

## PORTRAYAL OF FEMALE IN PAKISTANI TV DARAMAS: A CASE STUDY OF HAZARA UNIVERSITY

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### ABSTRACT

*Present research study is based on survey technique to explore, explain and investigate media portrayal of female in Pakistani TV daramas. In this regard, focus of the research on portrayal of females in daramas that how females' characters are portrayed in daramas. The population of the study was female students of Hazara University. The researcher used probability sampling technique for data collection. sample for this specific research study was 200 female students of Hazara University. Media dependency theory is the most relevant media effect theory with present research work. The data was collected by using standardized questionnaire. The empirical analysis of the data reveals that overall majority of the females of Hazara University watch different daramas and take keen interest in them. The exclusive analysis of the data also reveals that overall majority of the respondents use outfits in their daily routine life after watching daramas.*

**Keywords:** TV daramas, Female Portrayal, outfits, language, culture.

### INTRODUCTION

Present research study is based on survey research technique to investigate and explore the "Portrayal of Female in Pakistani Daramas: A Case Study of Hazara University". Mass Media contributing so many things to many individuals also serves various functions and processes to serve the society, keeping in view their needs and interests Mass Communication one way or the other touches on mostly every aspect of personal and professional life.

Television today has touched the peak of its worthiness among all the other mass media because of its complete audio and video capabilities. It is an influential medium for entertainment, enlighten information and education. Therefore, TV as one of the socializing agents that should and could carry greater responsibility in its promoting role for women's equality in the society and nation (Davis,1980).

Since 2002 when the private TV channels issued license so many private TV channels including entertainment channels, sports channels and news and views channels started their transmission. Among the news channels entertainment channels also gained attention of the large number of people specifically the daramas. This creates a great competition among different media groups whom wants to attract so many people and placed themselves on the top of the ranking as entertainment channel. (Naser,Rashid , and Nuseibeh , 2009)

Among different TV daramas the most famous daramas are Parizad, Sinf-e-Ahan, Ehd-e-Wafa and Khua Aur Muhabbat. These daramas of different private TV channels attracts the millions of people. These daramas ranked high because of their content, theme and characters.

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After the introduction of internet so many channels broadcast daramas on YouTube for the purpose of getting the attention of large number of audiences. People around the globe watch these daramas on YouTube whenever they want to (Lollywood.com).

However different researchers and scholars around the globe worked on the importance of TV daramas as entertainment tool reveals that, in Asian countries television daramas for three decades play very significant role by presenting glamour, culture, globalism, localism, traditional aesthetic and consumerism (Wimal Dissanayake, 2012). In the Past different research studies reveals that how TV serials, just like movies, daramas and other entertainment programs have the potential to influence the viewers views, attitudes and adoption of culture and outfits (Chan, 2007).

The influence of Television daramas affects the attitude and behavior patterns of individuals, who have access to it, through its various projection. The projects play a important and significant role in including nouns of society, and their reforms for further reflection of the concerns of women. The message on TV should be such that they are morally desirable and enlightened which help uplift the female fault condition. During the last two decades the portrayal of women is of prime importance as an effective agent of social change . (Raheem Faryal et all, ,2019).

Women and the media share important relationship while there is no evidence regarding little projection of women's problems and perspective in the media, the portrayal and presentation of female bodies is at an all-time at its peak. So literary speaking, it cannot be confirm that mainstream media especially the Television is sidelining female, since the over exhibition applied to their physical appearance more than make-up for the under exposed and disregarded female problems. (Michal et al, 2009).

It may be said that exploiting media advertisement, commercialism and cross exhibitionism is using female to please audiences. Earlier studies reveals that how the media portrays females in film and television and the last 20 years have also seen a growth and development in the presence and influence of female in behind the scene and on the scence, Popular film and TV actresses are becoming more attractive, gorgeous, youger, thiner and taller. (Davis,1980).

