

PROMOTION OF MODERNISM THROUGH THE INFLUX OF PRIVATE CHANNELS IN PAKISTAN

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ABSTRACT

Media plays a constructive role in the progress of any country. Either it can help the country in achieving its objectives and goals by highlighting and updating the problems of the society. On the other hand, media can also contribute towards the failure of any country by distorting the image of the country; spoil everything by distracting the attention of the people from important issues in order to control the mind of the people. In Pakistan drama is one of the major source of entertainment and very popular among the audience. Therefore, everyone talks about it every time but in the past these dramas based on strong story however, recently, these dramas were changed massively. The main goal of this paper is to investigate and find out whether modernism being promoted through the Pakistani dramas has positive or negative impact on the audience along with its impact on the culture and norms of Pakistani society. Present study was completely designed as qualitative research study. This study aimed at investigating the promotion of modernism with the help of dramas aired on private TV channels, therefore, present study was design to conduct the content analysis of the themes presented through the dramas. Moreover, the population of present study is comprised of all the private channels and dramas presented on these private channels. The sample was collected from the whole population by using purposive sample technique. Researcher selected almost 10 dramas by using purposive sample technique. For the present study, researcher used two data collection tools. One includes content analysis another tool includes media content analysis. The findings revealed that the elements of modernism have deep impact on the stories and themes of dramas. Moreover, the popular themes of Pakistani dramas are based on class struggle, quest for the identity, westernization and loss of religion and cultural values.

Keywords: Television, Dramas, Modernism, Media, Society

INTRODUCTION

The main goal of this paper is to investigate and find out whether modernism being promoted through the Pakistani dramas has positive or negative impact on the audience along with its impact on the culture and norms of Pakistani society. Modernism is a term used to denote cultural variance comparative with time. To be modern, frequently implies that an individual or something depends on norms according to current transformations and changes.

Individuals will generally embrace modernity since they trust that these progressions in environment or setting as empowered by modernizing powers are great. Moreover, modernism brings with them power and experience. Modernism is embraced on the grounds that addressing moderate

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change is perceived. To be current is great; in any case, somehow or another innovation is by all accounts a danger to human endurance, individual solace and the world in general.

Berman (1983, p. 38) stated that modernity has exposed human beings and the world at large to danger. He is also of the view that it has destroyed what humanity have, what they know, and all that we are in one way or the other. Many things have changed due to modernity. He further added that what humanity has today is not what they had in the past. For instances, what they have today is an improvement on what had in the past while in other cases, what they have is real disaster.

Statement of the problem

Media plays a constructive role in the progress of any country. Either it can help the country in achieving its objectives and goals by highlighting and updating the problems of the society. On the other hand, media can also contribute towards the failure of any country by distorting the image of the country; spoil everything by distracting the attention of the people from important issues in order to control the mind of the people.

In Pakistan drama is one of the major source of entertainment and very popular among the audience. Therefore, everyone talks about it every time but in the past these dramas based on strong story however, recently, these dramas were changed massively. Moreover, the influx of the private channels used elements of the modernism in order to grab the attention of the audience and also to gain high ratings. Now these dramas are full of modern techniques, westernization in lifestyle, dressing and promotion of western language (Muhammad Slaeem, 1995, p # 29-33). Therefore, Pakistani dramas are no more family dramas and cannot be seen while sitting with parents because of many controversial issues being discussed.

Research objectives

- To find out how the influx of private channels has inculcated modernism in Pakistani society through TV dramas.
- To study the impact of modernism and glamor is enchanted through Pakistani TV Dramas.

REVIEW OF LITERATURE

The term 'Modernism' had different implications, for example, separating from past rules, customs and customs and laying out new ways for advancement of mankind. In basic words it was worried about trial and error in structure and style. The term was related with each field whether it was the show, the fiction, the artistic creation, the music or the verse. It was an imaginative and resuscitating development of late nineteenth hundred years in which advancement of various things occurred (Cuddon, 1968, p # 551).

Modernism was a progressive development throughout the entire existence of writing it started later. The Second Great War so; it carried alternate points of view to dissect different scholarly types. Modernism had various stages and each had its own importance, for example, the principal stage was described by trial and error in structure and design, second was a standpoint upon present day patterns of life and third one was related with feel was a period of science and religion; it was a time of inquiry not just about presence of man yet in addition about presence of God and universe. Indeed, even the shows of the age were liable for creating the inquisitive propensity for the psyche; Uncommonly Shakespeare's plays were in view of this thought. Realism was one more part of the age that impacted individuals and their lives at large scale, individuals become emerged on the grounds that innovation was a period of machine. It was an age of sadness, vulnerability and sadness (Mullik, 2011, p # 228-223). The most significant pioneer trademark was its emphasis on human, his inclinations and approach to seeing world and its real factors.

