

Viewing Pakistani Women through the Lens of Pakistani Dramas and its impact on Pakistani society: A Case Study

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Abstract

The present study purposes to examine the picture of women in Pakistani TV dramas that do not reveal the true appearance of women in society. Women expected harmfully which caused in enclosing negative depiction of women in Pakistani private sectors TV dramas. The research is highlighting to inspect that the media in exact electric media is dynamic in modification of society as it superior special effects as well as differences not only behaviour but also have a massive effect on sensible as well as formation of vision and opinions of people. In Pakistan preceding couple of time spectator the proliferation of private TV channels in-terms of broadcast as well as amusing, founding its location. As cheap as well as widely available audio as well as video method it has vast influence on Pakistani society where conventional of population is uneducated. Hereafter creating package content a very active as well as significant instrument to connect with community. Mix method was applied for this study. A qualitative and quantitative content analysis of four popular Pakistani private sector TV channel dramas applied. The western values and even the Indian culture shown in the dramas and shaping our society into something which actually we are not. Pakistani own culture and values should be promoted in these channels as they widely seen audiences so that people remain stick to their Islamic values and culture. It originated that women offered as stylish way, depicted stereotypically and never liberated brainy charms. A critical discourse analysis model by Fairclough (1995) was applied to analyse the discourse of the drama. The study explored that females signified courageous or self-confident, or they constrained to conservative norms by male-dominated society. This research will explore a new window for the investigators to effort on the dissimilar subjects of TV dramas associated to feministic matters.

Keywords: Portrayal of women, CDA, Pakistani TV dramas, Fairclough's three-dimensional model (1995).

1. INTRODUCTION

1.1 Background of the study

Human beings can affect each other's sentiments, insights as well as arrogances about the circumstances, even method of relations, whether corporately or separately. Worldview of public is therefore a consequence of such inspiration. In present day's contemporary society, TV is appropriate positioned to relate such effect that what we declaim, catch as well as get in television; lastly yield into our confidence scheme which is replication of designated opinions as well as urgencies of TV. Television is one of the greatest influential foundations in this fake stage which recognized to form the view as well as arrogances amongst the people, rank of TV would not be undervalued in this contemporary biosphere where it is ringing a dreamlike multiplier part in the development of the expansion. Rushing the procedure of expansion by urging, altering, linking individuals as well as it demonstrated that television is one of the greatest authoritative tool of social alteration in the society of Pakistan. Television is real then influential instrument for determining the attitude of spectators (Ali et al. 2015). TV was not only renowned as replicate of a cultivation but it is a tool of fiscal, administrative, national alteration as well as communal. Television goal is not only to feast opinions of people as well as supposed , appearance, feelings and other aspects but as helps to eliminate judgment, masculinity, competition, disparity, shade , social ills as well as other foundation which make ferocity in civilization (Adhikari, 2014). Over the ages, the part of women altered in numerous arenas about the world like publicity, researchers as well as legislations. Women are also differentiating themselves as specialists in numerous paces of life, but altering eras with innovative conducts of communicating social control which shaped typically mark the feebler constituent of civilization, that is women. Women expected damagingly which caused in inclosing bad depicts of women (Sharma, 2012). Collection as well as style of giving firm typecasts supposition concerning women's rank as well as character in the society which disturbs the style as women designated in media particularly in TV.

1.2 Research objectives

The current study supported certain emerging objectives

- To recognize the depiction of females in Pakistani dramas.
- To identify through CDA the linguistics features leading to gender inequality employed in the Pakistani dramas.
- To identify the impact of Pakistani dramas on society.

1.3 Statement of the problem

Role of media is crucial than ever been chiefly in determining overall public view. Media measured to be quarter support of government. Both society as well as media related as either one can influence each other in numerous methods. The study emphasis to examine that the media in specific electric media is vital in alteration of society as it special effects as well as variations not only behaviour but also have a vast influence on rational as well as creation of insight and thoughts of people. In Pakistan previous couple of time observer the propagation of private TV channels in-terms of newscast as well as entertaining, establishing its position. As inexpensive as well as extensively obtainable audio as well as video device it has enormous effect on Pakistani society where mainstream of population is uneducated. Henceforth creating package content a very active as well as significant instrument to connect with community.