### **Significance of the Study**

Much has been said and written on the issue of female portrayal in TV daramas in the context of Pakistan. However, empirical work on this topic has not yet been done by any individual or media scholars and researchers in this part of the country. The proposed research study signifies the need to understand the issue of portrayal of female in TV daramas and its effects on daily routine life of female students. The work would also open new areas for further investigation in future. This study hopefully would set examples of case study as portrayal of female in Pakistan TV daramas.

In a country like Pakistan where the females are not considered equal to male in terms of professional fields. In such a scenario, it is very important to study and investigate how the TV daramas portrays the female. Does the TV portray the female positively and at equal level of men? This crucial question in evaluating the role of TV as regards the portrayal of women. Due to popularity of daramas and portrayal of female in different role this study gained added significance.

### **Objectives of the study:**

Following are the major objectives of this research work:

- To explore the frequency of watching TV daramas by the respondents;
- To document the perception of the respondents regarding images of female in TV daramas;
- To investigate TV daramas broadcast positive or negative images of the female characters;
- To investigate whether respondents adopt character's outlook, outfits and lifestyles.

### **REVIEW OF LITERATURE**

Review of Literature related to a research study is the process of gathering background information through which a researcher can march towards research conclusion keeping every single mile-stone under consideration. Review of literature enables a researcher to understand the nature and depth of his/her work, utility and helps to accumulate, synthesize and orderly analyzed the work done in the past. In other words, literature review has always been considered the master key for academic, private and market research work (Baker, 1985).

A study conducted in USA based on content analysis on the issue of woman portrayals shown during the 1992-1993 season on prime-time network television programs. The study revealed that

females were very little interested in different roles like marriage, to become house wife to involve themselves in romantic relationships. (Michal, et al., 2009).

A Study conducted in Europe revealed that, “33 European countries cross comparison about female portrayal reveals that whether a high degree of female representation attenuates the assumed negative, degraded and less participatory role and impact of gender on political involvement. The analysis of the study shows positive and negative interactive effects of female representation in political and social system of any region, area or country. The female in a given country's parliamentary system of a country was probably adequate and was positively related to females ratings of the importance of politics and self-cribed political interest” (Marc & Lisa, 2021).

Another study conducted in South Africa related to female performance and appearance in work force stated that, “the representation of female in board of directors is very less and their position in different executive board is not equal to male. However, females' representation in any company or organization have positive effects in the performance of the organization”. (Willows, and Linde, 2016).

A research study was conducted regarding the demographic characteristics of female in mass media reveals that, “to create a partial or temporary image of current portrayals of female on television. All prime-time programs of all networks served as the base of information. The findings of the study reveals that very few changes had been made in the perspective of portrayals of female during 1970s and 1980s in terms of observable demographic features (Davis, 1990).

A Study of content analysis of 15 Arabic and 3 Turkish drama serials on traditional Arab television investigate the gender portrayals of characters, habits which focuses on the role of females. 743 characters were examined and study reveals that female have less representation, less likely to have recognizable jobs, and more likely than men to be portrayed female in sex-typed activities, occupation, and different settings. The findings of the study also reveal that programs with female writers, scholars were significantly less gender stereotypical. However, differences were found among the producing Arab countries how these countries portrayals of female; advance societies and countries had more sex-typed portrayals of female than the more liberal countries of Arab (Tamara & Weaver, 2014).

The on going projection of degrading images of female in media communication must be changed. Mass communication in most countries do not provide a balance picture of females different role of lives and contribution to society, region or country in a changing world. Further, pornographic, violent and degrading media products are also negatively affecting female personal life and their participation in the society and country. (Lerner, Brush, & Hisrich, 1997).

Such type of Programing which reinforces females to play their important role by participating equally and promoting professional roles. The trend in today's world towards Commercialism has created a scenario in which advertisements and commercial messages often portrays female as consumers and target girls and women of all ages in negatively (Ali et al., 2011).

