

Impact of Bollywood Movies on Cultural Transformation among Pakistani Youth in University of Sargodha's Students, Sargodha

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Abstract

This study is an effort to investigate the “Impact of Bollywood on cultural transformation among Pakistani youth in university of Sargodha’s students, Sargodha. The study used the survey method for data collection. A sample of 300 respondents consisting of 150 Males and 150 Females aged 20-30 has been taken from the students of university of Sargodha, using purposive and convenience sampling technique.

The findings shows that majority of overall respondents prefer to watch Indian movies to gratify their entertainment needs than Hollywood and Lollywood movies and they follow the mannerism and life style shown in movies having considerable effect on their cultural patterns. Majority of viewers prefer cable television watch movies more frequently than CDs, DVDs, Cinema and Dish antenna. They are more influenced by television characters especially depicting western and Indian life style and dressing. Majority of viewers are of the view that gender interaction in Indian movies is presented through mix gathering, office working, Drinking, Eating, Singing, Dancing, and handshaking. Similarly, viewers prefer to participate in these atmospheres during their daily lives. The findings show that story, casts, music, set design, songs, violence, romance, comedy, dialogue, and suspense used in Indian movies’ significantly attract the viewers.

Moreover viewers are of the view that modern dresses used in Indian movies largely affect the Pakistani culture. On the other hand, viewers do not significantly prefer to wear sleeveless tops, t-shirts, Sari, and miniskirts respectively. The findings reveal that Indian movies also influence the language, dresses, life style, festivals, music, food habits, and drinking of the native cultural trends.

**IN THE NAME OF ALLAH WHO IS THE
MOST
BENEFICENT & THE MOST MERCIFUL**

Dedicated To
The Most Precious Personalities in the
World
“My Beloved parents”

I'm here just because of their blissful love, always showered on me and their continuous encouragement at every step of my life, they taught me to pay respect to humanity and to love all.

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Introduction

Historical Background

Word Bollywood is a play on Hollywood derived from Bombay that is considered the center of film world. The word was derived in 1970s. There were many new production companies in 1920. The films made during this period were legendary or historical in nature. Such films were popular among Indian audiences and some of the movies following Hollywood action films. Bollywood means films produced by Mumbai film industry in Hindi language that are distributed across India, consisting of songs, dance and music as an essential component of the film. Bollywood history is as old as other film industry in the world. Its history is varied and complex that has gained great attention of audiences. The 1947 brought significant changes in film industry. It was the period when modern India was born. Old films were changing into social reformist films that were socially critical overviewed. In films of 1950s, filmmakers focused lower class that was being ignored. Indian new cinema movement development in U.S and Europe during the period of 1960s brought social and political changes (Grant, 2007).

In 1905 J.F. Madan established a company which showed some western movies. He was the great businessman who started great opportunities for Hindi filmmaking. First Indian feature film was shown in 1912 with the increasing demand of audiences. It was only a shot from Englishman and was not considered the independent feature film. For the first Indian feature film, the honor goes to the *Dhundiraj Goving phalke for Raja Harishchandra* that was released in 1913. Many of the Indian silent movies were made from 1917 to 1931. These movies were in Hindi and regional languages.

In 1931, the first Indian talkie “Alam Era” was made. It was basically a costume drama. This was full of fantasy and melodious songs that gained success during that period (Gokulsing & Dissanayake, 1998). The very film with sound system was produced in 1931 that attracted the large number of audiences for long period of time. If we look back to fifties, the Satyajit Ray’s *Patther Panchali* got the global awards and got the popular imagination throughout the

Asia. The production trend increased from 1974 to 1985. With the passage of time Bollywood moves to success that captured the world market and has become contemporary with Hollywood.

Dhundiraj Govind Phalke was one of the earlier film makers also known as “Dadasaheb Phalke and was the father of Indian cinema” (Ganti, 2004). He produced and directed Raja Harishchandra (1913) that was a silent movie in Marathi in which female role was played by male actor (Burra & Rao, 253). Only 10 films were produced annually in the early period of time. In the early twentieth century the cinema was very popular among the people of India (p.252). After releasing the *Alam Ara* in 1931 H.M.Reddy produced and released a film *Bhakta prahlada* (Telugu in 15 September 1931 and *Kalidas* in 1931. These two movies were the first talkie films of south Indian (<http://en.wikipedia.org/wiki/cinema-of-india>). The sound technology emerged during 1930s which started the music in Indian cinema. As different films studios emerged in Kolkata, Chennai and in Mumbai. During this period many of the film attracted the worldwide audience like Devdas.

Marius Sestier introduced the motion picture in subcontinent and the first cinematic show was shown in Bombay. This show was advertised under the name of “The marvel of the century; the wonder of the world”. Only Europeans were allowed to attend this show while Indian was not allowed to enter in the show. This show proved a global moment for the viewers of Africa, Asia, Australia, Europe and America during the period of 1895 and was also screened in Bombay theatre. Indian photographer got this invention and started filming shots. As Bombay was the centre of Indian film making. The development of Bombay city in film production was related with the history as colonial city that was the main centre of trade and business (Dwivedi & Mehrotra, 1995).

Approximately 750 films are made each year in almost 72 studios and shown in about 12,000 cinema houses weekly to viewers that are estimated about 70 millions. After 1971 India emerged as dominant force throughout the south Asia. Indian new class emerged that dominated the social life (p.297). Indian film industry is hundred and fourteen year old. Indian Industry is making the India largest film producing industry in the world and getting the popularity among film lovers. From silent era of cinema to talkies, Bollywood is setting its own standards. Industry is providing employment to millions of people and is the third largest revenue creating industry

for India. More than 14 million Indian movie tickets are sold every day having about 6 million annual viewers (<http://www.hciottawa.ca/index>).

At that time music and fantasy were considered the most vital aspects of filmic experience. Since then music is considered the most efficient element of Indian movies. The new media helped filmmakers to explore the new ideas and contents for filmmaking (Gokulsing & Dussanayake, 1998). There has been a great western influence on songs and dance of Indian cinema. During this period India brought economic and political changes and was moving to the modernism. By the 1950s Hindi cinema had established itself with the art, entertainment and industry. During this era many of the popular movies were made like *Awara* (1951), *Pyaasa* (1957) *Kaagaz Ke Phool* (1959), and *Mother India* (1957). Film made during this period was popular on international level and famous film star Raj Kapoor made his country to get large revenue from film industry. Movies have earned a lot of revenue for its film industry (Dwyer & Patel, 2002).

Movies made during the period of 70's were strongly influenced through political and social trends. While the period of 80's saw the intervention of violence in Hindi movies. With the emergence of color television in 1982 the audience was also changing their pattern and with the accessibility of VCRs and the soap operas, lot of opportunities have been provided for the middle class to get films while sitting in their homes. In order to attract the large number of audience the rate of violence also increased in film's contents that gaining popularity in Indian cinema (Rajadhyaksha & Willemen, 1999).

India having rich traditions created a cinema that having modern trends with its cultural practices. Indian movies have large access to foreign border that developing large number of audience. These movies have large reception in Middle East, Asia and western viewers (Losch, 2007). There has been increasing interest and awareness about Hindi movies, as many of the colleges, universities and other education departments have introduced several courses. Many of the students and scholars are taking more interest in research studies and focusing on the different aspects of cinema. Hindi cinema and culture have gained significant importance in south Asian programs and lot of research studies have been conducted on Bollywood and Hindi cinema among south Asian Diaspora. Movies have gained global importance with the

cooperation of Bollywood and Hollywood film producers and directors. Most of the Indian movies have English subtitle, so people like to watch Indian cinema and get information about Indian history, culture and its social system through their films (Chilana, 2009).

Indian cinema has been the more influential and dominant feature for the culture of subcontinent for the past sixty years. Bollywood movies have great influence in maintaining the cultural identity among second generation Indian Americans. Some of the social factors like family and peer groups have played its significant role in constructing and maintaining the Indian identity. Indian movies acts as a bridge in transmitting the culture and traditions between Diaspora that helps out in maintaining the “Indianness” (Tirumala, 2009).

Bollywood is the Indian based industry that is considered the 2nd largest film industry in the world. Art and life style is very different in south Asia and it is very complicated to differentiate between their life style, art and culture, social value system, political philosophy, speech, costumes, which are depicted in the cinema that mirrors the society. The cinema is considered to legitimate the metaphor of social system that helps us to shape and understand the society (Ahmed, 1992).

Studio Era

Songs, dance and music are integrated into Bollywood movies. Many of the components analyzed in Bollywood industry, legendary devotional dacoit, angry young man, action, violence, drama, comedy, romance, and many other genres (Ganti, 2004). Films produces during the period of 1920 and 1930 were similar to the Hollywood where studio afforded the total production expenses and provided full time employment to the actors and technicians. Studios were familiar regarding their genres of films. In competing with Hollywood Indian studios did not have their successful film business and could not control its production, distribution, and exhibition. There exist lot of incorporation between its production, distribution and exhibition, having high rates of studios. Studio era is having its short history in Indian cinema (P.138).

Golden Age of Indian Cinema

1950 and 1960 was the golden period in the Indian cinema with the changing themes of social issues that entertaining the large number of people with the popular actors and films. Many of the comedy, action, and romantic movies were released during the technology period of 1990s that changed the face of Bollywood. During this era famous film stars like Shahrukh khan, Salman khan, Amir Khan, Hrithik Roshan, Madhuri Dixit, and Johi Chawla used new technologies to strengthen the Bollywood cinema showing their wonderful performances. With the concept of global village the industry attracted the large number of audiences in foreign countries (www.bollywoodtourism.com/bollywood-history). During this phase most critically films were produced and the new cinema movement started that was supported by Bengal cinema. *Neecha Nagar* (1946), *Nagarik* (1952) and *Two Acres of Land* (1953) laid the foundation of Indian new realism. Many of the Indian films during that time were the greatest films of all the times. Telugu and Tamil cinema having their golden period with element of fantasy and mythology films (Srinivas, 2009).

The film industry was the dominant media to entertain and educate the large number of people about different kind of issues that influenced the large number of people. After getting the independence from Britain and Pakistan, India started to produce patriotic films in which poverty of rural Indian was portrayed in film like “mother India. During the period of 1990s Indian film started to show violence with the film of Amitabh Bachan “angry youngman” fighting against corrupt politicians and leaders. During this period 800 films were produced .with the passage of time social and family issues were addressed in Hindi movies. Film showed the lives of Indian residing in other countries and western trends were brought in Bollywood. Such films gained popularity in US and Britain with popular film stars. Bollywood film industry gained large popularity during the international film festival of India in 2007 which was watched by 500 million people in almost 110 countries around the world (Darr, 2008).

Elements of Popular Indian Cinema

Indian cinema catches lot of attention of the audience through various factors that strengthen the structure of Indian popular cinema. Some original ingredients also play its role in making cinema popular (Pandakur, 2003). During the 1920's and 1930's Indian cinema developed short studio

period and their production carried out independently Indian film industry brought economic development in 1940s and cinema increase its production about war movies.

Introduction of satellite television brought significant cooperation with T.V and film industry. Indian film industry has strongly relationship with satellite network. This network provides the new opportunities for producer and directors to promote and enhance their market of Indian films. So they started to get large revenue from industry, because lot of satellite channels depend on Indian movies, Bollywood news, celebrity interviews film award shows with many of film stars (Ganti, 2004). Today Hindi film makers are dubbing their movies into English, Spanish, German, French and Arabic. They are also dubbing English movies into Hindi language for their ordinances. Many of the films integrate different Diaspora and set their stories in foreign countries and international languages. Indian movies consist of several dances and songs. In Hindi movies costumes, set design, actors and actress are mostly consider the eye candy. Bollywood movies consist of 2-3 hours immersing themselves in the world of violence and fantasy. Indian movies are a poster child in dubbing English movies.

At present some of channels like “Sony pictures” are in great battle with the Bollywood movies. Many of the Bollywood and Hollywood film producer and directors portray deep story lines, acting and professionalism. It’s highly assumable that Bollywood have strong connection with large masses with realistic characters, instead of only music, dance, songs, set design, costumes, film stars and being original rather them following the Hollywood. Indian filmmakers are very talented and producing new ideas and will bring significant changes in Bollywood industry (Mathew, 2007). There are four major components that represent the Bollywood viewers: Nationalism, censorship, music and three phases of Bollywood.

Nationalism

Quality of nationalism represents the whole India and not speaking to just one religious sector, language, cast system or geographical boundaries. Hindi language is considered the languages of Bollywood but Hindi was not common language in Bombay during its historical development. The sense of nationalism develops with the Hindi as national language. In early development

traditional music was created for audiences but with the global importance of Bollywood the international music also influenced.

Censorship

Indian film industry have element of censorship of films. Certain ingredients were being censored. Censorship strong-armed the Indian film industry after the independence from Britain. Sex and kissing scenes were forbidden in Bollywood (Skillman, 1986). Body language replaced *bumping* shoulders, songs took over the expression of love, and dialogue represents musing sexually.

Genres

Genre is the term for category of literature or other forms of art or entertainment, e.g. Music, whether written or spoken, audio or visual based on some set of stylistic criteria. The censorship of India has great influenced the concept of genres unique to Bollywood so, film censorship came from government of India having simplistic ideas regarding movie effects. They thought that if it found in movie, the people would purchase it. The government point of view was that the style of Bollywood was not classy that might be called Indian (p.139).

Music

Development music in Indian movies is the origins of music in drama with different style of filmy songs. Hollywood and other film industries also have great influence on audience. Bollywood certainly used the Hollywood music style, soundtrack and theme songs. As music is the spinal cord of Bollywood film, songs, and dance (Morcom, 2007). Music directors of Bollywood industry have various backgrounds, some of them were trained, some were folk tradition, and some were self-taught. They also added classical music in their music composition. Bollywood industry has numerous film and music directors and world famous singers. Music directors and signers considered the superstars of Bollywood.

Music is considering a very essential factor of Bollywood movies. Music director believed that music and songs are considered necessary parts for the completion of films as costumes. Indian classical music was not considered the famous music at that time. It was popular among upper classes and widely circulated music brought change in Bollywood to record the image and sound of the films separately and playback became a dominant force in movie and in music. Playback quality realized viewers that actors are not singing but the same singer will sing for various characters. So it became a great delight for the viewers that they can not only watch the favorite actress but also hear the desired singer. Playback provided great opportunity for the directors to select the suitable and great singer. Playback made the music director a diet of film industry. The musical scenes turned into song pasteurization. So the playback music became very popular music of the culture. So 80% of popular music in India is still considering the filmy songs. It is very hard to make comparison between Hollywood and Bollywood, as both have different types. It seemed that Hollywood music died after the fifties. But Bollywood pop and rock music developed with a powerful entity (Dwyer & Patel, 2002).

Composition

Music is composed during the early period of film production. With the help of director, music directors and lyricist mentioned the placement of music and songs in film. Music director create the songs according to the situation of film using his own talent and potential (Marcom, 2007). Singers are also told about the situation of filmy scenes and situation for different characters that use suitable emotion.

Hero

Hero shows his nobleness, simplicity, innocence and kindness. He shows his aggressive behavior on tyranny and created his own image. Hero in the film reflects the Indian thought. They believe that the love and brotherhood associated with Gandhi's philosophy, romance optimism from Nehru (Ahmed, 1992). The old generation changing their values, behavior, tradition and dressing with new ideas that are not truly Indian. They started to practice the new ideas, wear new fashionable and beautiful dresses, wearing sun glasses with fast driving motorbikes or cars. The

new cosmopolitan Indian changing their social system, as hero is considered a model for himself and for the new generation in Indian, Pakistan and also other Asian countries (P.305).

Heroine

The early Indian film heroine was portrayed as virtue that symbolized the purity of village. With the entrance of great heroine like Siridevi, Johi Chawla, and Madhuri dixit, the traditional values changes at large extent with their aggressive and dominating role in the film. The role and perception also changed in Indian movies but the previous generation treated their women like ladies. Dance on public places, kisses with hero, short hair cut, short dresses and body language considered the essential elements for the success of film.

Songs

The songs which are sung by actor and actress have changed in context and meaning. They have deep meaning of love, life, and death. Songs were sung and heard endlessly. A world class singer sings more than 2, 0000 songs in his life time, as Lata has sung about 3, 0000 songs (P.309). Some of the people believe that rock songs encourage the young generation to use drugs, involvement in sex, action and other perilous activities. Indian films manipulating negative propaganda against Pakistan and they also know that Pakistani youngsters are fonder of Indian movies. They try to create love, affection and respect among audience towards their actor and actress and disseminate hatred, anger about Pakistani among their viewers and also create negative image about Pakistan at global level. Indian films are not limited to Asia but also captured the world market.

Exposure of Native Youth of Bollywood Movies

Bollywood movies catching the attention of large audiences and today our young generation know everything about the life pattern of Indian film stars. The emergence of new technology of CDs and DVDs catch the attention of the teenagers that are easily accessible to them. CD culture is considered the multi-dimensional entertainment content in which sex and violence have become the first priority of youngster. Kisses and romantic scenes provide them sexual

satisfaction and excitement. The female nudity, sexual coupling, violence and slang words are also the contents of movies.