Modern technology affected lifestyle

The humanity observed a major change due to rapid advancement in technology and as the time passes modern technology become faster, effective and efficiently that enabled the production of goods and services easy that are otherwise hard to produce manually (Giddens & Griffiths, 2006, 922). Technological improvement has also led the humanity towards the world of innovation which is full of many gadgets serving the humanity like a maid.

Instances of development incorporate vehicle models, cell phones, PCs, TVs, microwaves and web. In the ongoing scene, individuals cannot conceive an existence without the mechanical items or contraptions that come in a wide range of models. With current innovation, we can set aside cash and

time. Presentation of machines has made life simpler on the grounds that individuals don't need to take care of business physically. PCs have further developed correspondence through web.

Individuals can communicate through email and this saves a ton of time since messages are conveyed right away. Also, internet is less expensive than different method for correspondence. There are machines which have assisted individuals with setting aside a great deal of cash and time for example the washing machine. They save time because they work quick and there is no need of utilizing many individuals, accordingly these machines assist with peopling set aside cash. Every one of these innovative progression have given pleasure and made our reality develop.

Disadvantage of technologies

No matter what this large number of benefits provided by the technologies, there are inconveniences which accompany these advances. While others are profiting from the improvement of machines, others are losing their positions and jobs. This is on the grounds that machines are persistently being utilized to substitute individuals at workplace. Individuals who lose their jobs have no source of revenue generation for their family and kids. This makes life get hard for them.

Another disadvantage of the machines is that these machines break down frequently therefore, extra cost is considered as additional expenses. At the point, when computer fall flat, individuals lose a ton of significant information they had put away in the PCs. Machines require an expert to fix and here and there when they break down; these individuals are not accessible, which makes work slowdown.

Industrial revolution promoted modernism

Innovation is in many cases used to mean the time of illumination. By and large, edification or advancement is known to have encouraged into the modern upset. The modern unrest of the renaissance age proceeds to this age. Enterprises are continually changing couple with changed cultural attributes (Woodward, 2003, p. 56).

Further developed innovation, creations in correspondence and improvement of transportation means and modes has prompted a supported upheaval in the modern area. Changes in farming have likewise added to a supported modern development.

Development of businesses and processing plants prompted the development of present day towns, which is a positive turn of events. Notwithstanding, the development of towns has thus prompted many individuals moving from the provincial regions to the urban areas looking for occupations in the manufacturing plants and businesses (Wagner, 1994, 125). Provincial to metropolitan movement has prompted a populace upsurge in the metropolitan communities of the world. The gigantic populaces on the planet metropolitan focuses progressively stay a cerebral pain for the overwhelming majority city organizers. The accessible social conveniences cannot help the steadily expanding numbers.

One more impact of modern upset on many individuals is expansion in individual abundance. Many individuals who own and work in the plants and enterprises have had the option to improve their lives since they have a kind of revenue. Be that as it may, modern development and related development in individual abundance has adversely affected many individuals socially (Woodward, 2003, p. 79). Because of advancement frenzy, the world has seen an expansion in youngster work in numerous nations. Due to ascend in populace particularly in a few underdeveloped nations, and absence of schooling open doors, kids have been compelled to attempt to take care for their unfortunate families. Industrialization because of innovation has prompted numerous social, political and monetary changes. The approach to working, day to day life and relocation from rustic regions to metropolitan regions have all been brought about by modernization (Barker, 2008, p. 442).

Liberalism

Modernity in the realm of today is described by a development towards progressivism. Various individuals' customary societies; lifestyle and customs have unfavorably changed because of modernization (Baum, 1980, p.38). Because of individuals from various societies coordinating, others have lost their social personalities. Despite the fact that globalization has prompted loss of social characters, it is likewise valuable on the grounds that numerous a group have been freed from social practices which were not life insisting.

Human behavior

Modernism has caused diverse changes in human's way of behaving. Previously social orders were changed rapidly, individuals have confident in one another and everybody was a companion.

Individuals supported the soul of being collective with one another and they met up in the event of individual, local area or family emergency. In any event, when it came to loaning a neighbor something, they did it without dreading or anticipating anything consequently. Rather it is observed that they do it happily and without expecting anything in return (Kennedy, Gioia and Bauerlein, 2005, p # 107).

Modernism has not only changed the cultural norms but also caused massive change in expansion in population and crimes in society. Therefore, no Individuals have trust issues with others; particularly those from outside their family unit. Modernism has additionally caused changes in day to day life. The extended family is not generally thought to be important in recent years however as a unit that is there to abuse the family unit.