1.4 Significance of the study

The significance of this study is to expose the unfair social affairs as well as matters of gender for over-all alertness. This study assesses the linguistics varieties that actualize women as well as etherize them as slighter or submissive existences. It assistances increase females' awareness to respond to the energetic exhibition of the attractiveness of their physical appearance as the important feature of their individuality. The present research efforts to highpoint the falsification of females in Pakistani dramas as well as supports in arousing alteration in men's boldness on the way to women. The study also outhouses bright on the part of media approving sex dissimilarity as well as perception in a male-controlled society.

1.5 Research questions

- Do the television dramas depict the right image of women?
- To what extent TV dramas affected the Pakistani society?
- Does the culture of Pakistan is promoted by Pakistani dramas or not?

2. LITERATURE REVIEW

The society of Pakistan is a masculine dominant society for centuries. The womenfolk are usually occupied as secondary to men as well as organized through them in Pakistani culture. The subject of masculine edifice of the culture turns on both obvious and secret designs. It prejudiced by man power since of the Islamic principles as well as deliberations in the nation. Rendering to the wisdoms of Islam, there is parity among males as well as females, but their actions as well as duties separated, because of the organic changes of both sexes to ease them(Huda et al, 2015).Huda (2015) cited that

the creator of Pakistan, Muhammad Ai Jinnah, tinted the Pakistani women's' labors in culture set up in his speech to the state in 1940: I always preserved that no country cannot ever be well-intentioned of its being that cannot yield its females along with the men. No scrap can ever prosper without females contributing side by side with menfolk”.

The females represented in Pakistani TV dramas since the period era of Zia-ul-Haq. TV drama is a general sort of media, but the picture of truth be contingent in a particular method mainly on the socio-political state. In the history, the feminine typescripts predictable with the tag of good women on TV. Abbas (2018) specified, “Though an amount of sex disparity subjects related with Islamization era; some instances comprise the declaration of the Hudood Decrees, Chadar or Chardiwari Hijab, the law of legacy and the rule of observer. Though, over the examination of dramas, I exactly learning the passive parts allocated to women, their errands limited to domestic errands, as well as conformism in their clothes “ The writer designated two TV dramas called “waris as well as Mirat-Ulu-uroos and did a gratified analysis to measure the part of women predictable in these dramas. These dramas were a likeness of the gender –prejudiced depiction that happened in Zia-ul-haq's period. Rendering to the writer, it is important to communication that Zia government policies are not only reflected to be essentially misogynistic, but also attributed for indorsing a masculine attitude amongst people”. The writer reproduced bright on the characteristic radical parts in culture at the period of the Zia government, when the Pakistani TV dramas had been prevalent amongst distribution media as well as spectators had a countless effect on conspiracy, description as well as existence .Television dissemination recycled as an average to spread administration nurtured philosophies.

Lin claimed (1998) that the media offered the women as form as well as expressions rather than directing their aptitude, capabilities as well as portrayals. They are frequently deliberated as fleshly substances that are to content the males' sensual longing” .It is said that, “this objectification supports as well as condemns women's rank as well as their attendance in the society on the foundation of their sex petitions as well as faultless figure configuration (as cited in Ashfaq, 2018 p.47).” The females typecasting is also controlling the TV dramas too in modern eras as well as even in the ancient. Ahmad (2014) transcribed about a female's oppression performance in new networks, “It perceived that the women characterized in news networks as a prey of ferocity, particularly in the belongings of sensual annoyance, rapes, marriages of child, house scalds, dowry fierceness as well as honor murders”.