The use of computer CDs has become popular among youngsters. As they use 72% CD for Indian movies. It is very amazing and interesting that youngsters spend more money on purchasing CDs of films to gratify their needs of entertainment. This revealed that new communication technology created new CD's culture among youngsters. The finding revealed that they watch movies (67%) for entertainment needs, 13% for education and 20% for sake of information. This revealed that new technological advancement make the entertainment need of the audience more considerable and influential about film. The cheap and easy accessibility of the CDs made their entertainment requirement easier.

Our youngsters are under the direct influence of Bollywood movies through cultural dissemination, familiarities and understanding of Hindi language. It is said that those who control the media control the world. Indian entertainment channels have become more popular among native adolescent and children. Indian media is practicing their image through their channels in Asia, Africa, Australia and UK. Indian films are being smuggled into Pakistani market after their release in India. Pakistan government should encourage private global channels and should improve its own T.V channels that could complete with them.

Hollywood is very much advanced industry having different value system from the East. As it is the channel of influence that flows from Hollywood to Bollywood and then comes to the Pakistani media. It has also strong influence on the culture of Pakistani society. As culture is the way of life, the shared values, goals and practices, customs, art, literature, language, and share different behavior among the members of the society. Media has direct influence on the culture of the viewers that providing cultural and entertainment products, such as music, fast food like McDonald, Pizza Hut and KFC etc. Cable channels and satellite channels are telecasting homogenous cultural products and contents to the inferential viewers (Arif, 2009). Unlike Hollywood industry; Bollywood does not have physical existence. Bollywood film industry looks like a poor cousin of Hollywood. Poetic Urdu words are commonly used in Indian films and also increasing the pattern of "Indian English" in songs and in dialogues. They not only use the English dialogue and phrases but also make films in totally English.

New trends in Bollywood

Indian movies are becoming very important part of the popular culture with new growing trends. Indian films are also popular among western audiences that are more aware about the new trends in Bollywood movies and gossips related with Bollywood. The new Bollywood movies released in recent years indicate several new trends in movies that seem to imitate from Hollywood movies' trends. The comedy, romance, action and thriller are the most dominant Indian film genre with popular trends. In the last few years Indian films have made great development from commercial *Masala movies* to make serious films that have been improved with new trends in methods, themes and subject matter. This can be easily examined in currently running and upcoming Indian movies. The current Indian films have lot of potential to portray the real issues that are impressively edited, directed and cinematographed. The Indian movies that are directed by the recent directors have lot of capabilities to affect the tastes and perception of the people and presenting them with more thoughtful cinema. The recent several upcoming movies depict the real life characters and real social problems faced by our society. Another recent trend in Bollywood is that some of the production houses in Bollywood have been producing many movies in the duration of one year.

Latest technology enabled the Bollywood films to develop rapidly with the quality of sound that allowed the audience to enjoy musical songs and dance of Indian films. As the music and dance were and are the dominant features of the Hindi films. When someone talks about the Bollywood musical songs, dancing scenes, massive wardrobe comes to mind. During the period of 1930 Bollywood captured the market with other Hindi language films. In the period of 1950 the ratio of songs in movie decreases less than 10 per film (Chopra, 2007).

Pakistani cinema is heavily showing the Indian movies in their cinemas because they are largely depending on these movies for their survival. Well nowadays, most youngsters prefer to watch and enjoy Indian movies and an entertainment shows. Pakistani media channel also organize to show the frequently held Indian film festivals & show and present their actors and actresses as icons & idols for our media industry. Different viewers have different reasons why they do so, watching these shows have effects on the viewers and the society in general. It may

be positive to some audiences, but it also affects negatively too many, depending on how one perceives and takes the spirit of the show.

Significance of the study

Indian movies are really playing with our youth' minds, as they are promoting their culture in the minds of Pakistani youngsters. Our youth are very fond of Indian films and also our whole family members regularly watching Indian dramas. Bollywood movies have gained a significant importance in our society and Pakistani viewers mostly prefer to watch Indian movies. Bollywood has become one of the famous and great showbiz industries in all over the world. One of the major causes of Indian movie's effects on our society and cultural values is the downfall of Lollywood film industry. Pakistani cinema has great dependency on Bollywood movies for its survival. The people even residing in Pakistan and following Pakistani culture prefer to watch Indian movies. Indian cinema and entertainment programs are largely promoting its cultural traits through dramas and films which are completely based on the Hindi folklore (Sarfaraz, 2006).

The girls want to wear such dresses like they see in star plus dramas and in Indian films. Young boys also want to use lipstick. Children and young people are largely affected from Indian movies and use plenty of Hindi words and dialogues in their daily life and try to imitate and adopt the life styles like they see in Indian dramas and films. Even the people know that it is not suitable and right thing to use Hindi words and indeed not good to say even they follow such type of things just to have a fun and feel proud to be a fraction of Hindi culture. Pakistan and India have their own culture and religion that shows great difference between them. Indian films, dramas and especially music, songs, dance, and romance strongly corrupting our norms, values and traditions. Indian cultural trends have deeply penetrated into the minds of the Pakistani. The youngsters mostly talk about Indian films, drams and about their film' stars and follow the similar life pattern as they watch in Hindi channels (<http://www.cultureandyouth.blogspot.com>).

Pakistani culture, public, language and media are largely affected through Hindi dramas and movies. Indian drama' channels especially star plus are the most favorite channel to watch the Hindi dramas among Pakistani viewers. Pakistani dramas had great importance before the

introduction of cable network in Pakistan; even the Indian drama producers also admitted the popularity of Pakistani dramas. They regularly show their culture, customs and traditions in their dramas that affected the larger number of people. Their family also looks busy in worship of God. They also show heavy jewelry in dramas that affected the Pakistani female viewers. They try to present their native culture but it is not the real Indian culture which they show in dramas and films. They only portray the positive feature of the society that has great influence on the young generation. They are more aware about the Hindi culture and language than their native culture. They show more loyalty and passion with their culture, religion and country.

It is the responsibility of Pakistani drama producers to produce such dramas which promote nationalism, their true culture, religion, and traditions. Indian movies also show their devotion about Indian and try to create hatred about Muslim and Pakistan in the minds of Indian. Instead of ban on Indian dramas and films, Pakistani shows Indian movies in their cinemas. Indian media has great influence on youngsters and they want to rule in the mind of young viewers showing negative image of Pakistan in the world (Sajida, 2012).

Statement of Problem

What is the impact of Bollywood movies on the culture of Pakistani Youth? Whether the consumption and influence of Indian movies is differentiated on the basis of viewers' age, gender, education and occupation? A case study on youth of Sargodha University.

Objectives of the study

Main objective of the study is to determine the effects of Indian movies on youth in Sargodha, Pakistan and to gain the understanding about Bollywood movies. This study will focus on Pakistani viewers of Bollywood movies and its effects on culture of Pakistani youth. The major objectives of study are as follows:

1. To determine the viewer's consumption patterns of Bollywood movies.

2. To obtain the information concerning the level of interest of the respondents in Bollywood movies.
3. To obtain the information concerning the level of gratification of the respondents in Bollywood movies.
4. To determine the impact of Hindi language on the youth.
5. To determine the impact of Hindi culture on the youth.
6. To explore the effects of Bollywood movies on the cultural traits among youth in term of demographics.

Chapter 2

Literature Review

Literature review is considered to be the essential component of the research work. As it allows the researcher to get the earlier relevant researches about his research study from internet and other relevant sources. The important point of the present study was to determine the impact of Indian movies on the cultural patterns of youth in Pakistan. As television and movies create some social problems for the cultures that are different in nature from native culture. The cultural patterns in family, interaction and marriage are different in Indian movies and dramas than our media.

The following chapter presents a review of the results of relevant studies that are conducted in different countries by various researchers. Schwartz (2004) stated that media can play its significant role in providing information about fashion, design beauty and body satisfaction. It may also be influential and beneficial for adults that provide positive images for development of their social system so that they may emerge and develop their sense of identity and about their fashion ingredients.

A lot of research studies have been conducted in developed countries that theorized the media influence on the attitude and behavior of young audience and perform some risky practices. As most of the studies followed the different models of “media –effects” and revealed the influence of visual media on their behavior such as involving in sex activity, aggression, action and violence. They also adopt some other behavioral activities as adopting different new dressing styles and gesture. The studies revealed a causal relation between media violence and sexual behavior (Bolz, 1981). Audience watching more sexual content on the television in films and entertainment programs, they will more engage in sexual activity among their friends (Newcomer, 1991). Steele (1999) is of the view that “circular model identifies the young audience as active audience that may judge the message and their content in terms of integrity and aptness for their definite circumstance and routine work exercise. Hawk and his colleagues (1994) verified that youth seriously assess the “pragmatism “of the visual media products and they select their material according to their choice and pay attention on the desired materials. They presented their findings that females’ individuality related to sexual contents (motives, self-concept, outlook and performance) are prognostic of contact in media. Males have more opportunity to appraise their information level about their desired contents.

TV culture has become more powerful than traditional native cultural identity. It has strong acceptance and is natural among the large number of audience. TV technology promotes and manipulates new kind of value system, beliefs and norms among social system (Teffres, 1986). Studies with different perspectives have argued that television has significant impact on native culture and self-cognition of the individual. Such type of influence is critical for the Nigerian cultural identity (Hatchen, 1987). Tager (1997) states “watching soap opera is leading to a world of fantasy which we consider to be true enough to justify the

following conclusions, shaping opinions and comparing to what we know about the real world”. Hagwira (1999) describes that norms, values and style transmitted by television are contrary to the local cultural traits and therefore they are promoting alien patterns among the audiences of the receiving countries. Metz (1982) analyzed in his study about constructs and description about the viewers through blurring of boundary between fantasy and real. Films have different type of format that is being shown in the cinema than any other format based on ritual quality. Such type of films largely portrayed its cultural representations that are interpreted in form of genre and stars that are practices on daily bases (Ellis, 1982 & Turner, 1999).

Sex differences have changed in media concern aggression over the past few years, as female role have changed in modernized societies. After examining the few research studies, it has apparent that affects of movie and drama on domestic audience especially female has become visible and idealized, because they have more aggressive behavior on television. As long as society behaves them accordingly, TV effects increased in young audience than old audience (Paik & Comstock, 1994). The research of social scientists about television critics, that how television plays its role in repeating the patterns of ideals and morals among different classes of the people in social system which clearly describes that how the television represents the social order (Bignell, 2004).

Bryant and Thompson (2002) concluded that the user of new communication media have become more active and selective in understanding and receiving the message. They were more active agents of information than passive receivers. The new media provided more opportunities for viewers to get the information about their concern. James Curran (1991) stated that “much of the research studies focusing on audience power and short term effect and long term media influence as well. As for as effect of media is concerned it always reinforces the new cultural trends and communication technology that is introduced in all over the society, as technology has positive as well as negative effect. However to determine the influence of cable television a new communication pattern has gained fame throughout the Pakistan that has become a dominant field of research for researchers.

Bellour (1975) stated that the passive behavior of female audience that having the imaginary and symbolic role on satellite channels which created explicit effects on the attitude and behavior of the audience. In Pakistani society women is considered to play a significant role in bringing up their children and are considered a symbol of integrity that transforms the society. Women are also responsible to keep in touch with their traditional values of family. Women are also considered a key element to portray norms and values of its society in general. However the study also focuses and analyzes the influence of Bollywood film and drama that women are watching through cable television and dish antenna.

Herbert (1992) describes a general idea about watching movies on television, influences children's play, their behavior, dressing, gesture, emotional activities, and concept about romance, and aspiration. He declared that how children follow cowboys, robbery; copy illegally, soldiers, actions of hero and villain, copying dialogues which they have seen in the movies. Thompson (1995) argues that partial conception of their way of life which is significant different from their own lives and receives from their experiences of symbolic distancing that reflect their lived culture. The overall harmony described among majority of poor youth who are watching Bollywood films and are important in providing escape from their daily lives. Their poverty obviously creating lot of difficulties in their everyday life matters and reading that they make of Hindi films, how much those films enable them to escape from particular poverty concerned problems. Such type of particular movies resonates and motivates youth to escape from their day-to-day difficulties (Dilalew, 2008). Satellite television also has strong influence on the tastes of Indian audience particularly on new the audience. Films of these channels influenced the dancing, dressing and talking Style of the people and also on the Indian cinema. Indian choreographers also copy the MTV dance style in their films. Most of the music tapes and albums are sale out in India containing Indian music. Indian songs have created a new genre for the young generation also known as Hindipop. Bollywood also play significant role in making the women more advance and to advance their social roles that leading the India to the modernity (Scrase, 2002).

Women are considered the well heeled portion in Pakistani social system. Middle class residing in Lahore uttered aversion for the new type of idea but they also admitted watching

Indian dramas and films frequently. They also stated that all these things are presented in our society which is being watched by middle class and upper class also. They also considered that media is also responsible for creating perilous behavior among the youngsters, as young people are supposed as powerless casualty of the media (Gauntlett,1998). Entertainment media brought dramatic and behavioral changes in social lives of the viewers and they are moving from traditional to modern society and tend to adopt the western life style that forcing them to move away from their culture. The modern life style is affecting the female viewers and young generation. The researchers are more involved in determining the finding whether viewers are adopting the new fashion and cultural trends or not. In the light of finding of his study the researcher focused on the cable television users, viewing habits, effects that were being viewed on the global channels, are mostly western and Indian. Kripalani (2006) described in his research that Bollywood movies have always portrayed the political, social and economic environment in India. He also concluded that Indian movies reflect the environment and also traditions and cultures of the viewers from different regions.

Since the early 1960s women's role and different social issues are confronted in patriarchal system of Indian society. Women have distinctive role in Indian cinema. Many of the Indian films have been made on social themes about different women issues like dowry, widowhood, rape and sexual harassment etc. It is not compulsory that these films have been blockbusters or have been famous among large number of viewers. As Butalia (1984) stated that "such type of films only takes great interest in women and their issues (P.109). When a person accepts a certain social role, he is confronted lot of social pressure. The social environment also has great expectations from the person to behave in such a way that are in line with the role. It also provides them selective exposure to information that is reliable with the role changing casting system that compels the audience to adopt particular role (Chakravarty, 1989). Hindi films have had great impact upon cinema audience. However Indian cinema has always provided a reflective link to Indian Diaspora disseminated throughout the world. But now the western viewers, film studies researchers and film critics have turned their attention from Hollywood to Bollywood (Ray, 2000).

It is believed that students are active consumer of new form of media. They are regular viewers of Hollywood and Bollywood movies as well as soap operas and drama serials which are telecasted by media. Television emerged as a punk culture. From childhood the children are affected by television and films. They started wearing fashionable dress and singing pop songs. They should also recognize the influence of new medium (Rizvi, 2008). Most of the recently research studies concluded that young audience largely experience the smoking which they see in films and their rate is higher than those who less exposed to the smoking contents. Such type of content also affected the parenting style, personality and demographic facts (Hanewinke & Sergeant, 2008).

Media messages are observed and linked with attitude and behavior that lead them to perform action (Peterson & Kahn, 1984). Impact of media on smoking, appearance and style of the young audience has become a focal point that gained a lot of attention of media researchers. Certainly the existing research indication asserts an underlying relationship between smoking exposure in movies and integration of smoking among young people (National cancer Institute, 2008). It was found that smoking relatively increased in Hindi movies that created harmful effects on the viewers. The youngsters also used tobacco having the association with the film stars showing their large impact. The more they expose to the movies then the more actions, aggressive behaviors and crime in the society. The evidence revealed that youngsters of all the ages are affected by the television and movies. This evidence not only came from laboratory but also from real life studies. Movie and television largely affected the adults as they spent large amount of time in watching television. Finding revealed that boys spent much time by watching movies on T.V and DVD while most of the researchers worked on major causes of their effects in social environment, cultural indicators and family directives (Fraser, 1996).

It is believed that cognitive, affective and behavioral processes could be changed through repeated exposure of entertainment violent contents that may lead to desensitization. This repeated exposure may cause large aggression and consequent reaction that may include horror, unease, irritation and gloominess. Similarly violence representing in different entertainment media also played significant role in creating aggression and violence in television, movies, dramas and video games that are most established source for young people. However study

examined correlation that used a variety of research methods and explores the reaction of youngsters of different ages and belonging to different cultures (Friedlander, 1993).

The children show more emotion and excitement after exposing to the violent contents. Although, it does not directly relate with media violence and the crime. It also suggested a strong impact of media violence on those who have more aggressive behavior to personality (Browne & Hamilton, 2005). It influenced the ideas, thoughts of young people and also influential in terms of fashion, clothing choice, life styles and cosmetic products that related to fashion and design. Media also influences the female adult in cloth choosing and less influential to the rural areas than urban (Wilson, 1998). There is a lot of Indian films which represent the loyalty with its nation and Indian-ness with their social norms and practices which is being challenged in different manners. As Bollywood term is very difficult to categorize in any specific category. Bollywood also considered lack of merit because some of the film scholars deny to study this term. Hindi films also have no significant relevancy with their culture and with society. He also revealed certain important factors that could influence the Bollywood narratives (Dissanayake, 2003). However, further studies revealed that Bollywood movies are based on some good versus evil master description of epics that are exciting prescribed patriarchal escapism. We always blame Hindi customs and beliefs on many occasions. India has always been using media as a weapon to counter the ideological grounds in Pakistan. Bollywood media has been so powerful that it has completely blemished the representation of our country not only in the eyes of foreign media but also in the minds of our own people. Media played a significant role in our social system in transmitting the information and knowledge about social norms and values that are projected in infotainment media. The new communication technology has gained popularity in Pakistan in terms of cable television and Hindi movies that are widely used throughout the country and become a relevant field of research for the communication researchers (Rungtoonwala, 1975 & Dasgupta, 1991).

