

## EFFECTS OF TV MORNING SHOWS ON THE DOMESTIC WOMEN: A CASE STUDY OF BAHAWALPUR

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### ABSTRACT

*The current study is aimed at investigating the impact of the morning TV shows on the perspective of domestic females. Researcher has used a survey method in order to gather data from the population of the study and questionnaire was used to gather data from the sample of the study. The findings revealed that these shows have impact on the lives of domestic women and mental prosperity. It is said by the audience that these shows have ruined the way of life and made individuals more complex than ever. In the past, the substance of the discussion by morning show was vastly improved and their motivation was to teach individuals with the aim to advance our own particular society but the scenario change after 2006. All the public and private TV channels in Pakistan are broadcasting morning shows, in competition which got high number of ratings in the beginning. Singing, dancing, promoting vulgar fashion, showing fake incidents are now common. Even the discussion with the invited guest is nothing but senseless chats which are impeccable.*

**Keywords:** Television, Morning Shows, Women, Family Issues, Bahawalpur, Pakistan.

### INTRODUCTION

#### Rational of the study

Every morning when one switch on the TV and come to know that a perfect morning with a wonderful climate, where big names wearing most recent fashioners, sitting on comfortable couch, appreciating hot morning drinks in exquisite style and having easy going discussion around point less themes. Furthermore, some weak trade of thoughts on everyday issues is the only aim of morning show in Pakistan. In the past these TV were so well equipped that they present quality of content which was further utilized for the nation building but latest Moring shows are just aimed to grab the attention of the audience with glamorous TV host talking about nothing. These Hosts are promoting expensive brands and about latest fashion trends which help in boosting the business of multinational companies whereas the females who are consuming these shows are being traps with the agenda of these shows. These shows make their life more compels as they thought that it is useless to live without expensive brand. They want to have all at their home whatever, they saw in the shows. They want to adopt lavish life style, they are happily adopting western culture and norms in their private ceremonies like weddings and birthday parties. When failed to get all that they fall the victim of the tension and depression because of the gap in reality and expectations.

#### Statement of the problem

Pakistani ladies religiously watch these morning shows only for the purpose of amusement. These females consume these morning shows without being aware of the fact that these shows are waking

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their complexes like they are unable to afford branded dresses, their marriage is not as good as host presents her and they do not have flawless skin. It makes them frustrated and feels inferior.

### **Research Questions**

- 1) What kinds of factors influencing the domestic women through the content presented via morning shows?
- 2) To what extent Pakistani culture is being portrayed through these morning shows
- 3) How these morning shows are responsible for creating frustration and inferiority among the women?

### **Relevant secondary data**

During the era of globalization, mass media isn't just giving information, introducing pictures and grasping about episodes, yet in addition giving information about living style, social qualities and pattern settings. Mass media is advancing required luxurious lifestyle and stylish patterns by appearing "how appeal, sexuality, calling, accomplishment, cooking capability, and social noticeable quality can be sold and gotten the customer market" and media is doing so with the help of morning shows (Croteau & Hoynes, 2013, p. 188). During the time spent portrayal of the business with the help of media, extravagance values were portrayed by using extravagance design (Zhang & Kim, 2013). Ali (2001) explored that morning shows were presented in such ways that they are influencing the style, dietary patterns, language, customs, religion and socio-social patterns of the society. These TV programs are promoting western culture which is having a deep impact on the lifestyle of household females and these shows are also major source for promoting foreign culture.

Alalawi and Al-Jenaibi (2016) found in the study agricultural nations' TV programs comprise of contents, which are deeply inspired from the western culture. Moreover, such content may consider as the social attack ruins the social qualities and strict ideas for the sake of innovation or mainstream society. Therefore, Muslim world is in extraordinary peril of mutilated social personality because of western culture imbuelement through the media and these are distorting the social values and culture of Muslims society. There should be a sound media strategy on the public and worldwide level to scatter the genuine image of Islam and Muslim society. Batool (2007) stated that Pakistan is an Islamic country and the larger part of its population comprised of Muslim. Therefore, culture and values practiced in the social are respectability taken from the lessons of Islam which is the public religion of the country. Islam gives a total code of life for its devotees. These days, because of worldwide media commonness Pakistani culture is in danger. Particularly, the glamorized social portrayal of foreign culture in shows significantly affects dressing and conventional parts of Pakistani society; which should be visible during celebrations and wedding services especially.