2.1 Representation of violence against women

Greatest television academics on the picture of women in dramas, in addition by responsibility so, trace on details as well as philosophies that ran to

women's domination as well as relegation. For instance, female fonts who originate different from the national standards as well as family morals are frequently exposed to obtain anger from their husbands, brothers as well as fathers. Similarly, women who permission the holiness of their homes without 'sincere aims' portrayed as dwindling quarry to lewd men as well as compensated sexually or otherwise. Two distinct educations out by Pervez et al, (2009; 2010) examine the depiction of ferocity in the dramas. Both are measureable studies then employment the reasoning theory of violence to revision ferocity. The 2009 study lessons the picture of psychical ferocity in contradiction of women in seven dramas crossways 106 acts. It decided that most mental ferocity committed by male blood families confidential a local location. Additionally, the education demonstrations that female characters with credited rank are extra disposed to to drop target to ferocious male types of attributed position. For instance, by fathers as well as brothers. Additional conclusion is that, the female supporters of fierceness, notwithstanding existence in a lower fraction, signified to have an attained rank by asset of their association with the paterfamilias or over the financial activity. Even however the education does not proposal a painstaking examination of the association between the attained rank of women as well as the ferocity, there is important indication that this association could be completed in combination with conventional female picture. That is, women who have an important level of financial independence showed as ill or decadent, as well as unnable of sympathy.

The method women signified in media does have an effect on how we observe women characters. The tendencies of women forecast in international television can't be measured as perfect. In existing TV agendas usually, characteristic feminine picture shadowed for women depiction. Women predictable as loveliness tool to captivate spectators. In Pakistani television women representation is not only optimistic but the women characters in TV dramas frequently offered with an undesirable influence. The endurance of undesirable interpretation as well as symbol of women may be connected to the absence of nationwide media cyphers then their implementation (UKs, 2009). Such insinuations boundary the development of the general women's copy. In some drama series females still depicted as being secondary while in information-based themes, purposes etc. Females expected to be understated. While penetrating for the works it detected that the ancient plays had been important in their depiction of female forte but in present dramas, the depiction of females is bad as well as exposed as feeble fatalities (jiwani, 2013). They only operated for partial design (simorgh, 2003) as well as recycled as a profitable advantage (Zulfiqar, & Babary, 2011). Rendering to a bang of media as well as sex in Pakistan, it perceived that the representation of women part still leftovers conventional as well as male-controlled and

occasionally they dishonored too (IFJ, 2015). These conventional imageries take the idea of national ferocity then typically men signified as attackers (Bimbi, 2011). The method women preserved as well as depicted in this arena disclosures women to sensual pestering (Huda, & Ali, 2015).

Ahtesham (1998) revision concerning the “perfect” lady copy which really additional is depicting the typecasts which are in Pakistani plays for evil as well as the decent women. The series of Pakistani really play an imperative part in determining the view of men as well as women in the civilization. These plays effect the male-controlled scheme. In Pakistani plays dissimilar parts exposed. The principal part is additional like home certain and the lateral parts exposed as brave then frank as well as the one responsibility certain job as well as are self-governing. Owing to such physiognomies, they depicted as flawed women as well for the civilization. Singorielli (1989) correctly contends, contact to sex part typecasts in publicity frequently effects “gender-stereotypes attitudes” because after viewing the picture of womenfolk in television , people observe as well as grow an impression that how a lady should be as well as should not be. It is not just men who become impact by descriptions rather women also grow prejudiced by the broadcasting picture that how they should perform. Seplow (1996) maintained that “television is advertiser-driven. Publicists wish women. The feminine spectators is a crucial to demonstrations’ employed. That means women like to lookout themselves.