Each new attempt of Pakistani government and Pakistani media to refute its people from availability of Hindi entertainment media fails because, they have negative effects. Even if they can't watch Indian films on cable television programs, they prefer to watch it through DVD's and dish antenna. Indian movies, Indian dramas, filmy and non-filmy songs have become a

fashion diet of most of the Pakistani people. DVD'S, VCD'S and satellite television have become large sources for entertainment of Indian movies not only in Pakistan but also throughout the Asia (Reddy, 2003). Indian movies are officially banned in Pakistan and Bangladesh on cable television. Bollywood movies have been a huge and famous source of entertainment that is circulated through cable television and playback piracy. Access to Bollywood films and dramas in contemporary south Asia, the popular culture have been disseminated through the entertainment sources as process of cultural imperialism. The majority of the audience interested in admiring Indian costumes and dances viewed in Bollywood films or having the affiliation with Indian film stars (Sonawlker, 2001).

Most of the studies concluded that Indian films and television play significant role in developing the sub-culture of young people. It also affected the life styles, thinking and behaviors of teenagers. Films have become a great medium through which youth exposed to new ideas about fashion, clothing, behavior which mostly emulate and adopt in their everyday lives while interacting with their friends and colleagues. The study has revealed that teenagers select songs and their style of speaking from films and television used as “scripts” in heterosexual communication. Findings resembles with the Global facts of tobacco used in Indian entertainment media on young people. The WHO study further showed that movies have fashioned longing for sex and romance that to be titled “boyfriend and “girlfriend “ that implies famousity, self-assurance and modernity. Finding also revealed that ‘gangsters’ movies are most popular among college young students and they also use the Hindi words and dialogues in their daily conversation among friends ,colleagues and classmates ,such type of activities showed heir style statement that is indicator of their affiliation to youth culture (WHO, 2003).

Undoubtedly Indian movies are continually prospering across the world. Bollywood have great impact on neighboring country especially Pakistan which having common language. Some traditionalists are trying to put their influence on Indian contents and try to prioritize their products in Pakistani society. But youth seem to be more interested in following Hindi mannerism and just paying on Bollywood industry. In Pakistani society we could see the influence of Bollywood almost everywhere. It has its clear impact and is still seen negatively by large portion of people. The young boys and girls mostly focus on new Hindi sings and movies

during their every day conversation and discuss the lives of Indian actor and actress. They claim that Pakistani music is not enough to gratify their entertainment needs. Indian movies are the key source of entertainment that could inspire Pakistanis. Many of the media researchers focus on entertainment programs of media. They presented their research work on the influence of television programs. Movies and video games on adults and families, such type of program portray media literacy and play a significant part in decreasing negative consequences of media and movie violence (Huesmann, 1986).

Indian script writer and directors play its vital role in increasing the popularity of the Bollywood films through their hard work and good script work. They focused on the Indian culture, society, politics and history during their script work. In the early period of time they have no attractive stories that could fascinate the audience because Hindi films have lack of new ideas but in the recent years Bollywood have gained a lot of attention and popularity among the large number of audience through the influence of Anglo Indian movies (Minocha & Stonehouse, 2006).

Most of the Asian viewers love Indian movies and watched throughout the world, because Bollywood films provide source of entertainment for all the type of viewer. Bollywood movies earned great honor and respect not only within the boundaries but also beyond the boundary that emerged in traditional family context. As most of the Bollywood films based on new strain of westernize trends. These movies considered a great challenge for the new emerging audience. As most of the people believed that new medium is negatively influencing and manipulating them noxious ideas. So they are largely manipulating the non- traditional gender roles, sexual and violent content at large (Desai, 1976).

Indian films expose true meaning of life, society, culture, and their beliefs because of these ingredients Hindi movies are remembered for long period and these factors attracted our audiences. Apart from critical concept, most of the viewers affected from cultural indicators like dress, life styles, festivals, music and skin tone. We are portraying these specific areas of influence that are shown in movies and dramas. However these contents have been affected by course of time. In this case young people spoiling their own norms, values and culture by behaving like neighbor country (Mishra, 2009).

Bollywood considered being essential fraction of Asian cultural values. Fluency of locations, extensive family background, funny character, contents and humor are widely used in films. The youngsters look to identify themselves with role models from their native culture. Moreover women mostly linked the Indian contents for the glamour as it attracts them to adopt the new Asian fashion trends, clothing styles and jewelry. People who watch Indian movies believe that these are ways to keep in touch with cultural roots. Asian can understand Hindi from exposure of Hindi movies. Older generation consider that Bollywood play its role to protect history, traditional values and customs of Indian society, as it helps the youngsters to develop bonds with their traditional and cultural aspects. Audience in most of cases acknowledges with their temperament and different kinds of issues depicted in Hindi movies. Family problems are particularly projected in these movies and experiences. They try to share and relate with their own lives. The viewers of such movies also recognized with household subject (Wilson, 1998). Another important feature of Bollywood is that most of their films are musicals containing six to eight songs in a film. Actors often play domestic role as a father or son. They are very much familiar about dance, fight and also funny scenes in the movie. Songs and dance changing according to the scene in the film are the main source of the movie's revenue (Srinivas, 2002).

Chakravaty (1998) has analyzed different aspects of Bollywood movies that differentiate the nationalism and culture. It focuses on the significant role of women in films and assumes that these traditional and radical factors increased the viewership of Bollywood movies. The success and popularity of Bollywood depend on several factors like young and beautiful romantic couple, lengthy songs, and lip kissing by actors, changing costume after every five minutes, its attractive set design etc. Famous lady become miss world and male earned popularity in other fields before casting of films. Their fan watches their film for dozens of times.

Stars are given importance in the eyes of public and their songs can be heard by every auto rickshaw, taxi drivers and other vehicles elsewhere on Indian road. Like Hollywood film industry Bollywood also have its own synergy for the success of films. Indian film industry is also given similar importance in china as Indian Diaspora is one of the rapid increasing Diasporic communities of the world. International market also plays its role in the survival of

Bollywood industry. As film producer stated that 10 year earlier film earning 10-15 percent in foreign territories but now it extended up to 65 percent (Mishra, 1985).

Bollywood films have large acceptance across international audience and its theme also combined with the global film production houses. These movies have great earning and can be compared with Hollywood box office. Some of the Hindi movies have gained more than 50 % of its profit from international box office collection. Great ideas and stories are also dominant factors in making the industry successful that attracted the huge masses. Movies made by Indian producers with the cooperating of international distributors have had more than 2-3 times greater international revenues when compare with the national sellers (Kearney, 2007).

With the growing popularity of Bollywood movies, it has been understood that viewers responses can be judged by film box office, assertions are also made possible that how young male viewers of Bollywood movies go to the cinema because they like to watch such movies having action, sex, violence, romance while female audience want to watch moral stories, love and melodrama. Few of the young viewers engage in socio- cultural factors after watching the Hindi films. Three year study of Bollywood movies and their viewers in India and Pakistan' research presented variety of ideas, thoughts and theories of Bollywood movies that are connected with different cultural and socio –political contexts in which movies are watched and people's interpretations of young audiences in Pakistan. It also represents the illustration of sexuality and aspiration in Bollywood movies that focuses on young viewers (Shakuntala, 2006).

Hindi films usually having the element of sex, romance and love that considered most wanted priorities respectively and representation of romance in movies presented the theme of traditional values. Even the dressing and life style of Bollywood actor and actress show the western life style that always affect the traditional modes of behavior. Hindi movies shy away from modern and sexy dressing of women and kissing scenes. Bollywood films portray short cut dress, wetting clothes; dances at public places with open kissing and body language are needed for the success of movie (Simon, 1993).

Many of the musical love stories appeared during the early 1980 and 1990 that brought significant changes in Indian economy and increased the production and distribution of Hindi

movies. Indian movies were at its peak during this period and have maximum viewership throughout the world. As film and drama play vital role in transmitting its cultural values from one society to another. With the introduction of new media especially cable television and satellite channels of which viewers have easy access to Hollywood and Bollywood movies and they may watch any of their program and favorite channel even sitting in their homes (Rajadhyasha, 2003).

Today movies are portraying sexual scenes, nakedness of female and open sexual coupling that strongly affecting the female attitude and perception. Film stars commonly use short four –letter dialogue that would have shocked the film viewers and largely depicting the sexual theme, violence and slang language into their movie contents. Most of the movies are currently representing savage pounding, car bombing and rape scene. Actress doesn't refuse to be raped, tortured by one or more men. Movies have challenged the traditional and cultural norms and values in term of sex, violence and Offensiveness (Watson, 2003). It is believed that young people always will be enthralled about the attractive things that are viewed in television. Different television channels as we see today which offers good and having bad impression on the viewers. Plenty of TV programs affecting the psychological perception of the young viewers. It is a common perception in our social system that television bothers the young mind set through its programs. Some of the television reality shows bring the obscured talent to the stage but some of the shows make the young people to imitate the situation in real life (Phadke, 2001).

According to Goswami (2006) film stars are the part of their daily discussion among friends that wished to adopt the similar mannerism which they expose in their favorite film actors. He also illustrated that not only in urban areas but also in rural areas imitating life styles, hair styles and all those garnishes which actor or actress use in popular films. Yoshii (2001) stated that how the rapid growth in new form of media brings change in social system and culture with altering communication modes. The new media (face book, twitter, mobile phone, internet etc.) Play its significant role in fast dissemination of information that could bring drastic changes in the world that have never been seen earlier. These changes renovate social association that largely shifted the value system. The new media if used inappropriately could bring some serious problems for the society.

Culture is the cornerstone of a civilized society. When a group of people comprise a society with their indigenous attitude, behavior and customs like dress, music, beliefs, language and rituals than the combination of these activities is called culture (Lam, 2009). Cultural norms and values consider those rules that help the individuals attitude and behavior and such type of role serve to determine person's reaction to emotional or physical in the society. So people belong to a multi- linguistic society and multi cultural society has different norms and values according to the traditional value system. Cultural meaning system is logically established network of same religious ideas, beliefs, values and knowledge of causality. A bicultural group of people have two groups of cultural meaning system that lead to great approach of values and casual knowledge that is associated with that culture directing the person's perception and responses. Every culture tends to promote its beliefs, history, norms and values. Cinema has become a great element to promote its cultural ingredients of the society. It reveals that how the individuals of specific culture think, act, live and perform their daily activities and also focus their living style and their thinking style (Hang & kung 1999; smith 1991). Tomlinson (1991) is of the view that "media globalization transmitted one dimensional culture to the underdeveloped societies in which different cultural traits affected the environment of the society, such norms and values have harmful consequences that are imposed upon others". Indian film industry has large home market that can impose their culture and religious values to the foreign countries because of similarity in language and culture, as Indian culture is dominant on other countries on the basis of similar language and style (Papandreou, 1998).

Adorno & Horkheimer (1976) stated that popular culture not only mirrors the society but also transforms the society through standardization of their films, radio magazines. This phenomenon assumed that Indian film industry manipulated its viewers those programs in which viewers would be interested to watch, because Bollywood film industry produce such contents that audience desired to watch and taking more interest in their movies and dramas that influenced them according to their interest and desires (Baym & Punathambekar, 2007).

Indian movies have gained its popularity in all over the Asia that emerged as dominant cultural identity but Lollywood film industry remains marginalized. As we know the marriage ceremonies in Pakistan lasts for days and night besides singing local songs. The young girls and

boys prefer to sing the Indian popular songs and dance. Songs may vary the condition particularly when bride departs her home or when groom goes to her home (Michael, 1997). Young people in Pakistan have diverse cultural and linguistic backgrounds that are widely involved in watching Hindi movies and other satellite channels. The finding of the study revealed that concise argument that is centered for particular data set that has been elaborated and analyzed the influence of global media on Pakistani youth. A lot of studies focused the term of media influence, its consumption habits and influence on young audience especially impact of Indian movies and dramas that are telecasted through various channels like Star plus, Zee cinema, Star gold, Sony TV having great influence on Pakistani society (Datoo,2010).

This culture industry seems to serve the needs for the purpose of entertainment but it hides the way that regulate those need, so the viewers try to follow the mannerism of Indian actors and actress. Indian film industry awarded immense popularity to their film stars that attract the large number of fan community. The influence of Bollywood film have changed over the past few years that was characterized through music, dance, romance, comedy and dialogue as well. These ingredients emerged with the concept of cinema and became the driving force of Bollywood movies that influenced the traditional values of domestic audience (Srinivas, 2002).

Latifa and Kabir (2004) stated that “we can imagine that television has capacity to turn out rationale of varying conventional social customs and rituals and will set-up new fascination”. Earlier research studies on television have been conducted in two different points of view: media and viewers. The requirement as media researchers ,we may understand in different ways in which media provide us some fundamentals of how we understand the world and the process through which its message are contingent ,measures or surplus (Sadia, 2008).

Research proved that heavy television viewing by children is related with more reaction, aggression, lack of creativity, tolerance, imagination, involvement, physical and spiritual progress. The intrusion of India and western programmers has almost diminished our own identity and moving away from our religious beliefs, cultural, social and traditional values which have become the fraction of our everyday life. We are incapable to stimulate them because our children may only find their identity in informational library and catalogues in Lok Virsa. So it is the basic responsibility of our parents to avoid their children from the influence of India and

western media. During the last eight years Pakistani media is freely telecasting Indian and western programs exposing such behavior that adult and children lasting for centuries. They are promoting such phenomena that every child has right to do so as shown in the television programs ,as television sees children and adults behaving immoral, cheating, killing each other, crying and involvement in sex and offence. They are representing the dirty picture of adulthood that has almost destroyed their innocence and childhood (Afshain, 2010).

The role of the satellite network has been very impressive in most of the big cities. As study conducted in Lahore on women exposure to the serials on zee TV that represented the fuzzy image of the women. Most of the women have strongly objection on the misconduct of the young women in serials. They stated that their daily activities and actuality was not presented not only in dramas but also in films (Zia, 2007). Hirjazi (2010) stated in her book that “dreaming in Canadian: south Asian youth, the Bollywood and their belonging about the Bollywood interpretation, ethnicity and religion with their cultural products and have considerable influence on young Canadian and Muslims. Indian movies also present a type of Diaspora cinema among the desire audience, their distribution and contents but they clearly describe the difference and similarities and also some necessary alternative. Bollywood cinema has significant extend beyond their categories. Some of the regional Bollywood films may reveal certain element of styling (P.106). Indian Filmmakers have potential to convince audience that change in south Asian societies. Because of similarities in language the young viewers easily relate these stories with their lives. Indian cinema rejects the contents of Hollywood in their movies but having consequences with western culture like Youngman and women as its stars while promoting language, dress, culture and behavior that seems Western (P.113).

In Pakistan youth population is expected about 83 million out of which 41 million are between age of 15-29 year (Qamar, 2010). Societal changes are the Indication in term of gender association and are largely increasing in our society. However the young people from Pakistan belonging to the urban and rural background are involved in the new form of media and in altering social and cultural traits by watching Bollywood films and different entertainment programs (Hassan, 2010).

Urdu television channels have ensured their success and have power to attract the large number of audience taking advantage of popularity of less Pakistani but more Indian. It is believed that cinema has power to influence styles, language and cultural practices and Pakistani viewers taking more interest in talking about their stars. They also try to captivate on Pakistani young audience. Pakistani young men and women also try to follow the dressing and hair styles of Indian actor and actress which are sought out at fashion boutiques, as Indian stars have become an important element in commodification of daily life (Qurat-ul-Ain, 1998).

A research study conducted under the topic of “Invasion of Indian culture through Movies” by Tariq (2004) found that Indian culture has great invasion on the marriage tradition not only on their native culture but also on the foreign culture. The dress which is used by the bride and bridegroom hairstyle, jewelry in the marriage ceremonies of Pakistan, is largely influenced by the Indian movies. Indian songs and dance largely affected the Pakistani society and are mostly used for entertainment on different celebration occasions. The viewers are fascinated by the foreign cultural traits as compare to local culture. Different Indian film and drama portrayed their cultural values that attract the young generation especially student and Pakistani young generation.

Zia stated about a comprehensive study conducted by Saleem (1994) on “Use and dish antenna effect on Pakistani society “she concluded that respondent have considerable large effect on their social and cultural behavior. Those viewers who viewed the dish antenna felt a considerable change in their lives. The new global communication compelled the viewers to adopt the general standard of living, social norms of western as well as Indian societies. The finding of this study concluded that the female respondent provided strong evidence in following dresses, hairstyles and jewelry on Indian models that catching most of their attention. Indian dramas and films are affecting our culture a lot by portraying their false beliefs and values in their contents. These Indian dramas and movies are trying to catch the attention of our viewers’ especially young viewers by showing so much desire in their contents. These contents are largely spoiling the thinking pattern of our youth and moving us beyond our native cultural values. It is said that if someone wants to rule on a nation he should occupy their culture and minds through manipulating its own culture in their lives and represent their culture in their media contents.

Because of the downfall of the Pakistani film industry, the young viewers watch Hindi movies because Indian movies based on good scripts stories and casts (Tehreem, 2011).