Dressing patterns, social standard, and cultural custom are considered as the true representation of any social pattern (Workman & Lee, 2011). The shoppers settle on their apparel decision as indicated by time, circumstance and nature of the occasion, for example relaxed dressing is not the same as formal dressing as the motivation behind the circumstance changes every once in a while. Life style and individual's viewpoint affects the determination of dress as indicated by their social qualities (Kaluvoya, 2016). Individuals excitedly pick most up to date design news signs allowed by the gathering they admire (Aziz, 2003) and execute design dressing style connected with related peer values (McDonald, 2004). In the modern-day world, style isn't aimlessly taken on by following the exclusive class however the selection of purchasers fundamentally relies upon the information level and self-tasteful sense too. Dressing designs address the social qualities and way of life of people.

As per Saravanan and Nithyaprakash (2015) household females of Pakistan aimlessly follow the dresses and style which were used by morning show hosts. They think about TV hosts as design symbol for most recent patterns while "Utilization secures itself as an unnecessary and imaginative movement in however much individuals rethink and revamp things they have purchased by a specific style which they are consistently participated in achieving" (Sassatelli, 2007). Fashion correspondence has encountered extraordinary upheaval since most recent couple of many years and has gone through rapid change in style reception and has deep impact on the audience of these morning shows. Cultural transformation isn't just the appearance of evident looks, yet additionally discusses the profound sentiments and thoughts through non-verbal correspondence (Venkatasamy, 2015). Besides, conversely, social variety and pluralism have become indispensable upsides of contemporary social correspondence. Present day cultures have learned through globalized media that pluralism,

etymological, social variety, opportunity of articulation, discourse and acknowledgment of others' qualities and conclusions comprise social decency (Juni, Kareem, Alam, Haider, & Ashraf, 2014).

Gladkova (2013) said that broad communications ought to work really to make a public character and preparation of the general public for the elevate of normal practices and values. What's more, variety in writing computer programs is additionally essential to present the crowd with different ethnic, etymological and social minorities of widespread society. Research suggested that people, particularly kids, ought to be directed about fairness of individuals, no matter what the distinction of nationality, conviction, race, variety and statement of faith so friendly pressure can be decreased through the upsides of social concordance and pluralism on the neighborhood and worldwide level. Each human culture has its own way of life and arrangement of standards which recognizes it from others. Culture is a perplexing mix of different components, yet not restricted to, social convictions, philosophy, language, customs and aggregate way of behaving of people (Lhamo T, 2015).

Afzal (2010) added that these morning shows are prompting the celebrations of foreign countries for example Basant (Kite Flying) is praised by Pakistani youth which is not the part of our culture and norms. Besides, deceptive items in media generally dramatizations and promotions western wedding celebrations are being watched by an enormous crowd in Pakistan, which are also contradictory with our standards and norms. Female audience of these shows endeavors to embrace these rituals and norms and styles in their genuine occasions to meet the race of present day way of life and also to be modern in the society. Fatima (2002) has a perspective that Pakistani watcher's particularly youngsters like these morning shows because of the portrayal of marvelous world class culture and entrancing dressing of TV hosts and engaging visuals in the form of dance segments. Audience of these TV shows rehearses these traditions in their parties which is; what is going on for a public culture of Pakistan since culture is the personality of any general public.

## **METHODOLOGY**

This research researcher adopted the quantitative as well as quantitative research paradigms. Data was collected by using quantitative method whereas the data was interpreted qualitatively. Moreover, the population of the study comprise of those whom the researcher wants to check the influence of TV shows. Therefore, the population of current study comprised of household females who lives in Bahawalpur City. Moreover, these females are the regular viewer of the TV morning shows. Furthermore, researcher used purposive sampling technique out of whole population. In purposive sampling, only those members of the population become the part of the study which fulfills the purpose of the study. For current study, it is necessary to select only those female participants those are the regular viewers of the morning shows. Therefore, researcher adopted purposive sampling technique. The sample of present research study is comprised of 300 household women were selected out of the whole population of the Bahawalpur city.

### **Data collection tools and Research Instruments**

For current study researcher used Questionnaire because this study is based on survey design. Moreover, questionnaire used for current study was divided in to two major parts. In which, first consist of items related to demographic information of the participants and second part comprised of items related to the effects of TV morning shows on household women. Moreover, these items were designed closed ended by using 5 point Likert scale. Moreover, researcher ensured the validity and reliability of the questionnaire by using pilot testing phase.