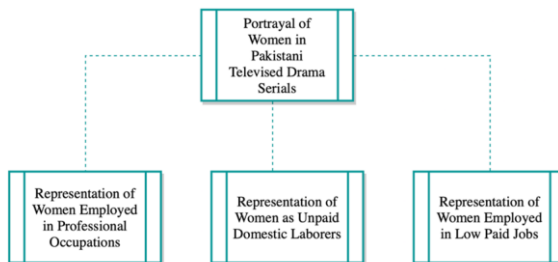


Figure 1

In the editorial “The role of women in Pakistan: A critical discourse analysis through drama serials”, Ahmad (2019) practices contented examination as well as treatise exploration to measure Pakistani soap masques or drama series. It originated that notwithstanding the growth in women’s everyday exists as they aspect trials in positions of nuptial, service, and national ferocity, spiritual standup as well as quieting fatalities of pestering or sensual misuse (p.3). Additional research by Rameez Ul Huda and Ali (2015) inspects the domination as well as objectification of women in Pakistani television as

well as the typecasts that feminine typescripts epitomize. While the play series agreement some procedure of release to women by presentation women's adversities on shade, it strengthens a woman's part in civilization as a housewife with no intelligence, notwithstanding her education as well as thoughts which supports besides represents women as lesser. Rendering to Abbas (2018) normally measured that Pakistani broadcasting does not portray an honest depiction of females' ambitions survives as well as their growth continuously understood through a conventional lens". Moreover, Javed (2005) discoveries that television depicts women as "feeble, childlike, reliant on, naïve, unreasonable as well as devious" (as cited in Rameez Ul Huda and Ali, 2015, p.14).

In today's contemporary age women deliberated as solid as well as self-determining personality in Pakistani plays that understood as part perfect by the daughters, because most lively spectators of plays are women .consequently they tell themselves with the charms. Recognized the lively copy exposed on TV plays where women part retain altering the answers were examination through five Malaysian television plays (Ibrahim, 2017). Collins (2011) educations about masculinity parts in the television, with gratified examination where she originates shared melodies as well as women understated in television as well as typically depicted damagingly. Her education accomplishes that women portrayed in each level inferior than men.Kaul and sahani (2011) examines depiction of women typescripts in Indian TV series as well as its impression on the spectators of Jammu. For data collection investigators applied method of interview, where conclusions recommend that a minor diversity of realism originated in proud Indian women in series. The examination unlocked that numerous defendants amongst women decided that Indian series had an enormous influence on opinions as well as also self-confessed that they educated as well as increased sureness by the series. It inspects the depiction of females in Pakistani TV where the investigator considered whether depiction of females in PTV dramas are viewing conventional appearance. In close investigator originated that PTV plays lengthily carried onward the women's matters definitely. The present research aims to explore the real identity of females in different dramas and their impact on society, it will explore a new and true picture of women in Pakistani dramas.

3. RESEARCH METHODOLOGY

The research explored in depth that what affects are Pakistani dramas have on our culture, our society, how our own values are blurred and western culture is being made its place in society. The portrayal of women in Pakistani serials is not in a way in which it should be. A qualitative and

quantitative method has been used to analyze the data, moreover the data mostly examined below two segments: look as well as social role. The data categorized as well as investigated to realize the changes originated in the depiction of females in the four particular TV dramas. However, four dramas specifically Rangbazz from Express TV year 2014, Besharam from ARY Digital television year 2016, Hum TV in the year 2012, and Baaghi from Urdu 1 2017 of Pakistani private channels nominated. The data was collected over content examination. Antconc software used to get the frequency of keywords. And for the functional interpretation Norman Fairclough (1999) three dimensional model was used.