Movie theaters are catching great young audience through different appeals that are favorable to youth. Theater audience considers an important force to the entertainment industry. Most of the mass communication industries focus on the young audience because it is that portion of population that will buy products and services in upcoming days. By the end of 1990s most of the teenagers began to use the new pattern. Today most of the youngsters from school, colleges and university are adopting the new Fashion trends by affecting from films. It is expected that young movie audience will increase rapidly in the upcoming years. With the expansion of film industry, large number of people felt that films had considerable harmful and strong effects on the attitude and behavior of the people. Most of the people believed that new type of media was negatively and strongly affecting young audience especially children and manipulating them nasty Ideas. Teenagers considered the heavy viewers of movies as they spend most of their time in watching cable television and some other source of entertainment (Murthy, 1988). Indian movies are seen almost all over the world and has become entertainment medium for the young audience who desired more sex, violence and action in their movie contents. Easy Accessibility of movies successfully catches the large number of audience and gratifying their entertainment needs. The teenagers commonly an experience the different scenes of movies like emotion, violence, action and try to follow the characteristics of films stars. They usually have favorable perception and sympathy for heroes and hatred, angriness for villains (Ahmad, 1992).

Chapter-3

Theoretical Framework

This chapter provides brief analytical description about the theories making relevancy to the present study, sequence of major concepts of the study along with conceptualization and operationalization of the concepts. Many of the theoretical perspectives are presented as framework to interpret the effects of communication on individuals of social system and culture (Defluer, 1989). It is an abstract system of concepts with indication of relationships among these concepts that help us to understand a phenomenon” (West & Turner, 2007).

The aim of searching the theoretical framework for research activity is to determine the place where researcher can put his work. It is not compulsory that any research would be having a particular type of its theoretical framework. Never thlessness it may occur that it touches the limitations of one or more theories (Saqib, 2004). In this chapter several approaches and theories will be examined to know the people’s media consumption patterns with reference to their selection of media contents, having great control and choice options and more important their easier access to almost all types of conventional plus modern media content. In view of the overall study’s main assumptions, understanding some of the relatively more important

communication theories is very necessary to make possible accurate predictions of the effects of the mass media. This study has analyzed “Impact of Bollywood movies on the youth culture in Pakistan”. The basic purpose of this study was to find out the impact of Indian movies on the lifestyle of young viewers. A lot of theories may be applied to the current study. However, following theories are more relevant with the study at hand.

Uses and Gratification

Uses and gratification approach explain why some people expose themselves to specific media and why they prefer particular fraction of those and why they remember, right or wrong while some of these (effects). Blumler and Katz’s uses and gratification theory suggests that users of media play their active role in selecting and using the media. They also play active in communication process. They are goal-oriented in using the media. Different theorist suggests that media users select those media that fulfill their needs. This theory assumes that the media users also have alternative choices to select the media for their gratification (Griffin, 2000). This theory focuses that audience attend, distinguish and remember information that are pleasant and are helpful in satisfying their needs. Therefore this study investigated the preferences and selecting the Indian movies by targeted audience and determined their needs are satisfied by viewing them.

During the early period of communication research, an approach was emerged to study the concept of gratification that attract and hold the audiences to the different type of media and their contents that satisfy their psychological and social needs. According to Wimmer & Dominick (1994) uses and gratification theory emerged in 1940s when different researchers started to take interest why audience involve in different form of media behavior, such as reading newspaper or listening to radio. Despite of conflict among different communication scholars to specify its approach, during the phase of 1950s and 1960s the researchers recognized and operationalized many psychological and social components that were supposed to be the precursors of different patterns of consumptions of gratifications (Wimmer & Dominick, 2006). Greenburg and Dominick (1994) resulted that social class assumed the usage of television by teenagers as an important and informal source of learning. During the period of 1970s the

researchers of uses and gratification theory focused on gratification sought instead of gratification outcomes. They deeply examined the motivations of audience and studied the additional topologies of their uses and to identify the factors that made the people to use media to satisfy their social and psychological needs (Rayburn, 1996).

The researchers of uses and gratification theory created multiple of responses. As Katz, Gurevitch and Haas (1973) assembled a detail list of psychological and social needs that are to be satisfied by exposing to various mass media. Rosengren (1974) tried to refine uses and gratification in its theoretical perspective and proposed that certain basic needs interact with social environment and personal characteristics of people to recognize the problems and their solution. Those problems and solutions are having their different causes for gratification behavior that they get by using the media and other activities. Media usage and other behaviors tend to produce gratification that has great influence on the individuals of the society and society itself.

Blumler (1979) described the three basic social factors of media gratifications: normative influences, change in lifestyle of socially distributed and the reaction of the individual regarding social environment. Uses and gratification approach is simply an attempt to explain something about communication that individual use from different other resources in their environment to achieve their certain goals and satisfy their needs. It depends on the assumption, explicit or implicit that has internal consistency or consistency. Lundberg & Hulten (1968) described the uses and gratification model by elaborating five elements of model: Audience is considered as active audience i.e. a significant part of mass media usage is supposed to be goal oriented (Mcquail, Blumler, & Brown, 1972).

Blumler and Katz's uses and gratification theory suggests that users of media play their active role in selecting and using the media .They also play active in communication process. They are goal-oriented in using the media. Different theorist suggests that media users select those media that fulfill their needs. This theory assumes that the media users also have alternative choices to select the media for their gratification (Griffin, 2000). This theory focuses that audience attend, distinguish and remember information that are pleasant and helpful in

satisfying their needs. Therefore this study investigated the preferences and selecting the Indian movies by targeted audience and determined their needs are satisfied by viewing them.

This theory provides five categories of social and psychological functions of media and this study supports these functions and proves that people use media to gratify different needs. People select particular source to watch movies according to their needs. Katz et al. (1973-74) see the use of mass media by the audience for getting connected or disconnected from others. They listed five categories on the social and psychological functions of the mass media.

1. Cognitive needs (acquiring information, knowledge, and understanding).
2. Affective needs (emotional, satisfying, or visual experience).
3. Personal integrative needs (strengthening credibility, confidence, stability, and status).
4. Social integrative needs (strengthening contacts with family, friends, etc.).
5. Tension release needs (escape and diversion).

Three general approaches have followed in these studies: (1) requirement of needs, followed by purpose of the extent to which the media satisfy them; (2) observation of gratifications, followed by an attempt to reconstruct the needs that are gratified; and (3) determination of the social origins of audience expectations and Gratifications. McQuail, Blumler, and Brown (1972), suggested the following categories of audience:

- Diversion (escape from routine and problems; emotional release).
- Personal relationships (social utility of information in conversations; substitute of the media for companionship).
- Personal identity or individual psychology (value reinforcement or reassurance; self-understanding; reality exploration, etc.).
- Surveillance (information about things which might affect one or will help one to do or accomplish something (Severin and Tankard, 1997).

This theory is related to the present study as viewers watch Indian movies to get new ideas about life styles, dresses & hair styles. It can also be said that the Indian movies satisfy their affective needs, social integrative needs & tension release needs. The viewers seek

knowledge and share information with other and also increase their understanding about different cultural patterns by viewing the movies that may satisfy their cognitive needs. As majority of the viewers watch Indian films and other programs through cable television which provide variety of channels that fulfill their affective and social integrative needs.

Movie provides them satisfaction and escape from daily routine and tensions that fulfill their affective and entertainment needs. As entertainment need, Indian movies have great acceptance and are being watched widely in Pakistan. These movies are not only watched on cable television but extensively available in form of CDs and DVDs elsewhere in Pakistan. Having easy access, these movies spread rapidly in Pakistan and have become one of the common entertainment commodities.

Social Cognitive Theory

It is the study of how people process social information, especially its encoding, storage, retrieval, and application to social situations. Bandura (1977) stated in social cognitive theory that behavior is enlightened as a three way, active and reciprocal process in which personal aspects, environmental influences and behavior continually interact. A fundamental principal of understanding of theory is that people learn not only from their personal experiences but also by observing others performing the behaviors inferences of those actions. This theory concerned with the social context of learning. The process of monitoring others is most powerful when individual being observed is influential. Social cognitive theory differs from behaviorist theory in the principal that effect of strengthening some behavior or actions on the basis of human subjects. This implies a casual relationship between human behavior and environment.

Because of the prominent role the mass media play in society, understanding the psychosocial mechanisms through which symbolic communication influences human notion, affect and action is of significant import. Albert Bandura's social cognitive theory provides a conceptual frame work which observes the determinants and mechanism of such effects. Social cognitive theory explains psychosocial functioning in terms of triadic reciprocal causation (Bandura, 1986). According to this model, behavior, cognitive, biological, and other personal factors; and environmental events all operate as interacting determinants that influence each

other bi-directionally. This theory explains that all learning phenomena resulting from direct experience can arise vicariously by observing people's behavior and its consequences on them (Rosenthal & Zimmerman, 1978). This indicates that how people's behavior patterns equal to observed behavior. In other words, the theory shows how some learned behavior is a direct result from watching that behavior in others (Bryant & Zillman, 1986). Humans often learn behavior by actions they see, even if they appear on TV rather than in real life.

The human characteristic of vicarious capacity gives us the ability to learn without having direct experience, which emphasizes the possible impact of mass media on behavior (Bryant & Thompson, 2002). Humans have the ability to conceptualize, so they can learn by modeling the behavior they observe in others (Perse, 2001). The theory thus emphasizes cognitive activity as originator to behavior; while external factors (such as TV) affect behavior. social learning occurs in one's individual environment, both by design and willingly, a "vast amount of information about human values, styles of thinking, and behavior patterns is gained from the broad modeling in the symbolic environment of the mass media" (Bandura, 2001). By replicating everyday life, the media can provide as a model for how people should behave in their daily lives. Observing "real-life" on television does not just result in plain impressions. However, through repeated exposure to an action and, in viewing the positive feedback that behavior elicits, the television viewer can actually acquire enduring attitudes, emotions and behavioral preferences toward actions, places or things (Bandura, 1986).

Social cognitive theory consisting of four components that involved in observational learning. These are the following: attention, retention, production and motivation. Inflexible irrational fear can be diminished by modeling influences that transmit certain useful information about effective imitating strategies. In self-efficacy :the exercise of control, Bandura and his colleagues (1997) have declared that process of modeling influences, exercise their effects by altering the values and beliefs of viewers. Their behavior can be bolder when they have strong imitating efficacy. The values may also be developed and changed continuously by repeated exposure to molded priorities.

During the period of their daily life people have direct interaction with small fraction of social and physical environment. Much of the research work on observational learning from

television is agitated with one or more of four methodological problems (Comstock et al, 1978). They stated “we would desire to see research work on social learning through television in which different variety of behaviors are allowed to contend as possible results.” The basic purpose of the following research is to use the Bandura’s (1977 and 1986) social cognitive theory to determine the cultural effects by watching Indian movies that are being watched in Pakistan. Research on learning through television modeling is more related with vicarious reinforcement than direct reinforcement. The socialization process of individual is largely influenced by numerous aspects such as family, school, environmental factors etc. Direct experience and participation are dominant factors which build the impression of youth in their recognized environment. Television play important role in getting the outside world into homes.

This theory is relevant to the present study, as in this study researcher has tried to find out the areas of daily routine which might be affected by media contents. In this study, researcher tried to find out how media is portraying different conditions and different atmospheres. Then respondents were asked how they behaved in the same situations. Basically, the main purpose was to find out the role of media in influencing people’s daily routines. The people observe the information by modeling and then involve in an active process of transforming useful information conveyed by modeled events for memory representation. After process of observing and transforming information, the symbolic conceptions are translated into appropriate course of action and motivated whether people put into practice what they have learned. As researcher studying the impact of Indian movies on the young viewers and the trend introduced by these movies, which operate as an external environment where it seems everyone is following the trends presented by these movies and channels. All the viewers watching same movie pick the idea according to their own frame of reference which varies according to individuals’ personal factors which may lead to change their behavior.

Variables of the study

The present study has following independent and dependent variables:

Independent variable

“Watching Bollywood movies” was an independent variable of the study. This means the time spending on watching Indian movies by respondent. Therefore greater the time spending on watching Indian movies greater will be the effect.

Dependent variable

“Effect on lives of youth” as dependent variable is explained below:

- Domestic and other activities
- Family ,friends, parents and other social interaction patterns
- Youth and their life style
- Cultural transformation i.e. language, dress, food habit, festivals, tradition, religion, music.

Study’s Major Concepts and Conceptualization

Concepts

A concept is term hat expresses an abstract idea formed by generalization from particular and summarizing related observation (Wimmer & Dominick, 2003). Concepts may be impossible to observe directly, such as justice or love or they may have referents that are readily observable, such as a tree or a table (Bailey, 1982). Concepts are general idea and involve abstract thinking (Young, 1930).

Conceptualization

Conceptualization is the process of formulating and defining the problem at hand (Smith, 2000). Conceptualization is refining and specifying the abstract concept. It is the stage in which definition is provided to your ideas so that they can readily measure and providing a particular understanding of concepts in the context of our result questions (Csiernik, 2010).

Major concepts

A concept is simply an abstract notion or idea, something that is not concrete. It is a mental idea or perception. The major concepts of the present study, its conceptualization and operationalization are given in the following manner.

Bollywood

The term Bollywood is the unofficial expression used for the Mumbai-based Hindi language film industry in India consisting of songs, dance and music. However these Indian films are considered to show us how the mentioned certain features have been influenced by course of time, so through the research on movies, we want to analyze whether our revealed assumption is right or wrong.

Exposure to Indian movies:

It is another dimension of study's concept that refers to viewers' watching habits (very frequently-not at all) of Indian movies on cable television, CDs, or DVDs.

Time spending on watching Indian movies:

It refers to the number of hours (6-10 hrs) the viewers usually spend on watching Indian movies and other entertainment programs per week, determines the level of watching for this study.

Attention paying:

It is another dimension which is conceptualized as the amount of attention (very much –not at all) the viewers usually pay on Indian movies.

Viewers' perception:

It refers to the perception of viewers (very much-not at all) about effects of Bollywood movies whether it creates or reinforces perception and providing, information, entertainment, infotainment, satisfaction, aggression or creating violence.

Youth

Youth is the time of life between childhood and adulthood (Macmillan, P. 1981). It means the young male and female students from university of Sargodha.

Cultural transformation

Cultural Transformation comes as a result of constant pressure that is internally-motivated rather than externally-originated. Cultural Transformation creates better-lasting, long-term results. Culture is the cornerstone of a particular society. As it is the innumerable aspects of life which encompasses the learned attitudes, behavior, values, beliefs, religion, language and dressing that are the components of particular society. It is apparent that culture in Pakistan is constantly changing with the course of time. Therefore it was interesting for the researcher to dig out the particular changes occurring in cultural transformation of Pakistan and its relationship with the watching of Indian movies. Thus the researcher has taken language, food habits, religion, dress, and some of the traditional indicators.

Language

Language is the primary delineator of cultural groups because it is an important mean by which members of society communicate with each other. It filters the observations and perceptions and thus affects the unpredictable message that is sent when two persons try to communicate. Language is the powerful fraction of the culture and is largely influenced by watching the Indian movies. Formally and informally people of Pakistan speak Urdu and English language as well. Because of similarity of Urdu language with the Hindi language, the people of Pakistan watch more Hindi movies. In Pakistani culture people especially youngsters feel proud in speaking English words and Hindi words and try to include these words in their regional language to leave as impression. This study evaluates the effects of Hindi language on youth in Pakistan.

Food habits

Pakistani people generally prefer to eat simple and light food i.e. daal, rice, roti, vegetables, chicken, meat fruit etc. Indian dramas and movies are creating great impact on eating trends in process of change. So it was assumed that this impact might have changes their eating and food habits and creating a keen desire of McDonald and fast food culture among the young generation in Pakistan. This study tried to determine whether the food habits are changing among the young students of university of Sargodha or not. It is considered that change in food habits among young generation directly affects the food habits of society.

Dress

In urban areas of Pakistan the educated people use the dressing of semi-western style. The local dress consists of kurta and shalwar while the achkan and sherwani are particularly used on special occasions. The young women generally wear more colorful dresses on formal occasions. They commonly wear shalwar kamiz and dopatta while they also use sari on special events i.e. marriage ceremony. As clothing has become a very important symbol of the youngsters.

Religion

Indian movies are not only manipulating their native cultural values but also largely transmitting the western culture. Indian dramas and movies regularly show their religions other than Islam that are widely exposed to the people of Pakistan. However, their values are different from Pakistani society. The researcher imagined that such type of conditions could affect the religious traits in Pakistan. Some of the researches have concluded that Indian dramas and movies are giving excessive exposure to Hinduism (Pervez, 2006). Action and offensive scenes in these movies can influence their attitude and behavior towards their daily lives and religion. Therefore the present research tried to determine the effects of Hindi religious values on the young viewers.

Traditions

In Pakistan, family is headed by an old male member to whom full respect and protection is given, thus we can conclude that is male-oriented society. Oldest man in the family acts as guider for the others. But now a day's Pakistani people are largely being exposed to western, Indian and

other culture's rituals, values, traditions and festivals like holi, diwali, touching feet, Valentine's Day, Halloween etc. are not associated with Pakistani norms, values and traditions. Many of the Indian norms and traditions are being followed by the young viewers in Pakistan. These traditions have also changed the rituals of Pakistani marriage system. The statement is verified by Tariq (2004) conducted his study on "invasion of Indian culture through movies". This study evaluates the influence of Indian movies on the traditions of Pakistan and also tried to find out the certain changes taking place in our traditions.