Television as a source of information and entertainment represent and reinforce the ideology and philosophy of western culture and tradition. For last twenty years the world has seen the drastic changes in representation of female for the purpose to adjust the changing role of female in given society, one is led to ask how much the ideology has changed behind the more modern representation of female. Many viewers to be the most real form of media regard television. Often females are shown in position of authority or power, which reflects as unnatural, because dominant ideology favors the men to be in power and powerful while working under the females create issues for female because it goes against the grain. This is one of the points why so many females are shown in domestic problems (Gunter, 1986).

A study endorses finding of Israeli study on women entrepreneurs and a well-organized literature review reveals success of women' entrepreneurship is always affected by the social, cultural and economic environment of the business and other professional work considerably effecting all qualitative and quantitative indicators and signals of their triumph (Cabrera, & Mauricio, 2017). Similarly, supports the findings of this research study that argue accessibly of financial support especially at the beginning stage is a vital factor that give opportunity to females to set their own business or work in different organizations and institutions (Nser, et al., 2009).

Research has reported that the social, cultural and economic factors hold dominant effect on the successful performance of female entrepreneur in KPK. However, despite socio-cultural and economic constraints female-run enterprises are gradually growing at a very low pace, and funding to household incomes and growth of national economy and sustainable national development. It is true

that if the females of half of the population, are encouraged to run their own business effectively than the socio-economic development of the society is in the offing (Raheem, Baloch, & Shah, 2019).

### **Hypothesis of the Study**

Following is the major hypothesis of the study:

H1. It is more likely female respondents frequently watch Daramas;

H2. It is more likely female respondents watch TV daramas on Smartphone;

H3. It is more likely female respondents copy language of female characters used in TV daramas;

H4. It is more likely female respondents thinks that Pakistani TV daramas portray positive pictures of females;

H.5. It is more likely higher the exposure to TV Daramas higher level of copy of dresses by the respondents.

### **Media Dependency Theory**

This theory was developed by Ball-Roeach and Deflure (1976). This theory suggests people have various dependencies on the media, vary from person to person, individual to individual, group to group and culture to culture and region to region. They suggest that, specifically in a modern Urban-Industrial society, audience have a high level of a dependency on mass media for information, entertainment and education. In modern develop society, more and more of the operation of the daily life and commerce require reliable, up-to-date information. The theory perpetile relationship of media, audience, and society, with in each of the three units-society, media and audience factors operates increase or decrease the number of media (Ball Roeach and Deflure, 1976). Therefore, this theory is very much relevant with this research study because people depend on the TV for entertainment as well as information.

In today's modern society people of different societies know each other through media. There are different kind of mass media but television has a leading role in projection the cultural values, norms, and traditions and living styles of people that country or society. People are influenced by these different statuses. People, especially women are mostly influence by those programs and research shows that even Pakistani women adopt many things from television. So they depend upon one of the powerful mass media for adopting many things.

### **METHODOLOGY**

Research methodology includes the values and assumptions on which research rationale is based and set the way the researcher adopts in order to analyze and finally to reach the inferences. As conceptualization and philosophical nature of any research study in social science and arts area holds vast and complicated issues to deal with, methodology determines the factors such as hypotheses and the level of relevant evidence necessary to prove or to reject them.

Present research study is based on survey technique for the purpose to investigate and explore the portrayal of female in Pakistani most popular daramas. These daramas includes, Parizad, Khuda Aur Muhabbat, Sinf-E-Ahan and Ehd-E-Wafa. The universe of the present study was female students of Hazara University. A purposive sampling technique is used for the sampling process so, female students of different department were selected according to simple random sampling. The sample size for this research study was 200 female students of Hazara University. The data for present research study was collected through standardized questionnaire by using Closed ended questions for convenience of the respondents. The quantitative data was analyzed by using SPSS statistical software.

### **DATA TABULATION AND ANALYSIS**

Present research work is based on survey technique to collect analyzed data on the topic "Portrayal of Female in the Pakistan TV Daramas: A Case Study of Hazara University", the data was collected from 200 female student of Hazara University by using simple random sampling technique and data was analyzed through statistical software to draw inferences. The data was also collected according to the objectives of the study. For relationship between variables researcher used Spademan Correlation test for validity.

