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Electronic Media Leading a Paradigm Shift in Pakistani Youth

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ABSTRACT

The study was designed to investigate the impact of Cable Television (CTV) channels on youth in Rawalpindi. The purposes of present study were to analyze the impact of cable TV channels on life style of young people and the latest type of fashion in youth. The sample size for the study was constituted of 200 students (100 males & 100 females). Hundred students were taken from Pir Mehr Ali Shah Arid Agriculture University, Rawalpindi whereas other 100 students were from Fatima Jinnah University Rawalpindi. The age of these students ranged from 16–25 years. Furthermore, participating students were selected by simple random sampling. The data were computed through SPSS. Results revealed that there is negative impact of CTV on youth. Moreover, it was also found that CTV brings change on the daily life style of the youth. Moreover, the data also pointed out another finding that youth are adopting latest fashion trends. © 2012 Friends Science Publishers

Key Words: Cable television; Youth; Fashion; Rawalpindi

INTRODUCTION

Television (TV) is a widely used telecommunication medium for transmitting and receiving moving images, either monochromatic ("black & white") or color, usually accompanied by sound. "Television" may also refer specifically to a television set, television programming or television transmission. The word was derived from mixed Latin and Greek roots, meaning "far sight": Greek tele, (far and Latin Visio, sight (from video, vis- to see, or to view in the first person). The satellite television channels are using/projecting local languages in showing local network beam entertainment, news and sports and introducing even a new kind of lingua franca, which has become a mixture of English and Hindi that reflects everyday speech of many educated people in the Subcontinent (Shahbaz, 2004).

In Pakistan, the cable television (CTV) network was quietly introduced at a small scale in Karachi in the early 80's in the absence of any regulatory law. It started from the city's apartment buildings and worked without any large-scale equipment, because of the close proximity of the apartments. Main attraction for subscribers was Indian and English movies and Pakistan Television (PTV) dramas, which the operators would obtain on rent from nearby video movies and PTV dramas, which the operators would obtain on rent from nearby video connections to each apartment from there. Each household was paying a small monthly fee to the operator for the service (Zia, 2003).

MATERIALS AND METHODS

The present study was conducted in Rawalpindi city. Two government Universities were selected because of its easy accessibility for the researcher. There are 5,300 students in PMAS Arid Agriculture University and 5,000 students in Fatima Jinnah University by using simple random sampling technique; a sample of 100 respondents from each university was selected. The data was collected from the respondents through face to face interview schedule. Before gathering the actual data interviewing schedule was pre-tested on seven respondents in order to check the validity and workability of the questions. For this purpose the study sites were visited and questions were asked from those who have CTV. After collecting the data was analyzed through SPSS (Statistical Package for Social Sciences) and meaningful, presentable Statistical technique such as frequency distribution and percentage analysis.

RESULTS AND DISCUSSION

The present study indicates that there are total 200 sample size in which 50.0% of the respondents were the male and 50.0% of the respondents were the female (Table I). According to Demographic profile (2011) total median age is 21.6 years in which male are 21.5 years and female are 21.6 years. The data also depict that 44.5% of the respondents were of the age between 16-20 years, while 55.5% of the respondents were of the age between 21-25 years (Table II). Age wise distribution of the respondents

revealed that the population of the survey research consisted of youth ranging between 16–25 because this is the age group when the youngsters come to know what culture is and what values and norms must be followed as they can differentiate between what's right and what's wrong. Sultana (2005) more young people ages 15–24 now live in Pakistan than at any other time in the country's history an estimated 103 million Pakistanis, or 63% of the population, fall under the age of 25 years.

The current study also indicates that every respondent has cable connection at their homes. So 100% of the respondents had this facility and vast majority of youth had personal excess to CTV (Table III). This proves that the level of acceptance and popularity of cable television amongst the youth in Rawalpindi is increasing day by day. Table III depicts that 17% of the respondents like to watch news and current affairs programs, while 34% of the respondents want to watch dramas of the cable, 36.5% of the responded watch and listen music only and 12.5% of the respondents like to watch informative programs. Recent reports also indicate that 54% of the youth watch music channels on CTV. About 72.5% of the respondents considered that individuals between the ages of 16-20 years are affected the most, but 27.5% of the respondents considered that individuals between the ages of 21−25 years were affected through CTV channels (Table IV).