## **DATA ANALYSIS**

**Table 1 Themes of Pakistani morning shows**

Themes of Pakistani morning shows	Marriage	Cooking	Singing	Dancing	Promoting brands	Showing fake incidents
<b>Frequency</b>	86	17	23	15	101	58
<b>Percentage</b>	29%	6%	8%	5%	33%	19%

Data presented in the table above reveled that most of the morning shows are promoting expensive brands as 33% members stated and 29% were of the view that they are showing fake marriages of

already married couples. Furthermore, almost 19% members were of the view that they were showing fake incidents.

**Table 2 Failure of morning shows**

Statement	Formula	S.A	A	UN	DA	S. D	Mean score
Morning show failed to present quality content	Frequency	54	144	45	35	22	3.57
	Percentage	18%	48%	15%	12%	7%	

**Note:** S.A= Strongly Agree; A= Agree; UN= Undecided; DA= Disagree; SDA= Strongly Disagree

Table 2 shows the data about the statement that morning shows are failed to present the content. Majority of the participants were agreeing with the statement including 48% and the statement was further strengthened by the Mean score 3.57.

**Table 3 Content presented through morning show, is devoid of vision**

Statement	Formula	S.A	A	UN	DA	S. D	Mean score
Content presented through morning show, is devoid of vision	Frequency	49	123	59	49	20	3.44
	Percentage	16%	41%	20%	16%	7%	

**Note:** “S.A= Strongly Agree”; “A= Agree”; “UN= Undecided”; “DA= Disagree”; “SDA= Strongly Disagree”

Majority of the participants were agreeing with the statement that content presented through morning show, is devoid of vision. Similarly 41% members were agreeing and only 16% disagreeing with the statement. The statement was further strengthened by the Mean score 3.44.

**Table 4 Cultural values are not the matter of concern for the morning show**

Statement	Formula	S.A	A	UN	DA	S. D	Mean score
Cultural values are not the matter of concern for the morning show	Frequency	99	85	65	35	16	3.72
	Percentage	33%	28%	22%	12%	5%	

**Note:** “S.A= Strongly Agree”; “A= Agree”; “UN= Undecided”; “DA= Disagree”; “SDA= Strongly Disagree”

Cultural values are not the matter of concern for the morning show as majority of the participants were strongly agreeing with the statement including 33% and the statement was further strengthened by the Mean score 3.72.

**Table 5 Morning show works for rating not for prominence and the laudation**

Statement	Formula	S.A	A	UN	DA	S. D	Mean score
Morning show works for rating not for prominence and the laudation	Frequency	59	111	54	32	44	3.36
	Percentage	20%	37%	18%	10%	15%	

**Note:** “S.A= Strongly Agree”; “A= Agree”; “UN= Undecided”; “DA= Disagree”; “SDA= Strongly Disagree”

Tabular states show that Morning show works for rating not for prominence and the laudation. Moreover, majority of the participants were strongly agreeing with the statement including 20% and 37% were also agreeing and the statement was further strengthened by the Mean score 3.36.

**Table 6 Following the rat race, morning show lacks variation and present mundane things**

Statement	Formula	S.A	A	UN	DA	S. D	Mean score
Following the rat race, morning show lacks variation and present mundane things	Frequency	41	96	104	47	12	3.35
	Percentage	14%	32%	34%	16%	4%	

**Note:** “S.A= Strongly Agree”; “A= Agree”; “UN= Undecided”; “DA= Disagree”; “SDA= Strongly Disagree”

Mainstream of the participants remain uncertain with the statement including 34% and the statement was further strengthened by the Mean score 3.35 hence, it is stated that mornings shows are just following rat race.

**Table 7 Considered as the entertainment for domestic women**

Statement	Formula	S.A	A	UN	DA	S. D	Mean score
Considered as the entertainment for domestic women	Frequency	96	109	43	26	26	3.74
	Percentage	32%	36%	14%	9%	9%	

*Note:* “S.A= Strongly Agree”; “A= Agree”; “UN= Undecided”; “DA= Disagree”; “SDA= Strongly Disagree”

Only 9% the participants were strongly disagreeing with the statement that states morning shows considered as the entertainment for domestic women and the statement was further strengthened by the Mean score 3.74.