Operationalization

Conceptualization is how you measure the conceptualized variables. It is the translation of an idea into a measurable construct and is the step that sets the stage for data collection (Csiernik, 2010). The process of moving from conceptual definition of a construct to a set of specific activities or measures that allows the researcher to observe it empirically (Neuman, 2007).

Operationalizaion of Major Concepts:

Bollywood:

It is oprationalized that Bollywood film's essential components largely affected the cultural practices of the viewers.

Time spending on watching Indian movies:

It is oprationalized as how much time youth spend on watching Indian movies and their preferences towards watching other movies and entertainment programs on cable television, CDs and DVDs.

Attention paying:

It is operationalized as how much attention the viewers usually pay in watching the Indian movies and on their cultural traits.

Viewer's perception

It is operationalized as the perception of viewers about the effects of Bollywood movies and their cultural traits whether it creates or reinforces perception and providing information, entertainment, infotainment, satisfaction, aggression or creating violence.

Youth

It is operationalized as the students of various departments of university of Sargodha and who fall between the ages of 18-30.

Cultural transformation

This factor was operationalized with the five factors consisting of language, food habits, dressing, religion, and with some of the traditions as indicators of cultural transformation.

Food

It is operationalized as acceptance of Bollywood movies as best source of entertainment and the usage of Indian and western dishes and fast food that changed pattern of eating and dining.

Dress

It is operationalized as acceptance of Bollywood movies as best source of transmitting new fashion and dress designs and usage of western and Indian fashionable dresses as formal and informal wear.

Language

It is operationalized as acceptance of Bollywood movies as best source of transmitting its language and knowing about Hindi and English words.

Traditions

It is operationalized as acceptance of Bollywood movies as best source to know about Hindi and western culture and traditions.

Religion

It is operationalized as acceptance of Bollywood movies as best source to get information about Hindu religion and changing patterns.

Study's Hypotheses

According to *Kothari (2004)* "A hypothesis is tentative assumption made in order to draw out and test its logical or empirical consequences". It is a generalization draw from theory itself and when has been tested and found correct it becomes a part of the theory itself."

The major hypothesis of the study was "greater the exposure of Indian movies greater the effects on the lives of youth in Sargodha, Pakistan. The sub hypotheses of the study were as follows: The more the native consumption habits of Indian movies on cable television then the more their knowledge about Hindi language.

1. It is more likely that young viewers are more dependent on Indian movies to gratify their entertainment needs.
2. It is more likely that respondents use cable television more as compared to other source for watching the movie.
3. It is more likely that males more participated in gender interaction pattern shown in Indian movies as compared to females.
4. It is more likely that the respondents of all demographic groups are attracted by different aspects in Indian Movies.
5. The more the viewers watch the Indian movies then, the more their interaction pattern affected with the friends and parents.
6. The more the viewers' time spending on Indian movies, then, the more effects on their dressing.
7. The more the viewers take interest in watching Bollywood movies then, the more influence on their cultural practices.
8. The more the viewers watch Indian movies then, the more they use the Hindi language words in their daily life.



9. The more the viewers watch Indian movies then, the more they like the Hindi rituals and customs.

Research Methodology

The section of the research in which the methods to be used are described. The research design, the population to be studied and the research and the research instrument or tools to be used are discussed in the methodology (Elsevier, 2009). In order to measure the effect of media, survey method has been applied to carry out this research. The present study is designed in order to explore and examine the impact of Bollywood movies on the cultural values of Pakistani youth. This purpose cannot be accomplished unless the research is systematic, creative, logical and accurate.

Research method

A survey is not just a specific technique of information gathering. Questionnaires and other techniques such as planned and in-depth interviews, observation, and content analysis are also widely used. Neuman (2007) describes survey as “qualitative social research in which one systematic asks many people the same questions, then records and analyzes their answers.” A survey is the systematic method of collecting data from population of interest that tends to be quantitative in nature and aims to gather information from a sample of the population through the use of planned and standardized questionnaire (Maris, & King, 1999).

Survey research is one of the most essential areas of measurement that encompasses any measurement procedures that involve asking questions from respondents. The study was started to determine the viewer’s perception about Indian movies on cultural values through different sources. Different components that were analyzed in survey are jeans-shirts, sleeveless tops, skinny dresses, sari for women, miniskirts, and long skirts, remix songs, fast music, dance and kisses. These characters are familiar in Hindi movies that are watched frequently. The survey has helped the researcher in collecting information by watching Hollywood and Bollywood movies, so that analysis could be made by comparing their life patterns.

Research design

Research design is the fundamental plan that helps the researcher to collect data and guide in analysis phase of any research work. Research design can be referred as a framework which indicates the specific kind of information to be collected as well as source of data and method used in collecting them. However, on the basis of this study research design used in gathering the required information is the survey on the basis of structured questionnaire, interview and personal observation. Collected data is based on descriptive and inferential statistical tools to measure the data. The primary and secondary data are source of information on impact of Indian movies on cultural values of Pakistani youth. In this study the questionnaire were used for respondents as instrument for data collection. The purpose of the study is to explore and document the impact of Bollywood movies on Pakistani youth, their cultural practices and about their nature of interest in different movie's contents.

Population

A population is a set of units that the sample is meant to represent. The units that make up the population will depend on the unit of analysis (Vaus, 2002).

The term population means the group or collection that we're interested in generalizing about. Population is that aggregation of the elements from which the sample is actually selected (Babbie, 2010). Wimmer and Dominick (2006) define population as "a class or group of subjects, variables, concepts or phenomenon". "The population of the study may be living or non living things in which as study is conducted." The researcher is engaged in collecting information for the study (Nnayelugo, 2001).

The researcher is interested in collecting the data from large population but due to the time and financial limitations, total 300 viewers of Indian movies from university of Sargodha are selected as a sample of the study. The population of this study consists of the viewers of the Bollywood movies from university of Sargodha. They belong to different sex, Education level and age group. In this research study, young people of age group (18-30) from university of Sargodha are selected for the sample.

Sample

A sample is obtained by collecting the information about only some members of the population (David, 2000). Wimmer and Dominick (2003) define “a sample is the subset of the population that is taken to be the representative of the entire population.” It is will of every researcher to study the entire population to make the whole entire foundation for the purpose of finding and for research study. After observing the ground facts, it is relatively complex for the researchers to study the whole population. The sampling frame is 300 respondents (150 male, 150 female) aged 18-30 from university of Sargodha. Research sample can be defined as the part or section of a population that is actual number or part of a study population that is independently selected for such study (Ezeja & Ogiliph, 2005). All of the sampling can be characterized into two types.

Probability. “It is selected according to the mathematical guidelines and the chances for selection of each unit is known” (Wimmer & Dominick, 2003).

Reinard (1994) states “It refers to tendency or likelihood with which an event occurs in a population.” In probability sampling the entire population in known, each individual in the population has a particular probability of selection and sampling occurs by a random process depends on probabilistic (Fredrick & Forzano, 2009).

Non probability. A simple set of persons that are chosen for scrutiny. It does not follow the guidelines of mathematical probability (Wimmer & Dominick, 2006). It is also referred as opportunity or convenience method.

Non probability sampling is such type of sampling technique in which samples are collected in a process that does not provide equal chances of being selected to the individual in a population (Castillo, 2009).

Sampling method

This research has applied the purposive and convenience sampling technique for the selection of sample from required population. A variety of sampling methods can be utilized, individually or

in combination. Purposive sampling relies on the judgment of researcher when it comes to select unit (people, organization, events, piece of data) that are to be studied. In purposive sampling subjects are selected for a good reason tied to purposes of research. While “Convenience sample also known as accidental or available sample in which subjects are selected because of their convenient accessibility and proximity to researcher. A sample size of 300 was further divided on the basis of age, gender, and education.

Sample size

This refers to number of items to be selected from universe to comprise sample. This is considered the major problem before research. The size of the sample should not be too large or too small. It should be optimum. The method was used for the data collection from desired population. Due to time and financial constrains, it was not possible for researcher to get data from large number of people in Sargodha city. Therefore, the 300 registered regular respondents (out of almost 18,000 students) of equally consisting males and females from university of Sargodha were selected. The sample size is an essential factor of any empirical research in which objective is to draw conclusion about a population from a sample. It depends on the expense of data collection.

Framing the questions

A standardized questionnaire comprising 11 closed-ended questions where the respondents had to choose answers from the given categories. Bailey (1983) has defined the closed ended questions as the questions in which the respondent selects one or more of the specific categories provided by the researcher. As described by him, such questions should be used where the answer categories are discrete, distinct and relatively few in number. Wimmer & Dominick (2003) state that, the respondents select an answer from a list provided by the researcher in closed ended questions. They are of the view that these questions are popular because they provide greater uniformity of response and the answers are easily quantified.

The first four questions relate to the information regarding the demographic characteristics of the respondents which include their age, gender, education and occupation all of which are divided into their categories : age (18-24 to 25-30), males and females; graduate,

Master and m.phil students. These questions were not assigned numbers as they were the part of the cover page and were mainly used to get the basic demographic information. The first question was asked to explore respondents' frequency of exposure to different movies. Question no.2 was asked to explore the respondents' time spending habits on watching Indian movies. Question no.3 was asked to explore the respondents' use of various sources for movie. Question no.4 was included to measure the presentation of different gender interaction in Indian movies. Question number 5 deals with the respondents' frequency of participation in different gender interaction shown in Indian movies. Question no.6 was asked whether the respondents' were attracted from different aspects of Indian movies. Question no.7 was included to reveal the respondents' perception about social interaction with parents, friends, family members and co-workers. Question no.8 was asked to explore the respondents' perception related to the Indian dresses that have come to Pakistani culture. Question no.9 deals the thinking pattern of respondents about effects of Indian movies on native cultural aspects. Question number 10 and 11 were designed to determine respondents' frequency of use of different Hindi words and their liking about Hindi customs and traditions.

Data collection

The researcher should use different techniques and tools for data collection about different aspects. The study of personal documents, observations, interviews, questionnaires, schedule etc. are the techniques and tools for collection of data. The data of the research work is collected through the administration of questionnaire, interview and personal observation from respondents in the University of Sargodha. The instruments used for the collection of data are meant for university students which were used for research work. The questionnaire is used to measure the independent and dependent variables identified in research questions and hypothesis. The questionnaire were read and approved by my supervisor and it contains about eleven questions. The instrument used is valid because it enables the researcher to collect quick and accurate data. To ensure the accurate data collection, the questionnaires were distributed directly by researcher to the desired respondents of university of Sargodha.

The following instruments used have helped the researcher in collecting aggregate amount of data for the study. The data collection was completed in two months (August-

September). All the questions were standardized to develop uniformity in asking questions and recording responses. Face to face procedure was adopted and all the respondents were contacted personally.

Data Reduction

It is the process of reducing large masses of data to produce a few summary statistics that involve grouping data into tables, in geographical representation and calculating statistics (Kirch, 2008). Data reduction is transformation of numerical or alphabetical digital information that are derived empirically or experimentally into a corrected, ordered or simplified form. Data reduction is a kind of analysis that sharpens, focuses, discards and organizes data in such a way that final results can be drawn and established. It helped the researcher to make some decision about type of data; he or she will get from large data set. Primary guidance of the researcher in data reduction decision is clearly defined analysis, objective accompanied by an analysis plan. This objective may be based on the required research questions addressed in the study.

The data was reduced after its collection. It is simply the translation of information from one form to another to simplify the problems of analysis storage and dissemination to other scholars. Data in computer analysis assigned a code number instead of letters or words. Then words and sentence responses were changed into numbers and stored in computer. After coding process is completed, the next step was to apply statistical technique for purpose of drawing findings. To fulfill this requirement SPSS software was used. First a separate data sheet was created in which a separate and exclusive column for each variable is provided. During all this process all the numerical numbers were analyzed and stored in the computer. The data was assigned a number to each response categories for the purpose of computer analysis. For example gender: Male was assigned 1 and female was assigned 2.

Data presentation

The data is presented using invariants frequency in shape of graphics; chart and tables along with interpretation to make it understandable (see the details in the next chapter-5).

Chapter 5

Findings

Movies are playing its significant role in providing entertainment to large number of people. The results of this study explore the viewer's watching habits of movies and its influence on cultural pattern of the young viewers. In answering some research questions set earlier in the study, the researcher found that majority of the students depend on Indian movies for getting entertainment or just to kill the time than other media. It was further observed that the viewers watch the movies with a degree of difference. The descriptive analysis of the study focuses on the demographic of the respondents that are age, gender, education, occupation and tried to determine their effects on the viewers of the Indian movies, because of cheap and easy availability, Indian movies are being watched by all class of the country almost everywhere. It has become one of the common entertainment commodities. This study tried to understand whether demography affect the watching habits of the viewers or not. The descriptive analysis is presented in percentage through tables.

The analytical review of the viewer's watching different movies shows that overall (51.7%), age (25-30) show (53.2%) significantly sometimes watch Hollywood as compared to their other categories respectively. However some of them watch Hollywood movies very frequently m.phil (63.3%) but observed the similar situation as compared to their other education categories. It is further observed from the findings that age (25-30) respondents (61.7%) master respondents (64.6%) while students (56.4%) significantly very frequently prefer to watch the Bollywood movies for their entertainment while similar situation is observed in males and females respondents' responses in watching Bollywood movies as compared to their cross categories respectively (see table 1.1). The comparison of the study' findings regarding watching

to Lollywood movies depicts that respondents significantly somewhat prefer to watch Lollywood movies. It is observed from the research findings that majority of the respondents never prefer to watch Lollywood movies as compare to their competing categories respectively (see table 5.1).

Table (5.1).Watching Habits Of Movies

	Overall	Age		Gender		Education		
		*A	B	C	D	E	F	G
Hollywood Movies								
Very Frequently**	38.7 [^]	47.3	38.8	58.7	54.0	53.3	58.3	63.3
Somewhat	51.7	47.3	53.2	35.4	44.0	44.0	36.7	30.0
Not at all	09.6	05.4	08.0	06.0	02.0	02.7	05.0	06.7
Bollywood Movies								
Very Frequently	56.4	38.4	61.7	58.7	54.0	36.5	64.6	32.1
Somewhat	39.6	49.1	35.1	35.4	44.0	55.3	33.3	67.8
Not at all	04.0	12.5	03.2	06.0	02.3	08.2	02.2	05.3
Lollywood Movie								
Very Frequently	14.6	19.6	13.9	16.7	12.7	14.7	11.9	10.7
Somewhat	46.4	24.2	39.6	40.0	41.3	55.3	60.2	53.5
Not at all	39.0	33.0	26.2	21.3	36.7	30.0	28.0	35.8

N=300 170 130 150 150 150 120 30

*A=18-24, B=25-30, C=Male, D=Female, E=Graduate, F= Master, G= M.Phil,

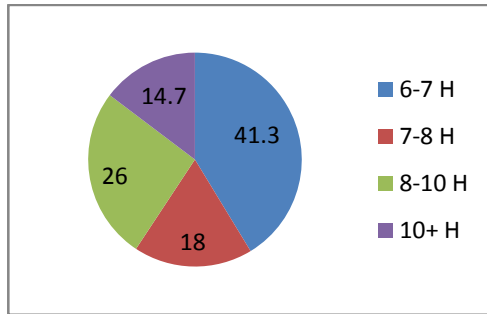
**Very frequently means very frequently and frequently,

Somewhat means somewhat and rarely, Not at all mean never.

: Figures in the table show percentage.

Figure 5.1 Time spending on watching Bollywood Movies

Overall



The analytical review of the time spending of Bollywood movies by overall respondents reveals that significant majority of respondents (41.3%) watch these movies on average from six to seven hours per week, followed by 28 % respondents who watch Bollywood movies from 8-10 hours whereas 17% are those who watch these movies for more than 10 hours (Figure 5.1). These findings show the strong viewing patterns of Bollywood movies by overall respondents. The analysis based on gender reveals a slight difference between male and female viewers time spending on watching movies. The data for example reveals that 17 % males as against 14.7% females watch the movies for more than 10 hours weekly. Somewhat similar difference has been observed between the other three time spending categories (figures 5.2 and 5.3).