3.1 Data Analysis Procedure

Fairclough (1989; 1992; 2003) recognized his three-dimensional framework. Fairclough developed three phases of CDA; description, interpretation as well as a description. For him, discourse is considerate of communal rehearsal, which is the epitome of community construction. Discourse is an arrangement of "background, interaction also text". Amongst them, text dishonesties in the lowermost, which is the significance of communication. Together the procedure of manufacture besides procedure of explanation be contingent on the contextual (Fairclough, 1992). For Fairclough (1989: 26), „the phase with formal possessions of examination is description” In extra influences, language structures of the manuscript are to be exposed in the suggestive phase. e. For the willpower that it is unspoken extra perceptibly, he similarly risks ten chief studies peaceful over extra other sub-questions, which are primarily convoluted over vocabulary section, grammar slice, besides textual structures section (Fair clough” 1989). Fairclough (1989) expresses "interpretation concerned by the connotation among text as well as communication finished nearsighted the text as the formation of a process of production, then as a choice in the process of interpretation". In the clarification phase, the connotation amongst the dissertation in adding to its manufacture then its consumption should be unspoken. Also, discourse is not only detected as text but also a broad recurrence in this era, which capitals distinctly from investigative language structures then manuscript construction, upkeep should be fatigued to additional matters such as speaking act also intertextuality. These matters attach the manuscript to its location. Interpreting to Fairclough (1989: 26), "Explanation concerned by the joining among message also social context over the social determination of the process of production then explanation, in adding their social possessions". On the extra pointer, the examination in the part of explanation is in location to the past, communal, then nationwide locations. Temporarily, news discourse can be unhurried by way of understanding of shared recurrence, sociality also group in part, usage of massive consequence on news intellect.

4. DATA ANALYSIS

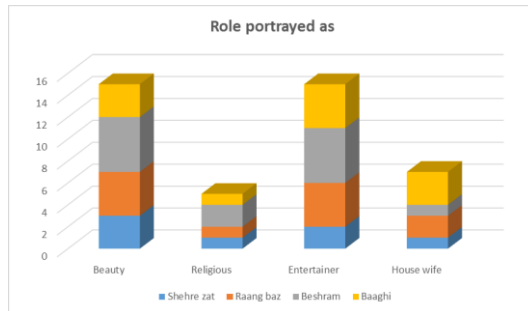


Figure 1

The above data discloses that 14 % of female’s charms depicted as beauty in dramas whereas 4 % exposed as spiritual then 14% are entertainer and 6 % as in house wife. It means women are shown as more entertainer and as an incarnation of beauty. They do not depict the true picture of reality. It affected our society badly as western perspective is being shown in Pakistani drama serials. When females watch such dramas, they also want to do the same as shown in these serials, but in reality it is unadoptable in our society because we have different religion, different culture, and different living styles. In result, they get destruction and their daily lives get disturbance. It not only affects their living styles but also disturbs their mental health. Because this thing leaves a long lasting impact on their psyche and they keep thinking like they would become like those girls who are beautiful and entertain their lives in different way. In this way, their lives are being ruined and they are getting divorces and other negative outcomes.

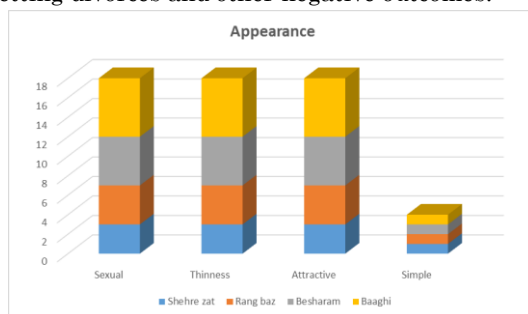


Figure 2

The data illustrates that 16 % women are shown as sexual, 16% of women are presented thin, 16 % are more attractive and only 3 % are shown as simple in Pakistani private sector television dramas according to their appearance. It

means the blur picture of reality is being shown by these private sectors through these drama serials. They do not present the real picture of life. Women are shown more attractive to captivate the minds of the audiences. They show that women are the great source of attractiveness, beauty, sex and charm as well. However, in real life it's not like this, women are more fat, not attractive, some are black, some women are not good-looking. Women are more simple in real life because they don't prepare their selves each time to exhibit their body but they present another picture in front of audiences like women's duty is to remain well-dressed by applying makeup, ready for sex, attractive etc. So, this thing attracts the minds of the spectators and they want to do the same in real life. It is affecting our society and changing our culture, our living styles badly.