**Personal information**

**Table No. 1**

Catogory	Values	Frequency	Valid Percentile	Cumulative Percentile
Gender	Male	Nil	Nil	Nil
	Female	200	100	100
Age	16 to less than 18	19	9.5	9.5
	18 to less than 20	101	50.5	60
	20 to less than 22	62	31	91
	22 to less than 24	18	9	100
Semester	1st	2	1	1
	2nd	21	10.5	11.5
	3rd	29	14.5	26
	4th	47	23.5	49.5
	5h	39	19.5	69
	6th	34	17	86
	7th	16	8	94
	8th	10	5	99
	9th	2	1	100
Eduction Level	BS	130	65	65
	MS/M.Phil	38	19	84
	Ph.D	32	16	100

N=200

Table one reveals personal information of the respondents. More than 50% respondents have the age between 18 to 20 while 31% respondents have the age of 20 to 22 and 9% respondents have the age between 22 to 24. Table one also indicates that more than 23% respondents studying in the 4<sup>th</sup> semester while more than 19% respondents studying in the 5<sup>th</sup> semester, 17% six semester, 10% second semester 8% in 7<sup>th</sup> semester 5% in 8<sup>th</sup> semester. Table one also indicates that 65% respondents studying in BS program while 19% in MS/M.Phil program and 16% in Ph.D program.

**How frequently do you watch Daramas?**

**Table No. 2**

Values	Responses	Valid Percentage	Cumulative Percentage
Rarely	42	21	21
Frequently	155	77.5	98.5
Very Frequently	3	1.5	100

N=200

Table two indicates the frequency of watching Pakistani daramas by the respondents of Hazara University. Table three indicates that overall more than 77% respondents frequently watch Pakistani daramas while 21% rarely watch Pakistani daramas and only more than 1% respondents very frequently watch Pakistani daramas.

**Which of the following device do you use for watching Daramas?****Table No. 3**

Values	Responses	Valid Percentage	Cumulative Percentage
TV	1	0.5	0.5
Laptop	55	27.5	28
Smartphone	144	72	100

N=200

Table three reveals the device used for watching TV daramas. Table indicates that 72% respondents use smartphone for watching TV daramas while more than 27% female respondents use laptop for watching TV daramas and only 0.5% respondents use TV for watching Pakistani daramas.

**Which of the following Darama do you frequently watch?****Table No. 4**

Daramas	Values	Responses	Valid Percentage	Cumulative Percentage
<b>Parizad</b>	Not at all	2	1	1
	Rarely	35	17.5	18.5
	Frequently	146	73	91.5
	Very Frequently	17	8.5	100
<b>Khuda Aur Muhabbat</b>	Not at all	37	18.5	18.5
	Rarely	88	44	62.5
	Frequently	73	36.5	99
	Very Frequently	2	1	100
<b>Sinf-E-Ahan</b>	Not at all	73	36.5	36.5
	Rarely	69	34.5	71
	Frequently	58	29	100
	Very Frequently	Nil		
<b>Ehd-E-Wafa</b>	Not at all	56	28	28
	Rarely	48	24	52
	Frequently	93	46.5	98.5
	Very Frequently	3	1.5	100

N=200

Table four reveals the overall watching frequency of most popular Pakistani daramas. Table indicates that overall, 73% female respondents frequently watch Parizad darama while more than 17% respondents watch Parizad darama rarely and more than 8% respondents watch Pakistani darama Parizad very frequently.

Table four indicates that overall, 44% respondents watch Khuda-Aur-Muhabbat rarely while more than 36% female respondents watch darama frequently and more than 18% respondents not at all watch this darama.

Table four also indicate that more than 36% respondents not at all watch Sinf-E-Ahan TV darama while more than 34% rarely watch this darama and 29% female respondents of Hazara University watch frequently this darama.