Figure 5.2 Male

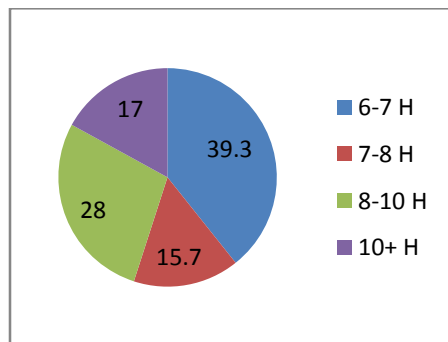
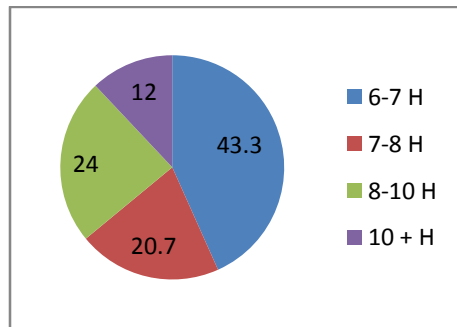


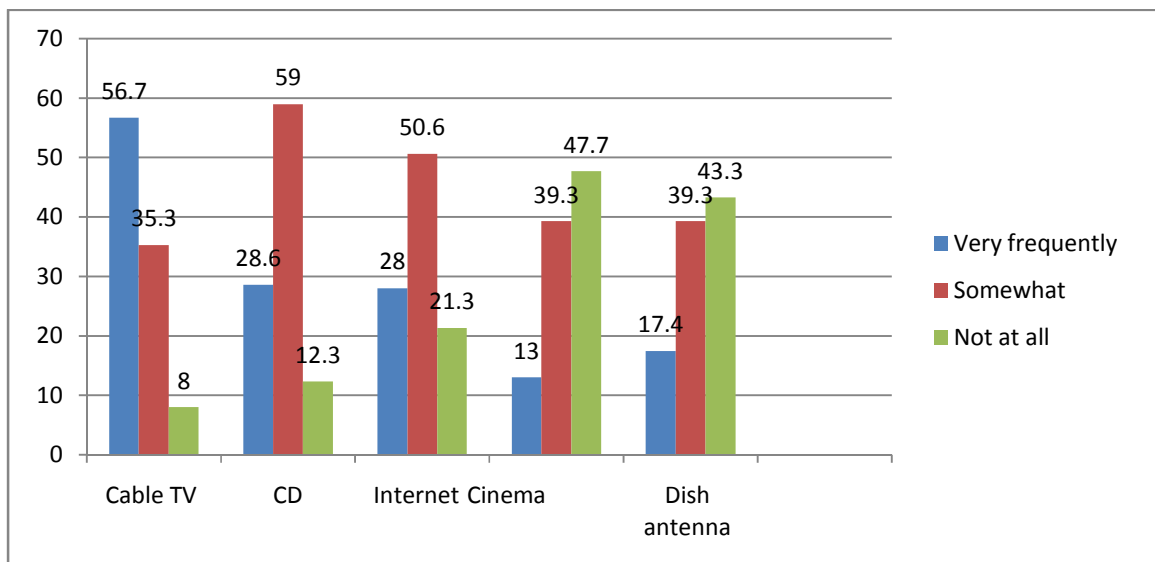
Figure 5.3: Female



Graph 5.1 Viewers ‘use of Sources for Movie

The findings about people’s extent of using various sources for watching movie reveal that respondents significantly use cable television more for watching movie as compared to CD, internet, cinema and dish antenna. While the findings further indicate that they significantly somewhat use CD for watching movie followed by internet. The comparative analysis of study’s findings reveals very significant difference in using cable television for watching movie among other sources while the respondents significantly never prefer to use cinema and dish antenna as compared to their other categories respectively.

Graphic 5.1



The viewers prefer to watch Indian movies for a variety of reasons. The movies are a cluster of so many components that is why the viewers were asked to give their opinion about such components. As it is observed from the findings majority of them think that dance is significantly shown very frequently (68.6%) as compared to mix gathering (53.5%), drinking (51.0%), eating (54.7%), singing (64.7%) and hand shaking (52.3%) in parties and other celebrations respectively(see table 5.2).The age bracket analysis regarding the respondents' responses about presentation of mix gathering in Bollywood movies reveal that age (18-24) are (55.9%), males (53.5%) significantly very frequently viewed about gender interaction presentation in Indian movies while age(25-30) viewed (32.7%) respondents significantly observed that mix gathering significantly never presented in Indian movies as compared to their cross categories respectively. According to the survey analysis it has been found that presentation of mix gathering in Bollywood movies reveals that age (18-24) are (51.8%) and graduates (50.8%) who significantly somewhat viewed about the presentation of office working in Bollywood movies as compares to their competing categories respectively(See table 5.2).

The comparative analysis of data regarding presentation of drinking in Indian movies shows that age (25-30) observed (52.7%) females (58.4%) and respondents of masters (64.1%) are of the view that drinking is significantly very frequently presented in Indian movies as compared to cross categories respectively. The findings about data regarding presentation of eating in Indian movies show age (25-30) percentage of (60.1%) females (58.7%) and m.phil (64.3%) very frequently viewed that eating is significantly presented in Indian movies but less in percentage in not at all responses of presentation of eating as compared to their competing categories respectively. The comparison of findings regarding presentation of singing in Indian movies depicts that age (18-24) show (55.4%), females (3 8.3%) and graduates (50.5%) are significantly very frequently as compared to their cross categories respectively. The finding of the study further revealed that respondents about presentation of hand shaking in Indian movies are of the view that age (18-24) present (46%), the males (51.3%) and master (53%) are significantly very frequently as compared to their competing categories respectively.

Table 5.2 Frequency of presentation of gender interaction in Bollywood movies

Overall	Age	Gender	Education
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		<u>*A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>	<u>G</u>
Mix Gathering								
Very Frequently**	53.3 [^]	55.9	35.2	53.5	43.3	40.5	39.4	41.1
Somewhat	35.0	36.7	32.1	36.4	40.9	34.7	47.5	38.2
Not at all	11.7	07.4	32.7	10.0	15.8	24.8	13.1	20.7
Office Working								
Very Frequently	36.1	36.6	42.6	45.4	48.0	48.2	60.2	53.5
Somewhat	53.9	51.8	38.3	44.3	41.3	50.8	30.1	36.0
Not at all	10.0	11.6	09.1	10.3	10.7	10.0	09.7	10.7
Drinking								
Very Frequently	51.0	43.8	57.2	46.0	58.4	43.5	64.1	60.0
Somewhat	36.7	46.5	31.1	30.0	33.5	43.8	26.1	25.7
Not at all	10.0	09.8	11.8	14.0	08.1	12.9	09.8	03.6
Eating								
Very Frequently	54.7	45.6	60.1	50.6	58.7	50.0	62.4	64.3
Somewhat	40.4	50.9	34.0	43.4	37.4	44.7	30.3	24.1
Not at all	05.0	03.6	05.9	06.0	04.0	05.3	05.4	03.6
Singing								
Very Frequently	64.7	55.4	44.0	27.4	38.3	50.5	40.8	26.5
Somewhat	30.3	34.8	40.4	52.1	30.0	30.2	41.0	42.9
Not at all	05.0	09.8	15.6	20.5	31.7	19.3	18.2	30.6
Dancing								
Very Frequently	68.6	48.7	68.7	64.0	63.4	60.6	60.9	63.6
Somewhat	24.7	26.9	23.9	29.3	28.2	21.5	21.1	17.8
Not at all	06.7	05.4	07.4	06.7	06.4	06.5	07.0	03.6
Hand shaking								
Very Frequently	52.3	46.0	28.0	51.3	36.0	41.5	52.0	35.7
Somewhat	39.7	43.0	59.3	45.3	54.0	50.3	39.4	55.8
Not at all	08.0	11.0	13.7	03.4	10.0	08.2	08.6	08.5

 *A=18-24, B=25-30, C=Male, D=Female, E=Graduate, F= Master, G= M.Phil,

**Very frequently means very frequently and frequently,

Somewhat means somewhat and rarely, Not at all mean never.

: Figures in the table show percentage

The people's extent of their participation in different gender interaction patterns of Indian movies is another major concern of the study and reviews of the respondents (table 1.4) shows that almost all of the overall respondents significantly somewhat participate in gender interaction patterns of Bollywood movies-mix gathering, office working, drinking, eating, singing, dancing and hand shaking. However the little amount of them are those who never prefer to participate in different gender interaction patterns of Indian movies but not at significant level. The findings regarding viewer's participation show that majority of the overall respondents significantly

somewhat participate in such activities which includes: mix gathering (46.6%) ,office working (55.6%), drinking (47.3%), eating (46.3%), singing (44%), dancing (42%) and hand shaking (41%) respectively (table 1.4). The comparison of the respondents’ scores on index of participation in different gender interaction patterns of Indian movies with different demographic characteristics, Most of the cases reveal the similar situation that is observed in respondent’s responses of mix gathering. Those who belong to the age (25-30) are (46.8%), males (54.7%) and master (56.6%) significantly very frequently participate in mix gathering as compares to their competing categories respectively. The study’s results regarding responses’ of various categories, participating in office working also illustrates somewhat difference. The findings with regard to office working reveal that age (25.30) are (54.1%) males (48%) and M.phil (53.9%) are significantly somewhat more satisfied with participating as compared to their cross categories respectively. The findings with regard to drinking shows that age (18-24) are (27.7%), females (28%) and graduate (27.1%) significantly never participated in drinking as compares to their cross categories. while the age (18-24) are (47.7%) males (52%) and graduates (51%) who significantly very frequently participated in eating as compare to their other categories .

The results further reveal that respondents participating in singing are significantly very frequently includes: age (18-24) show (47.7%), m.phil (57.6%) while females (60.4%) who significantly never prefer to participate in singing as compared to their competing categories .In case of dancing age (25-30 show (47.7%), males (45.1%) and graduate (50.4%) who significantly very frequently preferred to participate in dancing as compared to their cross categories respectively. The comparison of the respondents ‘demographic characteristics in terms of their participation in gender interaction of hand shaking reveal that age (18-24) are (49%), females (54%) and m.phil (44.1%) who significantly never preferred to participate in hand shaking in gender interaction of Bollywood movies as compared to their cross categories respectively (table 5.3).

Table 5.3 Frequency of participation of gender interaction in Bollywood movies

	Overall	Age	Gender	Education
Mix Gathering		* <u>A</u> <u>B</u>	<u>C</u> <u>D</u>	<u>E</u> <u>F</u> <u>G</u>

Very Frequently**	42.0 [^]	12.6	46.8	54.7	39.3	34.1	56.6	36.8
Somewhat	46.6	20.0	42.6	27.3	48.0	53.0	21.9	56.3
Not at all	11.4	04.7	10.6	18.0	12.7	12.9	21.5	06.9
Office Working								
Very Frequently	34.4	36.2	36.7	37.7	32.7	30.8	36.6	36.3
Somewhat	45.6	44.2	54.1	48.0	43.3	47.1	41.9	53.9
Not at all	20.0	11.6	09.2	14.3	10.7	10.0	09.7	10.8
Drinking								
Very Frequently	28.0	26.8	39.8	26.7	29.3	24.7	18.0	31.4
Somewhat	47.3	45.3	36.4	52.0	42.7	48.0	59.5	44.9
Not at all	24.7	27.7	23.8	21.3	28.0	27.3	22.5	23.7
Eating								
Very Frequently	29.4	47.7	30.4	52.0	26.6	51.0	26.9	38.8
Somewhat	46.3	37.3	45.7	27.3	45.4	25.0	44.1	36.3
Not at all	24.3	25.0	23.9	20.7	28.0	24.0	29.0	24.8
Singing								
Very Frequently	31.0	47.7	36.7	27.3	22.2	31.3	40.9	27.6
Somewhat	44.0	23.0	29.9	42.0	52.3	39.6	23.4	50.8
Not at all	24.3	28.3	60.4	20.7	25.5	23.1	35.8	21.6
Dancing								
Very Frequently	35.0	31.5	47.7	45.1	30.7	50.4	32.3	32.1
Somewhat	42.0	45.0	29.3	30.0	44.7	23.1	41.9	50.0
Not at all	23.0	22.5	22.0	24.9	24.6	26.5	25.8	17.9
Hand shaking								
Very Frequently	34.0	38.8	23.0	33.4	46.0	26.2	31.2	44.6
Somewhat	41.0	39.5	50.4	45.0	44.0	48.1	42.0	33.3
Not at all	25.0	20.7	26.6	22.6	10.0	25.7	28.8	22.1

*A=18-24, B=25-30, C=Male, D=Female, E=Graduate, F= Master, G= M.Phil,

**Very frequently means very frequently and frequently,

Somewhat means somewhat and rarely, Not at all mean never.

: Figures in the table show percentage

The analysis of respondents' responses about attraction of various aspects of Bollywood movies reveals that majority of the overall respondents significantly very frequently attracted from these aspects of Bollywood movies which include: story (50%), cast (56.2%), music (56.6%) set design (55.7%), songs (62%), violence (46.6%), romance (53.3%), comedy (57.4%), dialogue (57%) and suspense (56%) respectively (table 1.5). It is further observed from the findings that little difference between very much and somewhat. The findings regarding people's attraction with story of Bollywood movies observed that age (25-30) are (58.1%), males (60.6%), and M.phil (53.6%) significantly very much attracted from story but graduate (13.9%) respondents

who significantly never attracted from story in Bollywood movies. One of the findings of the survey research on casts in Indian movies show that age (25-30) reveal (47.1%), males (40%) and M.Phil (53.5%) who significantly somewhat attracted from story in Bollywood movies while age (25-30) show (55%) significantly very frequently in responses as compared to their cross categories respectively. The findings further indicate that respondents attracted from music are (61.6%) females and master (59.7%) who significantly very much attracted from music in Bollywood movie while age (25-30) who are only (3%) significantly never attracted from music as compared to their cross categories respectively. The comparative analysis of study's findings reveals that age (25-30) show (61.2%), females (60.7%) and master (62.4%) who significantly very much attracted from set design in Indian movies but with very little difference as compared to their cross categories while somewhat responses show little difference among their percentages.

People are largely exposed to various components of Bollywood movies, so they are more attracted from these components. One of the most dominant aspects is songs that largely attracted the viewers. The results of the present study further show that respondents are very much attracted from songs as compared to their other categories while the age (25-30) depicts (46.6%), males (34.3%) and graduate (41.7%) who significantly somewhat attracted from songs but with little differences among their percentage as compared to their cross categories respectively. The comparison of the respondents 'scores on index of attraction in case of violence in Indian movies reveals same situation that is observed in very much and somewhat respondents' responses. The results of the study further show that age (25-30) show (56.9%) and master (54.9%) who significantly very much attracted from violence in Indian movies as compared to their cross categories respectively (table 1.5). In case of romance age (25-30) respondents show (57.5%), females (64.3%) and graduate (55.5%) who significantly attracted from romance in Indian movies while the similar difference has been observed in somewhat responses of romance among different demographic characteristics.

The findings of the study further observed that age (25-30) show (59%), males (70.7%) and m.phil (64.3%) who are significantly very much attracted from comedy in Indian movies and also show little difference in responses of somewhat about comedy. As it is further observed

from the study that females (68%) and M.phil (66.9%) are more attracted from dialogue as compared to their competing categories respectively, while females (26%) and M.phil (24.5%) who are less in percentage in somewhat responses that attracted from dialogue as compared to their cross categories respectively. The analysis of the respondents responses concerning the aspect of suspense that attracted the respondents ‘show that females (38.4%), graduate (55.9%) are more attracted as compared to females ,master and M.phil in case of comedy.

Table 5.4 Attraction in different aspects of Bollywood movies

	Overall	Age		Gender		Education		
		*A	B	C	D	E	F	G
Story								
Very Much**	50.0 [^]	48.2	58.1	60.6	49.3	44.2	51.8	53.6
Somewhat	37.7	40.2	33.9	27.4	38.0	41.9	41.8	32.2
Not at all	12.3	11.6	08.0	12.0	12.7	13.9	06.6	13.2
Cast								
Very Much	56.2	55.0	43.3	51.3	49.4	44.7	46.7	39.3
Somewhat	37.7	33.5	47.1	40.0	30.4	43.5	43.5	53.5
Not at all	12.3	125	09.6	12.7	13.7	11.8	09.8	07.1
Music								
Very Much	56.6	50.6	59.5	42.2	61.1	54.1	59.7	53.5
Somewhat	35.4	37.8	38.5	29.6	30.9	35.9	33.7	42.9
Not at all	08.0	11.6	03.0	08.1	08.0	10.0	06.6	03.6
Set design								
Very Much	55.7	53.7	61.2	50.7	60.7	51.2	62.4	53.5
Somewhat	36.7	40.2	31.4	39.4	33.3	41.2	28.0	42.9
Not at all	07.7	06.1	07.4	09.3	06.0	07.6	09.6	03.6
Songs								
Very Much	62.0	63.4	49.0	60.7	68.3	51.2	62.4	60.7
Somewhat	30.7	29.5	46.6	34.3	25.0	41.7	29.1	32.1
Not at all	07.3	07.4	08.5	06.0	06.7	07.1	08.5	07.2
Violence								
Very Much	46.6	42.9	56.9	45.3	48.0	40.6	54.9	50.0
Somewhat	44.0	46.7	36.2	45.6	43.4	49.4	35.6	42.9
Not at all	09.4	10.7	06.9	09.1	08.7	10.0	09.5	07.1
Romance								
Very Much	53.3	47.4	57.5	53.3	64.3	55.5	43.4	36.1
Somewhat	37.7	40.2	35.1	38.6	26.7	34.7	35.5	39.2
Not at all	09.0	12.4	07.4	08.1	06.0	09.8	20.1	24.7
comedy								
Very Much	57.4	37.2	59.0	70.7	60.7	55.9	58.0	64.3
Somewhat	35.4	55.7	34.5	22.0	30.7	38.3	32.3	25.0
Not at all	07.2	08.0	06.4	07.3	08.6	05.8	09.7	10.7
Dialogue								

Very Much	57.0	53.6	54.8	53.3	68.0	51.8	61.3	66.9
Somewhat	36.0	38.4	38.3	41.3	26.0	41.8	30.1	24.5
Not at all	07.0	08.0	06.9	05.3	06.0	06.4	08.6	08.6
Suspense								
Very Much	56.0	53.1	57.1	54.0	52.3	35.3	53.8	60.8
Somewhat	36.7	28.9	37.9	17.4	38.4	55.9	39.8	35.8
Not at all	07.3	18.0	05.0	28.6	09.3	08.8	06.6	03.6

*A=18-24, B=25-30, C=Male, D=Female, E=Graduate, F= Master, G= M.Phil,

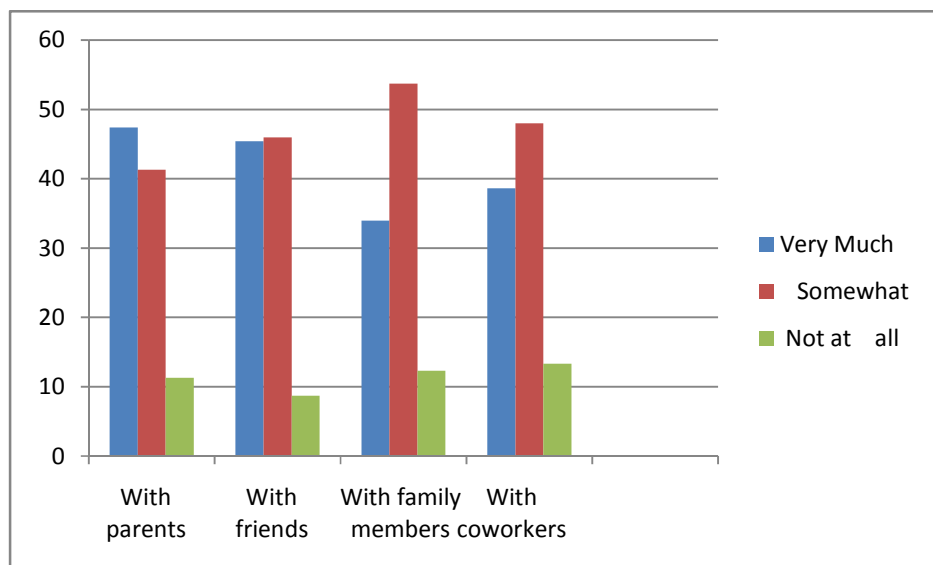
**Very much means very much and much,

Somewhat means somewhat and rarely, Not at all mean never.