**Table 8 Many women learn beauty tips with the segment of morning show**

Statement	Formula	S.A	A	UN	DA	S. D	Mean score
Many women learn beauty tips with the segment of morning show	Frequency	128	47	71	46	8	3.80
	Percentage	42%	16%	24%	15%	5%	

*Note:* “S.A= Strongly Agree”; “A= Agree”; “UN= Undecided”; “DA= Disagree”; “SDA= Strongly Disagree”

Majority of the participants replied in affirmation about the statement that many women learn beauty tips with the segment of morning show and the statement was further strengthened by the Mean score 3.80.

**Table 9 Women are more conscious about their fitness due to morning show**

Statement	Formula	S.A	A	UN	DA	S. D	Mean score
Women are more conscious about their fitness due to morning show	Frequency	64	69	94	42	31	3.31
	Percentage	21%	23%	31%	14%	11%	

*Note:* “S.A= Strongly Agree”; “A= Agree”; “UN= Undecided”; “DA= Disagree”; “SDA= Strongly Disagree”

Table 09 shows that stats about the statement women are more conscious about their fitness due to morning show and most of the participants were uncertain about the statement which was further strengthened by the Mean score 3.31.

**Table 10 Trend changing information is presented through morning show**

Statement	Formula	S.A	A	UN	DA	S. D	Mean score
Trend changing information is presented through morning show	Frequency	86	116	46	32	20	3.72
	Percentage	29%	38%	15%	11%	7%	

*Note:* “S.A= Strongly Agree”; “A= Agree”; “UN= Undecided”; “DA= Disagree”; “SDA= Strongly Disagree”

Trend changing information is presented through morning show and mainstream of the participants were agreeing with the statement including 38% and the statement was further strengthened by the Mean score 3.72.

**Table 11 Content presented through morning show is against our religious values**

Statement	Formula	S.A	A	UN	DA	S. D	Mean score
Content presented through morning show is against our religious values	Frequency	101	58	54	59	28	3.48
	Percentage	34%	19%	18%	20%	9%	

*Note:* “S.A= Strongly Agree”; “A= Agree”; “UN= Undecided”; “DA= Disagree”; “SDA= Strongly Disagree”

Table 11 shows that 34% of the participants were strongly agreeing with the statement that content presented through morning show is against our religious values and which was further strengthened by the Mean score 3.48.

**Table 12 Morning show content is highly inspired from western culture**

Statement	Formula	S.A	A	UN	DA	S. D	Mean score
Morning show content is highly inspired from western culture	Frequency	86	93	58	49	14	3.62
	Percentage	29%	31%	19%	16%	5%	

*Note:* “S.A= Strongly Agree”; “A= Agree”; “UN= Undecided”; “DA= Disagree”; “SDA= Strongly Disagree”

Morning show content is highly inspired from western culture and a large bulk of the participants was strongly agreeing with the statement and which was further strengthened by the Mean score 3.62.

**Table 13 Content is highly bombarded with show off elements**

Statement	Formula	S.A	A	UN	DA	S. D	Mean score
Content is highly bombarded with show off elements	Frequency	96	78	46	66	14	3.58
	Percentage	32%	26%	15%	22%	5%	

*Note:* “S.A= Strongly Agree”; “A= Agree”; “UN= Undecided”; “DA= Disagree”; “SDA= Strongly Disagree”

Majority of the participants were strongly agreeing with the statement and showed positive response about the statement that content presented through morning shows is highly bombarded with show off elements. Moreover, the statement was further strengthened by the Mean score 3.58.

**Table 14 Costly brands were discussed in morning show**

Statement	Formula	S.A	A	UN	DA	S. D	Mean score
Costly brands were discussed in morning show	Frequency	135	69	68	12	16	3.69
	Percentage	45%	23%	23%	4%	5%	

*Note:* “S.A= Strongly Agree”; “A= Agree”; “UN= Undecided”; “DA= Disagree”; “SDA= Strongly Disagree”

Only 5 % of participants were strongly disagreed with the statement that Costly brands were discussed in morning show whereas, majority of the participants were strongly agreeing with the statement including 45% and the statement was further strengthened by the Mean score 3.69.