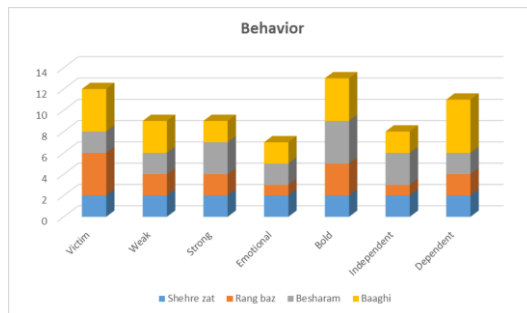


Figure 3

The above data demonstrates that 12 % of women are bold, 8% are as strong, 8% are independent, 10% are as dependent, and 6% are as emotional and 8% of women are weak in Pakistani private TV dramas. It means the reality is different they are not as much bold as they have been shown in drama serials. They are not independent rather more than dependent in our society as it is seen. It is agreed that females are additional expressive than males, they are sensitive, weak, soft-hearted and nicer than men. They are living in male-dominant society that is why they are victim of our society. Rather in TV channels some females are more independent, bold and strong because they are showing and adopting western living style to attract the society. It is analyzed that women are shown with a great willpower in a solid personality. Moreover, it can be said that they may show the females characters like this so that audiences may not get bore in their lives. In this way, they are hiding the true picture of the society.

5. DISCUSSION

Four private segments television drams designated for the study have dissimilar genere, “Beshara” originates below the genre of drama, “Raang baz” derives underneath the love as well as romance genre, “ Bhaaghi” originates below the drama, romance as well as factual category and “ Shehre zat” originates below the mystical amorousness. In these all dramas, women signified as robust typescripts in prominent as well as secondary parts. As this education founded on mix technique of qualitative and quantitative content examination, it perceived that in the designated dramas long-lasting theme are typically depicting women with countless willpower as well as in a robust charm. Furthermore, Pakistani secluded TV dramas are depicting the ladies’ appearance, which understood to be in double appearance of locations, whichever spectators uninterested with the decent then optimistic depiction of women or it dissatisfied with depiction of negative as well as bad appearance of females in drama. The typescripts do have a leading part in drama but typically end up with decease, accident as well as tragedy. They represented as fruitful as well as attractive but dissimilar the key important fonts they exposed wicked. Sara (screening as having additional married dealings) who is the mommy of Mashal was not accessible as a faultless mother, because she planned as well as conspired with her head son-in-law to abolish her newer daughter’s nuptial life. Her discourse is indication, “main in middle class families KO apny bety ki zindgi main rehny nahi dn gi, main bi dekhti hn KY kitny din tk ye dono saath rehty hain, mene apny bety ko boht nazon say paaala hy”. (I distinguish such caring of central class family as well as will not permit to consume the life of my daughter with them, I will understand how with how numerous existences they will break composed, as well as I elated up my daughter indulged.

Rangbazz is a division of five females, who become matrimonial through the identical being, every female’s charm of this theatre sequential is directing where females revealed as grasping as well as tender of intrigue as well as devious about following women. The Bella’s charm exposed as consuming further wedded businesses also depicted as sorcery lady. And the greatest commanding discourse of the drama serial which is conventional” Aurat kbi schi tarif kr hi nahi skti, aurat sirf khud sy pyr krty hy, jb wo kisi ki tariff krty hy to smj lo ky koi lalach hoty hy ya koi gharz”. Proceeds (Women not ever admirations any one, women just love herself, if she admirations it revenues she is avaricious or might has a clandestine). Shehre zaat division rotates about a selfish attractive as well as day visionary girl Falak, who is the only youngster of her amusing parentages, appear to be empathic as well as susceptible in spite of her faults. Loveliness, communal status as well as wealth blinded her from realism of the world. Her hatreds violence then

couldn't see humanoid hidden filth of lack. She decreases in a love by a gentleman Salman, who advanced on does additional wedded connections with additional females.

