



The drama Band karkue had a lot of such conservation which came under the research domain because the drama is full of flirt, sexual approach and unethical relations between Married women and young boys.

**Conclusion:**

This research try to find out all the subject in the Pakistan drama which have contradictions with Pakistani culture. As Pakistan as an Islamic ideological state, having own rich culture which exist even here from hundreds of years. Following content analysis of both dramas the storyline, the script, dresses used in it and the conversations between the characters, I found that a lot of things were crossing cultural boundaries of Pakistan. No Pakistani culture is seen in drama. Foreign especially Indian and modern dresses are mainly part of the content. The conversation particularly in the drama serial Band khirkyon k pichay are so irritating for common Pakistani. If we judge it in the light of our culture dialogs of the drama doesn't maintain the norms of daily life conversation prevails in Pakistan. In addition to that the storyline of the drama Band Khirkyon k picchay only revolves around the theme of desperate housewives who cheats her husband and falls in sexual relation with young boys. Secondly in drama "Meray pass tum ho" a women left his husband for the sake of money and she lived with an already married man without marriage Nikkah with him. Living or extra marital relation between man and woman has never been imaginable in any Islamic country.

**Recommendations | suggestion.**



My area of research was focus on the cross cultural content in Pakistani drama. Where I found that Pakistani dramas have a lot of content having no similarity with the culture of Pakistan. New researcher can work on upon the culture which are going to impose on us. The culture warfare our Pakistani society by the drama producer. I would suggest that research upon which things encourage the drama producers to make drama like “Band khirkyon k pichay”.

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