Education

Modernity is advance and promoted with the help of education and it is the part of learning plans and projects. In the cutting edge world, fundamental training is similarly significant and open to everybody. This is a beneficial outcome of innovation in light of the fact that in the pre-current world, training was seen as an honor and just for specific groups particularly the rich.

In the modern world all people reserve the right to get the chance of education an option to some fundamental training (Sullivan, 2007, p.56). The positive impact of the modernism is that every individual is chasing advanced education and it doesn't make any difference whether they are rich or poor. Moreover, females are also exceling in this field. This has led to many schools, schools and colleges from one side of the planet to the other.

Research questions

- How the influx of private channels has inculcated modernism in Pakistani society through TV dramas?
- How modernism and glamor is enchanted through Pakistani TV Dramas?

RESEARCH METHODOLOGY

Research methodology means the blue print of the study which was adopted by researcher in order to find out the answers of research questions. It is based on the adoption of specific techniques and procedures which helps the students in identifying, choosing, processing and analyzing information related to the research. Moreover, readers can evaluate the validity and reliability of any research study with the help of research methodology. Present study was completely designed as qualitative research study. Moreover, qualitative, research design is concerned with establishing answers to how and why some phenomenon happens. This study aimed at investigating the promotion of modernism with the help of dramas aired on private TV channels; therefore, present study was design to conduct the content analysis of the themes presented through the dramas.

Population

The present study aimed at investigating the promotion of modernism through the Pakistani dramas, therefore, the population of present study is comprised of all the private channels and dramas presented on these private channels. Moreover, all those dramas were the population of the study who were based on the elements of modernism.

Sampling

The sample was collected from the whole population by using purposive sample technique. Researcher selected almost 10 dramas by using purposive sample technique; therefore, the sample size of the study is based on 10 dramas presented on different private Pakistani dramas.

Data collection tools

Data collection tools play a significant role in the authenticity of the study; therefore, it is highly recommended that these tools must be selected wisely. For the present study, researcher used two data collection tools. One includes content analysis another tool includes media content analysis.

Sources of data collection

Data was gathered from the dramas which were aired on Private TV channels. Furthermore, data was gathered from the YouTube channels and social media pages which were designed to facilitate the audience so that audience can share their perspective about the episodes of the dramas.

RESULTS AND DISCUSSION

The present study found that the elements of modernism have deep impact on the stories and themes of dramas. Moreover, the popular themes of Pakistani dramas are based on class struggle, quest for the identity, westernization and loss of religion and cultural values. Pakistani plays were considered as the family plays which were seen in every household. When talking about the play “*Mery pas tum ho*”, many elements of modernism were found in it like showing bold scenes like ‘Mehwish (the heroine of the drama) is living with Shahwar without marriage. Such scenes are against our religious and cultural norms. Moreover, dialogues of this drama are very catchy and pinching.

Similarly, in another most popular drama, “*Raqs-e-Bismil*” dancer performance were shown that was again the symbol of the modernism. Multiple scenarios were presented completely illogical. Zohra’s marriage, the divorce, Zohra’s disappearance and Esa’s feelings for Sakina after truth was revealed were some of the issues which were mishandled.

Another most popular trend which was being followed after the inception of modernism is that people are using fair and foul means in order to achieve their goals and objectives. They are using others for achieving their own benefits. Same is the case with the drama “*Jhooti*”, Nimra (the heroine) was basically a pathological liar and psychopath who lies and hurts people to achieve her means. Her first husband agreed to all her materialistic demands just to marry her. After marriage she continuously demanded her Dower money which her husband was unable to pay. Later, she moved to her family and told them she was brutally beaten by her Husband. After her divorce she again married to Ali, who shows himself as wealthy and pries on rich girls, takes their money and dumps them. She also get her share from the property of her father. She handed over all the money to Ali so that he can start any business but he divorced her.

Extra marital affairs are becoming normal now a day. Such issues were discussed in the drama “*Fitoor*”, where the heroine has emotional affection with her friends’ brother. But her conservative brother forced her to marry with Haider. Although, Haider was a business tycoon but he still loves his cousin, his cousin also dealing with her marital issues and staying at his home. Mehmal wants to rekindle her love, it was highly acceptable for the Haider but when Hamza return to the picture, Haider questioned Dilnasheen’s character which shows how hypocrite he is.

Drama “*Mushkil*” is full of all the elements of the modernism. It not only displayed the extra marital affairs but also showed how someone tries to gain the material gains and in order to achieve one have to lost one’s dignity and character. The story of this drama is based on love triangle, where there is an innocent bahu, a handsome husband and a villain (girl). In this plot, Hareem wanted to marry Faraz but accidentally, sameen got married to him. It was difficult for the Hareem to accept that Faraz is married to Sameen, she started plotting and got married into a rich family and got everything that she could have dreamt of. However, the display of obsession towards the Faraz is intolerable because the way she goes to Faraz’s room tries to talk to him and also tries to touch him is much awkward.