In Baaghi, Kanwal deceased in sad demise afterward where her brother murdered her, her charm originates in these arguments” , jooti izzat aur be-mani girat ne mujh se kahin kandilon ko waqt sy pehly boja dia, , samajne aur bdlny ka jo haq khud ny mujy dia tha, wo ap ny cheen lia, main mashere kliay karab thi, logon ky ikhlaq kliay khtra thi, main jesi b the apki dunia sy chli gai, apny ko be safai pesh kiay bgair, main sirf ye puchna chahti hon ky ab to burai khtm hogai na.. Logon KY ikhlaq b bch gy, mashra, sy kia howa? Mashra thek hogya? (False admiration then worthless self-esteem of yours to me, disappears numerous Kandeels(Lamp) like me besides you quick the correct , that assumed to me by Divinity to be on correct pathway as well as to appreciate , I had been immoral for the culture and I had been hazard for persons ethics, whatever I was, I disappeared from your sphere. I will not claim with you that I was true, but I enquire you after me all is on pathway, is people ethical unbroken, wicked performances ended. People moralities continued, society, what occurred to it? Does civilization become decent?) Lovely as well as sexy Kanwal Baloch planned to be murdered through her brother in the forename of integrity murder.

The research originated that even if females' picture in plays increase overhead by the way of period but depiction leftovers similar that describes the copy whichever unconditionally wicked or terrific, or faultlessly respectable. To certain degree the designated Pakistani private sector television dramas presented an amount of authorization rudiments that can reproduce through leading depiction of women which presented robust will females where they contest to attitude to their own standards as well as politics. This investigation also originated , women's occupation rank, social class as well as position, charm qualities as well as level of edification portrayed unbiased more than earlier, however the depiction of secondary typescripts in dramas obtainable conventional, typically secondary charismas of women have harmful location.

6. CONCLUSION

The drama contented of private television which depicts women's matters as well as women, requirements to be reoriented, current day agendas as well as attention particularly on females be probable to highlight the fun , style, domestic as well as supplying which influence to be feminist. Programs as well as drama should dedicate more upon persons, existences, philosophy, arrogances as well as standards, drama should be normal, inspirational, then upcoming concerned with, instructive as well as extremely educational which

could authorize besides stimulate women in our society. There should be thoughtful checked besides equilibrium at media fillings, together newscast then amusing, there is a thoughtful essential to review all dramas prudently to mark certify that creators then managers then authors don't depict females in fix and disparaging appearance, because television documented as influential instrument for social modification as well as learning. Media has the capability to express, reservation, then best the human past as well as philosophy. However, because of selfishness content which shaped be likely to scheme conventional simplifications depicting women appearance. Media should image moralizing instinct then extensive moral dressed fillings in civilization for improve parts for females. There should not be every rudeness then offensiveness in play. Females should be exposed in employing wide diversity profession sceneries. Females should be expected as in numerous parts in play such as enlightened, unconventional, choice marker, independent but rendering to the light of current society. Such thoughts exposed to shake the culture seriously and they twitch captivating such women incorrect. There should be no sex stereotype. Media is unsuccessful in telling the rules connected to female's position in Pakistan. It is powerless to current a sure explanation for the matter like ferocity and alteration of sure rules which are powerless to lift up women rank. On the other cross of image as television disturbs attentions of unvarying spectators then might consequence in receiving of rubrics unfilled by TV theatres, no stuff they are offering females as subservient or they have to contest within the national area by anyway. Additional fact of conversation is that management needs to alternate standards of the national employees convert the same for the countries but real difficulty is on its unique residence. A constructive as well as realism constructed depicted should be exposed in the society the management might bring out the real assessment of the females broadcast rules in the nation and on the foundation of it should be edited for the delivery of females wellbeing in the kingdom. The western standards as well as even the Indian philosophy exposed in the plays then determining our society into somewhat which really we are not. Pakistani own philosophy as well as morals should be indorsed in these networks as they extensively understood spectators so that people endure twig to their Islamic morals as well as philosophy.

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Maria Nisar, Ayesha Kiran, Javeria Bano, Muhammad Asif– **Viewing Pakistani Women through the Lens of Pakistani Dramas and its impact on Pakistani society: A Case Study**

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