**Table 15 Morning shows are just waste of time**

Statement	Formula	S.A	A	UN	DA	S. D	Mean score
Morning shows are just waste of time	Frequency	75	89	75	39	22	3.52
	Percentage	25%	30%	25%	13%	7%	

*Note:* “S.A= Strongly Agree”; “A= Agree”; “UN= Undecided”; “DA= Disagree”; “SDA= Strongly Disagree”

Most of the participants, including 25% strongly agreeing and 30% were agreeing with the statement with the statement that Morning shows are just waste of time and the statement was further strengthened by the Mean score 3.52.

**Table 16 Some morning shows attempt to illuminate harsh realities of life**

Statement	Formula	S.A	A	UN	DA	S. D	Mean score
Some morning shows attempt to illuminate harsh realities of life	Frequency	94	82	77	39	8	3.71
	Percentage	31%	27%	26%	13%	3%	

*Note:* “S.A= Strongly Agree”; “A= Agree”; “UN= Undecided”; “DA= Disagree”; “SDA= Strongly Disagree”

Some morning shows attempt to illuminate harsh realities of life but according to the participants their ration is very low and majority of the participants were strongly agreeing with the statement which was further strengthened by the Mean score 3.71.

**Table 17 Morning shows promote Elite class culture affecting the life style of the society**

Statement	Formula	S.A	A	UN9+	DA	S. D	Mean score
Morning shows promote Elite class culture affecting the life style of the society	Frequency	106	27	10	73	84	3.00
	Percentage	36%	9%	3%	24%	28%	

*Note:* “S.A= Strongly Agree”; “A= Agree”; “UN= Undecided”; “DA= Disagree”; “SDA= Strongly Disagree”

Majority of the participants replied in affirmation that these shows promote elite class’s culture which has the tendency to affect the life style of the society and most of the members were strongly agreeing with the statement which was further strengthened by the Mean score 3.00.

## DISCUSSION

It is observed that in Pakistan almost all the TV channels including both public and private are broadcasting morning TV shows on daily bases as well as weekend programs. The target audiences of these programs are mostly females. The bulk of these females belong to the house wives, who spend their time with television shows while doing house hold chores. It is also found that these morning shows are influencing the culture of society as well as bring change in the behavioral pattern of domestic women. Moreover, recently viewership of morning shows is increasing day by day due to providing multiple segments in single shows which attract the attention of large audience with diverse interest. These morning shows are not only the source of entertainment for women but also providing information about fashion trends, wedding seasons rituals, health and skin care, cooking and home remedies. It is observed that females are following all the information in their day to day life without checking the authenticity of these information provided by these morning shows (Yang & Le Thi Ngoc, 2017).

Another most important trap used by morning shows to grab the attention of the audience by doing false marriages, which are arranged and engineered activities. Moreover, it is also found that by these fake wedding seasons they are promoting wedding ritual and customs which are inspired from other cultures. Additionally, they are motivating females to buy expensive clothes for the weddings which are out of their reach. Moreover, they spend extravagantly on the name of decorations in their shows. All those things which can be skipped or can be left or considered unnecessary in actual life was given more importance by these morning shows. It is also found that these wedding season or fake events are badly influencing the culture of our society.

These channels gave ideas to females for pre paring lunch and also facilitate them by providing ideas about the how to work smart and look glamorous with in small budget as well as to organize events or function by themselves: like birthdays or wedding anniversaries or even bridal shower and many other little events. Zia (2007) stated that these morning shows are influencing the society at collective as well as individual level. Moreover, live of middle class become stressful because when they see these luxuries stunning and lavish lifestyle as well as branded clothes they want to adopt that life style but they were unable to do so therefore, they bear lot of burden.

It is observed that the most common female issues in today's world is to have glowing skin, perfect figure to look smart, and having long hairs along with fair completion. Morning shows create dissatisfaction with their content and females especially household feel dissatisfied with what they possess naturally, therefore they were easy prey for these media companies. Morning shows were sponsored by the companies for the promotion of their products and motivates females to have false surgeries or even they can use these simple home remedies, formula creams or they can also trouble shoot with these home remedies.

Along with the home remedies, they share tips to do exercise at home without any equipment. By following the prescribed diet charts they can get the desired figure. The health awareness-raising initiatives have a relatively well-established impact on health behavior (Wakefield, Loken, & Hornik, 2010), but we argued that TV viewing for entertainment may have an additional impact on reproductive health conduct through experimental information and knowledge service mode.

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