Furthermore the present study also shows that 13.0% of the respondents do not considered that youngsters copy TV stars as their role model, while 23.5% of the respondents thought that they copy them but not as much and 63.5% of the respondents considered that youngsters take CTV actors as their role model (Table V). Hoffner and Buchanan (2005) also found that CTV character appealing as role models to youngsters. Similarly, 74.0% of the respondents agree that they adopt fashion trends through CTV, while 15.5% of the respondents are disagree that they do not aware about fashion from CTV and 10.5% of the respondents did not know about it (Table VI). Saodah (2008) found that TV influence is powerful indicator for women's fashion and dressing regardless of age groups. Moreover 31.0 of the respondents agreed that CTV has positive impact on youth, while 62.5% of the responded agreed that it has negative impact on youth and 6.5% of the respondents did not act in response (Table VII). Kamran (2010) found the same results that CTV has negative effects on the society as a whole and raisings negative values in the society.

Majority of the viewers got inspiration about new fashion trends from cable network. Most of the respondents (74%) are of the opinion that that they adopt fashion trends through CTV. Saodah (2008) also supported this data. Youngster's (89%) personality also changed like in their jewelry, makeup and clothes are being westernized and these changes in costumes are due to the cable TV network especially because of the Pakistani independent channels as they have the due share in the promotion of western life styles. It indicates that media is very influential on youth clothes shopping behavior especially for the adolescents and the young adult group.

Table I: Distribution of respondents regarding their gender

Categories	Frequency	Percentage
Male	100	50.0
Female	100	50.0
Total	200	100.0

Table: II: Distribution of the respondents regarding their age (years)

Categories	Frequency	Percentage
16-20 years	89	44.5
21-25 years	111	55.5
Total	200	100.0

Table III: Distribution of the respondents regarding their interest in CTV channels

Categories	Frequency	Percent
News	34	17.0
Dramas	68	34.0
Music	73	36.5
Information	25	12.5
Total	200	100.0

Table IV: Distribution of the respondents about their opinion regarding the age group most affected by CTV

Categories	Frequency	Percent
16-20 years	145	72.5
21-25 years	55	27.5
Total	200	100.0

Majority (62.5%) of the youngsters considered that CTV has a negative impact on youth. It has become the main reason of changing in life style. They think it as a virus is spreading in the society. Majority of the youngsters enjoyed only music program. Youth are becoming edict of CTV. There are program, which show western culture and they adopt it and disregard their own values. Youngsters get more knowledge about fashion. Younger generation is copying the models of English and Indian movies. Kamran (2010) found the same results that CTV has negative effects on the society as a whole.

CONCLUSION

The study found that large majority of young people (100%) in Rawalpindi have access to the cable TV and most of these people have availability to the personal cable connection. The youngsters (65%) are spending 1-4 hours daily against Cable Television and have only two reasons or list of preferences to watch cable TV: Entertainment and Leisure. And this Entertainment and Leisure is sought out from the foreign channels mostly instead of Pakistani channels.

Table V: Distribution of the respondents regarding consideration of the CTV actors as role models for them

Categories	Frequency	Percentage
Low	26	13.0
Moderate	47	23.5
High	127	63.5
Total	200	100.0

Table: VI: Distribution of respondents with respect to adopting the fashion trends through CTV

Categories	Frequency	Percentage
Agree	148	74.0
Disagree	31	15.5
Undecided	21	10.5
Total	200	100.0

Table VII: Distribution of the respondents regarding the impact of CTV

Categories	Frequency	Percentage
Positive	62	31.0
Negative	125	62.5
Undecided	13	6.5
Total	200	100.0

RECOMMENDATIONS

1. Electronic media should be regulated more rigorously by an independent body free from government influence. The body/PEMRA should ensure that the program meets social, cultural and ethical values of our society.

2. Media should portray a real picture of Pakistan showcasing real life problems of majority of our population instead of narrating stories of almost non-existent super rich, westernized people in the name of glamour.

3. Pakistani entertainment media is at the lowest ebb of its popularity mainly because of blindly copying western and Indian program and repeating same old faces in almost all kind of entertainment. Only three, four faces are repeated in almost every program.

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