Drama serial “*Besharam*” deals with the social issues of glamour’s life in industry, upper-class family, and the struggle of people. This drama revolves around the story based on the Haider Bakht, an aspiring politician, who has aims and missions to make the country better. On the other hand, Mishal is a Model and is used to live a Luxurious life-style and then by fate decree both were forced to live together as husband and wife. The best part of this drama is that the portrayed of the female character as a Model is neither the typical ‘bad girl’. As many dramas shows that these bad girls needs neither reforms rather she was nor a victim waiting to be not rescued nor need reforms. On the contrary, she is a sensible, strong woman who worries about her narcissistic mother, cares for her servant’s well-being and is also not available to every admirer sending flowers.

The drama serial “*Sabat*” deals with heart touching theme based on the issues of working women, workplace harassment, aging parents, and estranged couples with great sensitivity. When Anaya face harassment at work place, she quite the job by saying that it is only Allah who can feed the creature, not humans have the ability to feed the people. Another amazing turn in the drama was observed when Anaya mother adopted a child. It resolve the issue for the aging parents that what they do when their children fly the nest, get married or away from the house due to work. It gave the solution that in old age parents can survive by adopting healthy activities.

Facing hardships in life and finding the way to get out of them is the underline story theme of drama “*Shehrrnaz*”. Many elements of modernism are found in the present drama as well. It includes

facing the difficulties without being a prey of circumstances and making life worth living. The heroine of this drama is portrayed as beautiful, talented and ambitious lady. She has the passion of being an actress and she achieves her goal of being an actress. Moreover, in achieving her goals she faced lots of hurdles.

Dreaming about the prosperous life is considered as the human nature and everyone wants to change their destiny and want to enjoy luxurious life. Same is the case with the protagonist of the drama “Baaghi” where a girl left her village and her husband divorced her because of being outspoken. She join the stage and change her name. She wants to be a super star but her brother kill her on the name of honor. Her brother claimed that she wear western dresses and adopted western lifestyle which is against their rituals and customs therefore, he killed her.

“Dil na Umeed to nahi” is the drama that highlights the issue of child marriage. This drama portrayed the gloomy picture of the society where humanity is died, where parents themselves are abusing their children in the face of adversity. Moreover, those were considered as the guardian of the rights of the citizens is involved in human trafficking. On the other hand, corruption is eating the core of law and order. In this drama, it is also portrayed that teachers are the preacher of morality but they are ill-treating their pupils and misusing their authority.

Table No. 1. Shows the brief summary of elements of modernism used in dramas

S. No.	Dramas	Characters that present modernism	Elements of modernism
1	<i>Mery pas tum ho</i>	Mehwish	Middle class struggle; Social Issues, Extra Marital affair
2	<i>Raqs-e-Bismil</i>	Zohra	Tale of love and family’s reputation
3	<i>Jhooti</i>	Nimra	Issues of lower-middle class; pathological liar
4	<i>Fitoor</i>	Dilnasheen	Extra marital affair
5	<i>Mushkil</i>	Harem	Obsessive stalker; love-triangle
6	<i>Besharam</i>	Bakht	Social issues of Glamour industry, upper-class family
7	<i>Sabat</i>	Anaya	Women empowerment; Education
8	<i>Shehrnaz</i>	Shehrnaz	Change
9	<i>Baaghi</i>	Kanwal qandeel	Honor killing
10	<i>Dil na Umeed to nahi</i>	Allah rakhi	Human trafficking

CONCLUSION

Modernity has caused changes in numerous aspects of individuals' lives. The customary lifestyle has been changed totally and numerous towns are changed in numerous parts of individuals' lives. The customary lifestyle has been changed totally and numerous towns are proceeding to develop into large towns and urban communities. Besides, individuals keep on moving to huge urban communities; some keep on relocating to additional created nations looking for greener fields. To be current is great yet society requirements to reconsider advancement. This is on the grounds that; close by the positive turns of events and changes that portray innovation are a few adverse consequences.

The adverse consequences are significant, the more justification for why a few present day sociologists are scared. The cutting edge world is liberal in demeanor and doesn't oblige a significant part of the conventional qualities (Rex, 1973, p. 69). Loss of customary blamelessness and values is placed as one of the significant reasons for self-estrangement in present day culture. Individuals never again track down bliss in being who they are on the planet. Except if checked, such like improvements are a grave risk to the endurance of society. The findings revealed that the elements of modernism have deep impact on the stories and themes of dramas. Moreover, the popular themes of Pakistani dramas are based on class struggle, quest for the identity, westernization and loss of religion and cultural values.

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