: Figures in the table show percentage.

The critical review of the respondents' opinion show that majority of them significantly very much affected in interaction with the parents and friends followed by their interaction with, coworkers and family members. The findings of the study further revealed that interaction with family members are somewhat affected from Indian movies (graphic 5.2).

Graphic 5.2 Effects of Bollywood movies on pattern of social interaction



People are exposed to various Indian channels for entertainment, their dressing styles and adoption also influenced by Indian movies and Indian culture. To determine different adoption

patterns and role of Indian culture in changing the dressing style of Pakistani people, the present finding of the study reveal that according to the perception of overall respondents Indian dramas and movies performs major role in transmitting the new dressing styles and Indian couture. The results of the survey illustrate that a significant majority of the respondents, however are of the view that their dressing styles have come to Pakistani culture from Indian culture. The findings of the study in term of adoption of jean show that age (25-30) are (61.1%), graduate (71.2%) who presented their views more than other cross categories about adoption of jean while a slight difference is observed in males and females' very frequently and somewhat responses about adoption of jeans while (19%) females who significantly never think about adoption of jean as compares to their cross categories respectively. In case of t-shirts age (25-30) viewed (63.3%) and master (68.8%) who significantly very frequently observed about the adoption of t-shirts as compared to their cross categories while age (18-24) are (45.1%) males (34.7%) and graduate (45.3%) who significantly somewhat presented their view point about adoption of t-shirts from Indian culture. The findings revealed that age (18-24) are (52.9%), males (58.7%) and graduate (49.4%) who are significantly somewhat about adoption of sleeveless tops while females (59.3%) presented their perception about adoption of sleeveless tops from Indian movies more than their competing categories (see table 1.6). Females (59%) and m.phil (63.2%) are significantly very frequently in case of skinny dresses; while males (28.1%) and age (18-24 are (21.8%) who significantly never in case of respondents' responses about skinny dresses. It is also further observed that females (48%) and master (49.4%) who significantly very frequently viewed about the adoption incase of coat and suit for men while age (25-30) are 59.1%), males (59.3%) and graduate (56.8%) who significantly somewhat viewed about adoption of coat and suit for men from Indian culture as compared to their cross categories.

The comparison of the respondents' demographic characteristics in terms of adoption of Indian dresses that have come to Pakistani culture shows the difference. The findings of the study according to respondents' perception about adoption of sari for women show that age (25-30) show (46.3%), females (58%) and graduate (48.9%) significantly vey frequently viewed about the adoption of sari while age (18-24) are (19.1%) and master (15.8%) who significantly never think that sari has come to Pakistani culture as compare to other categories. The findings further revealed that males (63.3%) and master (56.9%) significantly very frequently presented

their perception about adaption of long skirts while graduate (45.9%) who significantly somewhat adopted the long skirts as compared to their other categories.

It is further observed from the findings that males (46%) and master (64.4%) who are very frequently but with little difference in their categories while age brackets show very little difference in respondents' responses as compared to their cross categories. The present study's findings further observed that age (25-30) are (55%), females (49.6%) and graduate (66.8%) who significantly very frequently are of the view that jackets have come to Pakistani culture from Indian movies while age (25-30) present (54.3%), males (54.9%) who presented their perception about uppers more that their competing categories but with a similar situation observed among their competing responses.

Table 5.5 Adoption of dresses from Indian culture

	Overall	Age		Gender		Education		
		*A	B	C	D	E	F	G
Jean								
Very Frequently**	56.6 [^]	50.0	61.1	53.4	60.0	71.2	68.1	40.5
Somewhat	35.3	40.2	32.4	38.6	31.0	20.6	23.4	52.0
Not at all	08.1	09.8	06.5	08.0	19.0	08.2	08.6	07.5
T-shirts								
Very Frequently	57.0	46.4	63.3	58.7	55.3	47.7	68.8	55.0
Somewhat	35.0	45.1	22.2	34.7	25.3	45.3	20.5	41.4
Not at all	08.0	08.5	14.5	06.6	09.4	07.0	10.7	03.6
Sleeveless tops								
Very Frequently	52.7	40.6	57.5	34.0	59.3	44.0	53.7	58.3
Somewhat	38.3	52.9	35.7	58.7	22.0	49.4	38.7	32.3
Not at all	09.0	06.5	06.8	07.3	18.7	06.6	07.6	09.4
Skinny dresses								
Very Frequently	48.4	44.1	51.0	27.0	59.0	47.6	53.8	63.2
Somewhat	42.0	34.1	40.0	44.9	41.4	40.7	36.6	27.9
Not at all	09.6	21.8	09.0	28.1	08.6	11.7	09.6	09.9
Coat and suit for men								
Very Frequently	51.1	38.4	32.9	34.0	48.0	32.0	49.4	39.5
Somewhat	44.3	52.7	59.1	59.3	42.0	56.8	40.9	52.4
Not at all	04.6	08.9	08.0	06.7	10.0	11.2	09.7	08.1
Sari for women								
Very Frequently	49.0	44.1	46.3	29.9	58.0	48.9	38.9	40.3
Somewhat	43.3	36.8	43.6	54.3	35.7	42.3	45.3	49.6
Not at all	07.7	19.1	10.1	14.8	06.3	08.8	15.8	10.1
Long skirts								
Very Frequently	51.0	44.7	45.7	63.3	52.8	47.0	56.9	55.7
Somewhat	40.7	45.6	43.5	26.0	32.6	45.9	27.1	27.7
Not at all	08.3	09.7	10.8	10.7	09.6	07.1	16.0	16.6

Mini skirts

Very Frequently	45.4	45.5	39.6	46.0	36.0	57.4	64.4	55.9
Somewhat	44.7	44.7	52.0	34.7	54.0	36.6	26.0	30.0
Not at all	09.6	09.8	08.4	09.3	10.0	06.0	09.6	14.1

Jackets

Very Frequently	49.7	43.4	55.0	33.7	49.6	66.8	42.1	40.0
Somewhat	40.0	47.7	35.0	49.9	34.9	20.4	42.4	58.9
Not at all	10.3	08.9	10.0	16.4	11.5	12.8	15.5	11.1

Uppers

Very Frequently	53.0	46.5	54.3	54.9	39.8	49.3	55.8	43.5
Somewhat	39.3	44.7	36.5	36.0	47.8	41.0	37.4	46.0
Not at all	07.7	08.8	09.2	09.1	12.4	09.7	06.8	10.5

 *A=18-24, B=25-30, C=Male, D=Female, E=Graduate, F= Master, G= M.Phil,

**Very frequently means very frequently and frequently,

Somewhat means somewhat and rarely, Not at all mean never.

: Figures in the table show percentage.

After the influx of cable television and CD culture in Pakistan for the last decade, the influence of Bollywood movies on native Pakistani culture is observed to large extent because people take more interest in watching Bollywood movies for entertainment. The results of the present study in terms of the effects of Bollywood movies on language depicts that overall (60%) age (18-24) are (70.2%), males (65%) and master (67.8%) significantly very frequently of the view that Indian movies influenced our native language while females (47.6%) and m.phil (56%) who significantly somewhat think about the influence of Indian movies on our language as compared to their competing categories respectively. The present study's findings further reveal that age (25-30) perceived (58.4%), females (66.6%) and master (53.8%) who are significantly very frequently in responses about effects on dresses of our native culture while age (18-24) show (50.6%) and m.phil (57.2%) who significantly somewhat observed in respondents' responses regarding the influence on dresses as compared to their competing categories respectively (table 1.7). The comparative analysis the of data regarding effects of Indian movies on native cultural patterns in case of life styles found that age (18-24) are (52.7%), males (48.6%) and m.phil (50.7%) presented significantly very somewhat perception about effects on life style while age (25-30) are (63.3%), Graduate (63.5%) who significantly very frequently viewed about effects on Indian movies on life styles of native culture as compared to their cross categories respectively. The of the study about effects of Indian movies on native festivals of Pakistan

reveals that age (18-24) viewed (51.5%) and graduates (42.7%) who significantly very frequently presented their perception about effects on festivals while males (56%) and master (65%) are significantly somewhat in responses while age brackets have little difference in their somewhat responses about effects on festivals. It is further observed from the findings that Indian movies largely affected the Pakistani culture and music. Age brackets (25-30) viewed (62.3%), males (58.7%) significantly very frequently presented their perception about influence of Indian music on Pakistani culture while graduate, master and m.phil depicted same condition in very frequently responses about music. Master (45.6%) who significantly somewhat observed in responses about music influence as compared to their competing categories respectively. The effects of food habits reveal the findings that overall (46.3%), age bracket (25-30) show (49.9%), and master (50.9%) who significantly somewhat presented their perception about the effects of Indian movies on food habits on Pakistani cultural trends while males (19.7%) significantly never think that food habits affected the Pakistani culture as compared to their cross categories respectively. It is further observed that females (65.5%) and m.phil (65.7%) are significantly very frequently observed in respondents' responses about influence of drinking on Pakistani parties and other celebrations while age (25-30) viewed (17.3%) significantly never think about influence of drinking on our native culture as compared to their cross categories respectively (see table 5.6).

Table 5.6 Effects of Indian movies on native culture

	Overall	Age		Gender		Education		
		A	B	C	D	E	F	G
Language								
Very Frequently	60.0 [^]	70.2	42.2	65.0	48.4	54.1	67.8	39.6
Somewhat	35.0	44.3	43.7	22.7	47.6	29.4	28.6	56.0
Not at all	05.0	05.5	14.1	09.3	04.0	16.5	03.6	04.4
Dresses								
Very Frequently	52.3	38.4	58.4	52.7	66.6	39.7	53.8	39.2
Somewhat	32.7	50.6	33.6	35.0	26.7	48.8	38.7	57.2
Not at all	15.0	11.0	07.0	10.3	06.7	11.5	08.5	03.6
Life style								
Very Frequently	62.0	40.9	63.3	35.3	41.6	63.5	49.8	42.1
Somewhat	33.7	52.7	22.2	48.6	35.0	20.6	43.0	50.7
Not at all	03.3	06.4	07.5	06.1	13.4	15.9	08.2	07.2
Festivals								
Very Frequently	55.3	51.5	39.8	39.0	40.7	42.7	25.0	38.5
Somewhat	39.7	41.7	48.5	56.0	41.0	40.0	65.0	45.5

Not at all	05.0	06.8	11.7	07.0	18.3	17.3	10.0	18.0
Music								
Very Frequently	57.0	52.0	62.3	58.7	43.0	55.5	60.5	62.3
Somewhat	37.0	33.5	20.8	34.7	40.9	30.0	45.6	29.0
Not at all	06.0	14.5	16.9	06.6	16.1	14.5	13.9	08.7
Food habit								
Very Frequently	44.7	54.2	47.5	40.5	48.9	58.7	38.7	56.5
Somewhat	46.3	35.3	49.9	39.8	40.2	34.8	50.9	27.9
Not at all	09.0	10.5	02.6	19.7	10.9	06.5	10.7	15.6
Drinking								
Very Frequently	36.0	50.8	48.7	36.0	65.5	60.0	46.5	65.7
Somewhat	48.3	42.0	35.0	58.4	30.6	35.6	47.2	30.5
Not at all	15.7	07.2	17.3	05.6	03.9	04.6	06.3	07.8

*A=18-24, B=25-30, C=Male, D=Female, E=Graduate, F= Master, G= M.Phil,

**Very frequently means very frequently and frequently,

Somewhat means somewhat and rarely, Not at all mean never.

: Figures in the table show percentage.

The findings of the present study regarding people's use of Hindi words in their everyday life shows that overall (18%) and respondents of all types of demographic characteristics very much use the word pitaji as compared to other words which include: *mataji, patti, patni, Namaste, dhanyawad, Aarti, yatra, ashirwat, badhaae ho, chinta na karo, pariwar, samasia, kirpa, pratna, bhawishar and prampira* respectively. The findings of the present study regarding respondents' using habits of other Hindi words however, show different situation. The overall respondents having different demographic characteristics are those who significantly somewhat and never like to use the Hindi words in their daily life. However, majority of the overall respondents of all types of demographic characteristics never prefer to use the Hindi words. It can be concluded on the basis of observed empirical findings that pitaji is the only word that is used more as compared to all other categories (see table 5.7).

Table 5.7 liking to use Hindi words

	Overall	Age		Gender		Education		
		*A	B	C	D	E	F	G
Pitaji								
Very Frequently**	18.0 [^]	14.4	11.1	11.7	09.4	13.6	12.6	14.3
Somewhat	41.0	31.5	30.9	32.4	28.7	29.5	31.3	39.6
Not at all	41.0	54.1	58.0	57.9	61.9	56.9	56.1	46.1

Mataji

Very Frequently	11.7	13.4	06.4	07.7	08.0	08.9	09.9	08.0
Somewhat	35.1	31.2	32.4	41.4	30.4	35.9	30.8	30.0
Not at all	53.2	55.6	61.2	50.9	61.6	55.2	59.3	62.0

Patti

Very Frequently	12.4	09.8	05.9	09.4	11.1	08.2	07.6	08.6
Somewhat	31.1	40.2	34.6	29.5	28.2	26.0	35.3	39.3
Not at all	56.5	50.0	59.5	61.1	60.7	65.8	57.1	52.1

Patni

Very Frequently	09.0	08.9	03.7	07.3	07.3	05.9	06.5	07.7
Somewhat	32.0	25.9	31.5	26.6	24.2	25.9	26.7	28.2
Not at all	59.0	65.2	64.8	66.1	68.5	68.2	66.8	64.1

Namaste

Very Frequently	07.4	04.5	06.4	09.4	06.6	05.8	07.3	07.8
Somewhat	36.6	35.7	25.1	33.6	31.4	35.9	32.7	21.4
Not at all	56.0	59.8	68.5	57.0	62.0	58.3	60.0	70.8

Dhanyawad

Very Frequently	06.0	11.6	10.2	12.6	08.0	05.8	08.4	07.8
Somewhat	32.7	34.8	30.5	33.0	35.0	35.9	34.6	30.0
Not at all	61.3	53.6	59.3	53.4	58.0	58.3	57.0	62.2

Aarti

Very Frequently	07.0	10.7	09.6	10.0	08.0	07.7	07.2	07.0
Somewhat	29.7	27.7	33.5	31.3	26.0	25.9	30.4	25.0
Not at all	63.3	61.6	56.9	58.7	66.0	66.4	62.4	67.0

Yatra

Very Frequently	07.4	10.0	08.0	11.7	04.0	05.3	06.8	08.3
Somewhat	25.3	28.7	29.6	27.4	30.0	28.2	28.5	25.0
Not at all	67.3	61.3	62.4	60.6	63.0	66.5	64.7	66.7

Ashirwat

Very Frequently	08.7	05.4	09.0	08.6	15.3	07.1	06.3	04.3
Somewhat	32.4	35.7	28.6	25.7	21.3	27.1	27.7	27.5
Not at all	58.9	58.9	62.4	66.7	63.4	65.8	66.0	68.2

Badhaae ho

Very Frequently	08.0	07.2	06.9	14.6	15.3	13.9	07.1	07.7
Somewhat	32.4	31.2	27.5	24.7	24.3	36.1	35.0	31.6
Not at all	59.6	61.6	65.6	60.7	60.4	56.0	57.9	60.7

Chinta Na karo

Very Frequently	10.4	07.2	06.9	12.7	07.0	05.3	05.4	08.1
Somewhat	34.0	26.8	25.7	26.7	30.0	28.4	33.4	23.4
Not at all	55.3	66.0	67.4	60.6	64.0	66.3	61.2	67.5

Pariwar

Very Frequently	09.0	09.0	06.4	11.5	15.3	05.3	05.4	05.6
Somewhat	29.6	28.6	26.6	27.7	35.5	27.1	26.9	26.0
Not at all	61.4	62.4	67.0	60.8	49.2	67.6	67.7	68.4

Samasia

Very Frequently	08.3	05.4	07.0	08.0	06.3	06.5	05.4	07.3
Somewhat	28.7	43.9	29.0	27.7	27.6	32.8	29.6	27.2
Not at all	63.0	50.7	64.0	64.3	66.1	60.7	68.0	65.5

Kirpa

Very Frequently	07.3	16.1	06.9	05.3	08.4	05.9	14.0	07.5
Somewhat	27.7	31.9	26.5	31.3	31.6	27.0	35.0	26.0
Not at all	65.0	52.0	66.6	63.4	63.0	67.1	51.0	66.5
Pratna								
Very Frequently	05.0	06.3	04.8	08.0	06.7	05.6	07.6	07.6
Somewhat	29.6	31.5	28.8	24.2	26.6	24.9	24.9	25.9
Not at all	65.4	62.2	66.6	67.8	66.7	65.5	67.5	66.5
Bhawishar								
Very Frequently	08.0	08.2	06.9	06.0	13.3	14.0	16.5	11.1
Somewhat	27.0	26.8	25.7	26.1	23.6	22.1	23.1	28.0
Not at all	65.0	65.0	67.4	67.9	63.1	63.9	60.5	60.9
Prampra								
Very Frequently	06.6	10.0	05.9	06.9	12.9	08.3	10.3	10.2
Somewhat	26.7	26.0	26.7	27.0	24.0	31.7	21.4	29.8
Not at all	66.7	64.0	67.4	66.1	63.1	60.0	68.3	60.0

 *A=18-24, B=25-30, C=Male, D=Female, E=Graduate, F= Master, G= M.Phil,

**Very frequently means very frequently and frequently,

Somewhat means somewhat and rarely, Not at all mean never.