Table four indicates that more than 46% female respondents watch Ehd-E-Wafa frequently while 28% not at all watch this darama and 24% respondents rarely watch Ehd-E-Wafa rarely.

**How frequently do you like the outfits of female characters?**

**Table No. 5**

Values	Responses	Valid Percentage	Cumulative Percentage
Rarely	71	35.5	35.5
Frequently	74	37	72.5
Very Frequently	55	27.5	100

N=200

Table five indicates the likeness of dresses used by female characters in TV daramas. Table indicates that overall, 37% respondents like the dresses used by female characters in the daramas while more than 35% respondents rarely like the dresses of female characters and more than 27% respondents by the female students very frequently like the dresses.

**How frequently do you copy the dresses used in Pakistani daramas?**

**Table No. 6**

Values	Responses	Valid Percentage	Cumulative Percentage
Not at all	112	56	56
Rarely	59	29.5	85.5
Frequently	29	14.5	100

N=200

Table six indicates that 56% respondents not at all copy the dresses used by female characters in Pakistani TV daramas while more than 29% respondents rarely copy the dresses and more than 14% respondents frequently copy the dresses used by female characters in the Pakistani TV daramas.

**Do you agree that female characters of Pakistani daramas use western dressing style?**

**Table No. 7**

Values	Responses	Valid Percentage	Cumulative Percentage
Strongly Disagree	31	15.5	15.5
Disagree	60	30	45.5
Neutral	107	53.5	99
Agree	2	1	100

N=200

Table seven indicates that female characters follow the western dressing style in the daramas or not. Table reveals that more than 53% female respondents remained neutral while 30% disagree that female characters of Pakistani daramas follow western dressing style in daramas and only 15.5% female respondents strongly disagree with the statement.

**Do you agree that Pakistani daramas present positive role of female characters?**

**Table No. 8**

Values	Responses	Valid Percentage	Cumulative Percentage
Strongly Disagree	35	17.5	17.5
Disagree	96	48	65.5
Neutral	66	33	98.5
Agree	3	1.5	100

N=200

Table eight indicates the role of female characters in Pakistani daramas. Table reveals that 48% disagree that Pakistani darama present the positive role of female in daramas while 33% respondents remained neutral and more than 17% respondents strongly disagree the Pakistani daramas present positive role of female characters.

**Do you agree that TV daramas present true culture of Pakistan?****Table No. 9**

Values	Responses	Valid Percentage	Cumulative Percentage
Strongly Disagree	51	25.5	25.5
Disagree	77	38.5	64
Neutral	63	31.5	95.5
Agree	9	4.5	100

N=200

Table nine indicates the presentation of Pakistani culture in TV daramas. The table reveals that more than 38% respondents disagree that Pakistani daramas represent the true culture of Pakistan while more than 31% respondents remained neutral and more than 25% female respondents strongly disagree that Pakistani daramas present the true culture of Pakistan.

**Do you agree that female characters in TV daramas have more powerful role as compared with male characters?****Table No. 10**

Values	Responses	Valid Percentage	Cumulative Percentage
Strongly Disagree	148	74	74
Disagree	23	11.5	85.5
Neutral	29	14.5	100

N=200

Table ten indicates the role of female characters in Pakistani daramas. Table fifteen reveals that 74% respondents strongly disagree that female characters in Pakistani daramas have powerful role while more than 14% female respondents remained neutral and more than 11% respondents disagree that the role of female in Pakistani daramas are powerful.

**Table No. 11**

Correlations			
		How frequently do you watch daramas?	How frequently do you copy the outfits use by female characters?
How frequently do you watch daramas?	Pearson Correlation	1	.393**
	Sig. (2-tailed)		.000
	N	200	200
How frequently do you copy the outfits use by female characters?	Pearson Correlation	.393**	1
	Sig. (2-tailed)	.000	
	N	200	200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

To investigate the relationship between two variables that is watching frequency and copy of outfits use by female characters in Pakistani TV daramas. Pearson correlation test was used to test the relationship. The alpha level was set on 0.01. The result of table eleven reveals that there is a significant relationship between the two variables i.e. frequency of watching TV daramas and copy the out fits used by female characters in TV daramas.

**DISCUSSION**

Present research study was based on survey technique to analyzed how Pakistani daramas presents female characters int their daramas. Data was collected from 200 female students of Hazara University who watch Pakistani daramas. The data was analyzed by using SPSS software for statistical analysis.

The exclusive analysis of the data reveals that overall majority of the female 65% respondents studying in BS program of study while having the age between 18-20 with more than 50% percentile and 31% female respondents have the age between 20-22 and they are currently studying in 4<sup>th</sup> Semester.

As for as frequency of watch TV daramas are concern the empirical analysis of the data reveals that overall, 79% female respondents of Hazara University frequently watch Pakistani daramas. The exclusive analysis of the data also reveals that more than 63% female respondents watch Pakistani daramas in morning as compared to any other time of the day. The empirical analysis also reveals that 78% female respondents pay much attention while watching Pakistani daramas.

The exclusive analysis of the data also reveals that majority of the female respondents i.e. 72% use smartphone for watching Pakistani daramas. As for as popularity of the daramas are concern the exclusive analysis of the data reveals that majority of the female respondents watch Parizad frequently with more than 81% followed by 48% watch Ehd-e-Wafa while 37% Khuda Aur Muhabat and 29% Sinf-E-Ahan.

The empirical analysis of data reveals that more than 64% frequently like the outfits use by female characters in the daramas. As for as the copy of dresses is concern the exclusive analysis of the data reveals that 56% respondents not at all copy the dresses used by female characters in daramas. The empirical analysis also reveals that more than 73% respondents not at all use the language in their daily routine life which they heard from female characters in the Pakistani daramas.

The exclusive analysis of the data also reveals that more than 53% female respondents of Hazara University remain neutral in respect of female characters use western dressing style in Pakistani daramas followed by 30% disagree with the statement. As for as power role of female characters is concern the analysis of the data reveals that 85% female respondents disagree that Pakistani daramas present powerful role of female characters.

## **CONCLUSION**

The exclusive analysis of the data reveals that female students of Hazara University frequently watch Pakistani daramas and the data support our first hypothesis i.e., “it is more likely female respondents frequently watch daramas”. The data tabulation and the empirical findings of the data reveals that female students of Hazara University use smartphone for the purpose of watching Pakistani daramas and the results of the data support our second hypothesis i.e., “it is more likely female respondents use smartphone for watching TV daramas”.

The empirical analysis of the data and subsequent analysis reveals that female students of Hazara University not copy the language used by female characters in Pakistani TV daramas. The empirical analysis rejects our third hypothesis i.e., “it is more likely female respondents copy language used by female characters in Pakistani TV daramas”. The data tabulation and its analysis reveals that the role of female characters in Pakistani daramas are not positive and exclusive analysis reject our fourth hypothesis i.e., “it is more likely female respondents thinks that Pakistani TV daramas portray positive pictures of females”.

The empirical analysis reveals that there is great relationship between exposure to TV daramas and copy of dresses by the female students of Hazara University. The exclusive analysis supports our fifth hypothesis i.e., “it is more likely the higher the exposure to TV daramas higher the level of copy of dresses by the respondents.

So, it is concluded that Pakistani TV daramas are very much popular among the female students of Hazara University. They not only watch daramas frequently but also pay much attention on the role played by different female characters. This is also worth noting that among different popular daramas Parizad darama is one of the most famous and most watch darama. Female Students of Hazara University like the outfits used by female characters in daramas and they also think that Pakistani TV daramas are glamorous to viewers and they prefer to watch these daramas in the morning time. Female students of Hazara University also thinks that they role of female characters in Pakistani daramas are less powerful as compared to male characters.

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