: Figures in the table show percentage

The comparative analysis of the data regarding liking the Hindi customs and traditions reveals that respondents of all types of demographic characteristics do not like Hindi customs and traditions very much. The apparent reason that seems is that *Mangal phera, touching feet; Sindoor, ashirwat, karwa chaut, and holi, diwali and raksha bandhan* are not according to Islamic tradition and culture. However, somewhat difference is observed in all the types of demographic characteristics. In case of *touching feet*, females (35%) somewhat like it more as compared to males (26.5%). The results of the study further reveal that females who significantly somewhat like *karwa chaut* and *raaksha bandhan* as compared to males. The review of the findings reveals that significant majority of all the types of respondents significantly somewhat and never like the Hindi customs and traditions. A very little difference is observed among respondents' demographic categories respectively in term of somewhat and not at all Responses.

Table 5.8 Liking for Hindi customs and traditions

	Overall	Age		Gender		Education		
		A	B	C	D	E	F	G
Mangal phera								

Very Much**	06.0 [^]	07.2	08.5	06.5	02.4	06.9	06.5	07.6
Somewhat	29.0	27.7	29.9	28.8	29.4	24.7	24.7	26.4
Not at all	65.0	65.1	61.6	64.7	68.2	68.4	67.8	66.0
Touching feet								
Very Much	9.0	13.0	19.3	12.9	07.7	06.5	11.8	09.0
Somewhat	30.0	40.8	45.0	26.5	35.0	30.2	27.9	27.5
Not at all	61.0	46.2	35.7	60.6	57.3	63.3	60.3	63.5
Sindoor								
Very Much	07.0	08.8	09.2	15.4	13.4	07.7	11.9	05.7
Somewhat	32.6	33.9	35.0	28.7	34.4	31.1	31.2	38.5
Not at all	60.4	57.3	55.8	55.9	52.2	61.2	55.9	55.8
Ashirwat								
Very Much	09.0	09.0	07.1	10.0	10.6	07.6	04.0	14.7
Somewhat	36.3	35.7	42.7	30.0	36.7	31.7	36.5	28.5
Not at all	54.7	55.3	50.2	60.0	52.7	60.7	49.5	56.8
Karwa chauth								
Very Much	11.0	05.3	12.1	12.7	15.0	08.6	15.3	11.0
Somewhat	31.0	29.8	27.0	20.5	34.4	25.6	33.9	35.0
Not at all	58.0	64.9	60.9	66.8	50.6	65.8	50.8	54.0
Holi								
Very Much	08.0	10.1	09.9	13.4	11.1	04.7	05.9	06.6
Somewhat	37.0	29.2	27.5	31.0	28.9	34.5	34.0	30.1
Not at all	55.0	60.7	62.6	55.6	62.0	60.8	60.1	63.3
Diwali								
Very Much	08.3	11.4	12.4	09.5	11.3	06.3	12.5	11.0
Somewhat	34.0	30.6	21.6	30.5	20.3	33.4	30.9	21.4
Not at all	55.7	58.0	66.0	60.0	68.4	60.3	58.6	67.6
Raaksha Bandhan								
Very Much	10.3	11.2	15.3	17.0	06.9	10.9	11.0	13.4
Somewhat	33.3	31.9	29.8	21.5	31.5	33.2	37.2	33.6
Not at all	56.3	56.9	54.9	61.5	61.6	55.9	51.8	53.0

 *A=18-24, B=25-30, C=Male, D=Female, E=Graduate, F= Master, G= M.Phil,

**Very much means very much and much,

Somewhat means somewhat and rarely, Not at all mean never.

: Figures in the table show percentage.

Statistical Analysis

Statistics is the study of collection, organization, analysis, explanation, and presentation of data. It works with all the perspectives of this like, in terms of the design of surveys and experiments, the planning of data collection (Dodge, 2003). Statistics helps in studying statistical facts and drawing conclusion. With the help of statistics it becomes easy to estimate

the exact positions of many difficult phenomena (Singh, 2001). We have two types of statistics, parametric and non parametric statistics. A technique of non parametric statistics is Chi Square. The properties of chi square test distribution were firstly examined by the Karl Pearson in 1900 (Pearson, 1983). This technique used to demonstrate if the distribution of observed frequencies differs from the expected frequencies. Chi square use nominal or ordinal level data so this test uses frequencies instead of means and variance (Mamahodi, 2006).

Definitely the Chi Square test is the most important and most used member of the nonparametric family of statistical tests. Chi Square is used to test the difference between an actual sample and another supposed or formerly established distribution for instance that which may be expected due to chance or probability. This test can also be used to determine the differences between two or more actual samples (key, 1997). In mass media research it is common practice to put the level of probability at .01 or .05, which means that either one or five times out of 100, significant findings of research study take place due to random error or chance (Wimmer and Dominick, 2006). Researcher set .05 ($p < .05$) probability levels for this study. It indicates that the researcher has a 5% chance of making a wrong decision about accepting the research hypothesis or rejecting the null hypothesis.

Table 5.9 Watching habit of movies

Chi-square Test Statistics

	Freq.of Hollywood movie	Freq Bollywood movie	Freq.of lollywood movie
Chi-Square	36.000 ^a	68.500 ^a	94.600 ^a
Df	4	4	4
Asymp. Sig.	.000	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 60.0.

Table 5.10 Using source for watching movie

Chi-square Test Statistics

	Cable tv use for movie	CD use for movie	Internet use for movie	Cinema use for movie	Dish antenna use for movie
Chi-Square	47.833 ^a	60.233 ^a	26.333 ^a	181.267 ^a	129.867 ^a
Df	4	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000

Chi-square Test Statistics

	Cable tv use for movie	CD use for movie	Internet use for movie	Cinema use for movie	Dish antenna use for movie
Chi-Square	47.833 ^a	60.233 ^a	26.333 ^a	181.267 ^a	129.867 ^a
Df	4	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 60.0.

Chapter-6

Summary and Discussion

In this study, sustainable efforts have been made to explore the impact of Bollywood movies on the cultural patterns of young students of Sargodha University, Pakistan. It was explored that majority of the respondents prefer to watch Indian movies on cable television network as cable television has been introduced in Pakistan during the last decade. The year 2000 witnessed mushrooming of cable networks all over the country. This raised the question that Indian movies through cable television may have effects on the native culture of young viewers because cable TV is quite affordable, easily available round the clock and provides variety of channels to watch the movies and other programs.

The core purpose of the study was to dig out the effects of Indian movies on social and cultural life of young viewers. Therefore, the study records the respondents’ consumption patterns of Indian movies and determines their level of viewing. The findings of the previous related researches (Michael, 1997; Tariq 2004 et al; & Qurat-ul-Ain, 1998) have made the researcher to determine that Indian movies do have some direct or indirect effects on the culture of the young viewers. Therefore, this research probed into whether or not the Indian movies have effects on the young students of Sargodha University and to measure the magnitude of these effects. The analysis of the findings showed that overall respondents preferred Indian movies

relatively more as compared to Lollywood and Hollywood (table 5.1). The findings extended full support to research hypothesis: It is more likely that young viewers are more dependent on Indian movies to gratify their entertainment needs. This situation is in line with the findings of different studies (Shakuntala, 2006; Murthy, 1988 & Sajida, 2012) which reveals watching habits of Indian movies of youngsters and their preferred movie for entertainment.

The analysis of the empirical findings revealed that the respondents had less dependency on internet, cinema and dish antenna as compared to the cable networks for watching the movies (graph 5.1). The findings of the study extended full support to the research hypothesis: It is more likely that respondents use cable television more as compared to other source for watching the movie. This situation also supported by different research studies (Zia, 2007; Ferguson, 1993; & Fatima, 2000) conducted on the watching the cable television for different purposes. The findings in terms of viewers' time spending on watching Indian movies further revealed that they mostly watched Indian movies from 6-7 hours in a week that are differentiated in terms of their demographic characteristics.

The empirical evidence further indicated that the viewers also thought that the various gender interaction patterns are largely presented in Indian movies that are mix gathering, office working, drinking, eating, singing, dancing and hand shaking. The review of the respondents' scores on index of participation in gender interaction patterns presented in Indian films indicated that male students participated more in mix gathering, office working, eating, and dancing as compared to female students. The study's results extended partial support to the research hypothesis: It is more likely that males more participated in gender interaction pattern shown in Indian movies as compared to females. The findings of the study partially supported to male's participation in eating and dancing but partially rejected in term of participation in office working, drinking, singing and hand shaking (table 5.3).

The critical analysis of empirical evidences in terms of effects of Indian movies explore that respondents of all demographic groups are largely attracted from the contents and aspects in Indian movie that are story, casts, music, set design, songs, violence, romance, comedy, dialogue and suspense (Table 5.4). The study's findings in this regard rejected the research hypothesis: it is more likely that the respondents of all demographic groups are attracted by different aspects in

Indian Movies. This situation showed the contradiction by different studies (Scrase & Srinivas, 2002; Michael, 1997) which reveals that Bollywood movies influenced the large number of audience through different ingredients of films that have become the driving force of Bollywood movies.

It was also observed from the findings of the research study that the majority of the viewers documented their opinion that Indian movies largely affected their interaction patterns with parents and friends but significantly somewhat affected with the family members (graph 5.2). The study's findings in this regard extended full support to the research hypothesis: The more the viewers watch Indian movies then the more their interaction pattern affected with the friends and parents but partially supported in term of the interaction pattern with family members.

Another major concern of the study was to explore the effects of Indian dresses and its effects on Pakistani culture. The analytical review of the findings in this regard revealed that Indian movies largely affected the dressing of the people and played major role in making the respondents' mind to adopt various dresses shown in Indian movies that affected the Pakistani culture (table5.5). The study's findings in this regard extended full support to research hypothesis: the more the viewers' time spending on Indian movies, then the more effects on their dressing. It was explored that Indian dresses like jeans, t-shirts, sleeveless tops, skinny dresses, sari, long skirts and uppers showed in movies played most effective role in adopting these dresses on different occasions.

The main focus of the study was to explore the effects of Indian movies on native culture of young viewers. After the review of the empirical evidence, it was observed that Indian movies played their significant role in changing language, dresses, life style, festivals, music, food habits and drinking patterns of the young viewers. The critical analysis of the observed empirical findings of the study further indicated that effects of Indian films on cultural practices of native youth was differentiated on the basis of their age, gender, and education level(table 5.6).The findings of the study extended partial support to the hypothesis: The more the viewers take interest in watching Bollywood movies, then the more influence on their cultural practices but it

was partially rejected as viewers' food habits and drinking habits were affected less as compared to all other categories and partially accepted the influence of Indian movies on the language, dresses, life styles, festivals and music was more as compared to food habit and drinking in this regard.

The review of the respondents' using different Hindi words in their daily life showed that respondents of all the demographic groups very little use Hindi words in their daily routine life (table 5.7). The findings of the study rejected the research hypotheses: the more the viewers watch Indian movies then the more they use the Hindi language words in their daily life. This situation showed contradiction to many study's (Sheikh, 2007; <http://cultureandyouth.blogspot.com>; Sara, 2012; & WHO, 2003) findings conducted on influence of Hindi movies on language of people which have showed that youngsters use plenty of Hindi wordings and feel proud to use three to four letter Hindi film 'dialogue while conversation with their friends, colleagues and with family members.

It was evident from the observed evidence that majority of the respondents did not like the Hindi customs and traditions like *mangal phera*, *touching feet*, *sindoor*, *ashirwat*, *karwa chauth*, *holi*, *diwali* and *raksha bandhan*. The study's findings in this regard rejected the research hypothesis: The more the viewers watch Indian movies then, the more they like the Hindi rituals and customs. The responses of the majority of respondents showed that they did not like these Hindi rituals and customs (table 5.8).

Suggestions and Recommendation

Keeping in view the findings and analysis of the study at hand, following suggestions and recommendations are proposed:

- After the rapid expansion of cable television in Pakistan, its role in all the sphere of life has gained utmost significance. Indian dramas and movies are one of the spheres. In a country like ours, where there is about no viewership of Lollywood movies, less entertainment sources, these movies can play utmost role in providing entertainment and getting the largest viewership.

- Although, it is an established reality that these channels are providing lot of entertainment and getting lot of revenue. They, however, besides earning money can serve the public by providing them the information, about their native culture and mobilizing them to become the masters of their own destiny.
- Indian movie contents' like story, dance, music, songs, romance, comedy, dialogue and dressing are very popular among the young viewers which are playing their role in influencing the cultural patterns of the viewers. However, if we analyze these movies thoroughly, we come across a conclusion that a few people who do not like to watch the Indian movies and never listened the Indian songs. We observe negligible viewership of Pakistani films and adoption of cultural trends among youngsters. It is also suggested that Pakistani television channels should telecast such programs and movies that could provide the entertainment and awareness about native culture.
- The new communication technologies like satellite Television, the Internet, CD's and DVD's have played a remarkable role in transformation of culture as they facilitate an easy access to Bollywood movies. The findings suggest that young students have grown up consuming Bollywood movies and largely attracted the values, life style, music, dance, interaction patterns and dressing, however, also learning new values that are reflected in these Movies. Bollywood movies appear to serve as the most dominant communication medium in Transforming and transmitting cultural values among young students. By consuming Bollywood movies, young students have learned about Indian traditions and customs, which help them in understanding and adopting new cultural patterns.

Implications for Future Research

Following areas of research should be explored by other researchers:

- This study has provided a baseline study on the effects of Indian films particularly on young viewers. It has explored only some factors and analyzed the effects on youngsters in general. However, the researcher has planned to work in future on more specific aspects and evaluate effect on youngsters with different demographic background. There

is a need to gauge the impact on population belonging to different social classes, income levels, qualifications and among different age groups. Similarly, some other dimensions like family norms, music preferences, etc. can also be investigated.

- The influence of Indian movies exclusively in cultural transformation can be explored among the young viewers of Pakistan. The current study pertains to the students of the University of Sargodha, Sargodha. It should be explored in school and college students of the country to see the influence of movies in this regard. In future research, some form of quantification techniques needs to be administered to support the findings and generalize the results. To produce more consistent results, extensive research, both in-depth interviews and surveys, needs to be conducted at more universities, with a large number of participants.
- The role of our entertainment media and change in cultural pattern among youth should be explored. It should be explored how we are neglecting our values and running blindly after Indian culture. Our norms and values have been totally captivated by Indian culture.
- The opinion of the respondents should be documented with regards to the effects of Hindi language words and customs exclusively. It should be explored why such types of customs and words did not have effect (if the findings are the same as are in the current study) besides spending large amount of time on Indian movies.
- The impact of Lollywood and Pakistani dramas in terms of watching and adoption of native culture should be explored in the areas where there is no provision of entertainment channels through cable network. It is because; Indian dramas and films have gained popularity due to their large viewership. It is a matter of interest and importance to explore whether the Pakistani dramas and movies enjoys the same credibility as is being enjoyed by Indian dramas and movies in this regard and whether Pakistani media is fulfilling entertainment needs of its viewers. It should also be explored that what role did Pakistani dramas and movies play in sustaining and maintaining native cultural values among their people.
- An exclusive study should be conducted on the role of Pakistani entertainment channels in maintaining the cultural identity among viewers in Pakistani society.

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