



**Effect of Watching TV Dramas on the Perceived Portrayal of Women Among FCCU**

**Students**

Momina Akhter

21-11250

Thesis Supervisor: Dr. Sara Rizvi Jafree

Forman Christian College

(A Chartered University)

## Table of Contents

<b>Abstract</b>	<b>4</b>
<b>Introduction</b>	<b>5</b>
Background	5
Conceptual Definitions	5
Choice of TV Dramas	5
Perception of negative portrayal of women in TV dramas	6
Significance of Study	6
Study Aims	<b>Error! Bookmark not defined.</b>
<b>Theoretical framework</b>	<b>6</b>
Conceptual Model	7
Figure 1.0. Model of Gender Stereotyping by Deaux and Lewis	8
<b>Literature Review</b>	<b>8</b>
The Perfect and Imperfect woman in Pakistani TV dramas	8
Effects of watching TV dramas on Youth	<b>Error! Bookmark not defined.</b>
<b>Methodology</b>	<b>11</b>
Ethics of Research	11
Operationalization	12
Research Questions	12
Hypotheses of Study	12
Research Design	13
Selection Criteria and Sample Size	13
Original Sampling design and data collection method	13
Table 1.1 <i>Original Target Sample</i>	<b>Error! Bookmark not defined.</b>
Sampling design and data collection method post pandemic lockdown	15
Table 1.2. <i>Sampling post pandemic lockdown</i>	15
Data Collection	<b>Error! Bookmark not defined.</b>
Instrument	15
Study Variables	<b>Error! Bookmark not defined.</b>
Data Analysis	16
Reliability Results	16

<b>Results</b>	<b>17</b>
Section A Choice of TV Dramas	17
Section B Demographic Statistics	18
Table 3.0 Demographic Variables, Descriptive Statistics	18
Section C Perception of women’s portrayal through TV dramas	19
ANOVA	21
<b>Discussion</b>	<b>23</b>
<b>Limitations of study</b>	<b>24</b>
<b>Recommendations for future research</b>	<b>24</b>
<b>Conclusion</b>	<b>24</b>
<b>Bibliography</b>	<b>26</b>
<b>Appendices</b>	<b>28</b>
Appendix A: Informed Consent Form	28
Appendix B: Original Survey Questionnaire	29
Appendix C: IRB Certificate	31
Appendix D: Survey Questionnaire used for Data Collection	32
Page 1	32
Page 2	33

## Abstract

**Aim:** The aim of this research is to explore how students of FCCU perceive the portrayal of women in the TV Dramas they watch (Pakistani, American and Turkish) and whether the perceived portrayal of women is negative.

**Methods:** It is a cross-sectional quantitative study which uses cluster sampling. The total number of respondents was 200 and students from different academic departments were chosen to participate in this study. A survey questionnaire of 18 questions, comprising of 3 sections was used for data collection. Data analysis was conducted through SPSS.

**Results:** Descriptive statistics, and ANOVA were run on SPSS to compute results. It was found that the perception of negative portrayal of women differs significantly based on the respondents' choice of TV dramas as  $p < 0.05$  ( $p = 0.01$ ).

**Conclusion:** The research findings suggest that participants' choice of TV drama viewership has a statistically significant impact on the perception of negative portrayal of women. The study implies that significant monitoring and regulation is needed in the airing of dramas in Pakistan, in order to influence cultural perceptions and attitudes for the image of women.

## Introduction

### Background

The impact of media has undeniable influence on the lives of people and societies as it shapes the way people think, speak and act. TV dramas are watched in households, mostly by adults for entertainment or passing time and it directly influences them. Bhargava (2009) defines gender stereotypes as “a psychological process which illustrates structured sets of beliefs about the personal attributes of men and women” (Ashfaq and Shafiq, 2018). Media is a very important factor that is “believed to develop social forces of undeniable influence” (Juni et al., 2014).

In Pakistani society where a woman are subjected and perceived negatively, it is essential to see how TV dramas play a part in propagating a stereotypical portrayal of women. We repeatedly see TV dramas aired on Pakistani channels as promoting a stereotypical negative image of women (Karim & Shehzad, 2016). While some dramas may carry progressive, gender-sensitive messages and address important issues like child abuse, domestic abuse and violence against women, we also see that a lot of them turn to glorifying and romanticizing these issues as women are portrayed as “damsels in distress” and continue to reinforce patriarchal norms and values which is bound to affect the way that people become aware of the presence of a woman and her being ().

### Conceptual Definitions

#### *Choice of TV Dramas*

The choice of TV dramas is defined as which TV dramas people in Pakistan choose to watch on TV or other mediums like Netflix.

*Perception of negative portrayal of women in TV dramas*

The study aims to measure how people perceive the way women are portrayed in TV dramas, with respect to: i) their productive role in society, ii) gender equality, iii) violence and abuse shown against them, iv) the state of their living conditions and human rights afforded to them, v) if education and professional development is acceptable and promoted, and viii) if laws and political participation are shown in their favor.

**Significance and aim of Study**

The aim of this research is to explore and examine how watching different TV dramas effects the perception of negative portrayal of women among FCCU students of Pakistan. This study is important in highlighting the role of TV dramas in the image development of women and sustaining of negative perceptions of women in Pakistani society.

**Theoretical framework**

Social Learning Theory suggests that people learn things and behaviors from their environment through modeling and observational learning, within a social context. Bandura (1961) used the “Bobo Doll experiment” to demonstrate how children learn and behave through observation of the people around them. This theory emphasizes how people within a social context learn from each other by the aid of modeling, imitation, and observation. In modeling there can be different types of models such as the live model or a symbolic model. A live model would be an actual person behaving in a certain way whereas a symbolic model is a person or behavior represented or portrayed through another medium (Karim & Shehzad, 2016, p.45). This theory is particularly important for this research as it will aid in exploring the effects and influence of watching

Pakistani TV dramas in promoting and reinforcing stereotypical images of women beyond the screen within a social context, the Pakistani society.

### Conceptual Model

Deaux and Lewis's Model (Figure 1.0) of gender stereotyping comprises of four components that construct gender stereotypes: physical appearance, behavior, traits, and occupations. The model uses these four components to analyze how stereotypical images of women are formed and represented in television dramas (Ashfaq and Shafiq, 2018), the primary focus of this research. People in the Pakistani society and the content shown on Pakistani TV dramas characterize women as perfect or imperfect and good or bad based on a set of factors from each of the four components of Deaux and Lewis's model. These four components are operationalized as follows: (i) "physical appearance" refers to dressing, age, style (bold or simple) and beauty of female characters, (ii) "occupation" refers to their education, (iii) socioeconomic status or career goals and "traits" and (iv) "behaviors" refer to speech style and content and body language (Ashfaq and Shafiq, 2018).

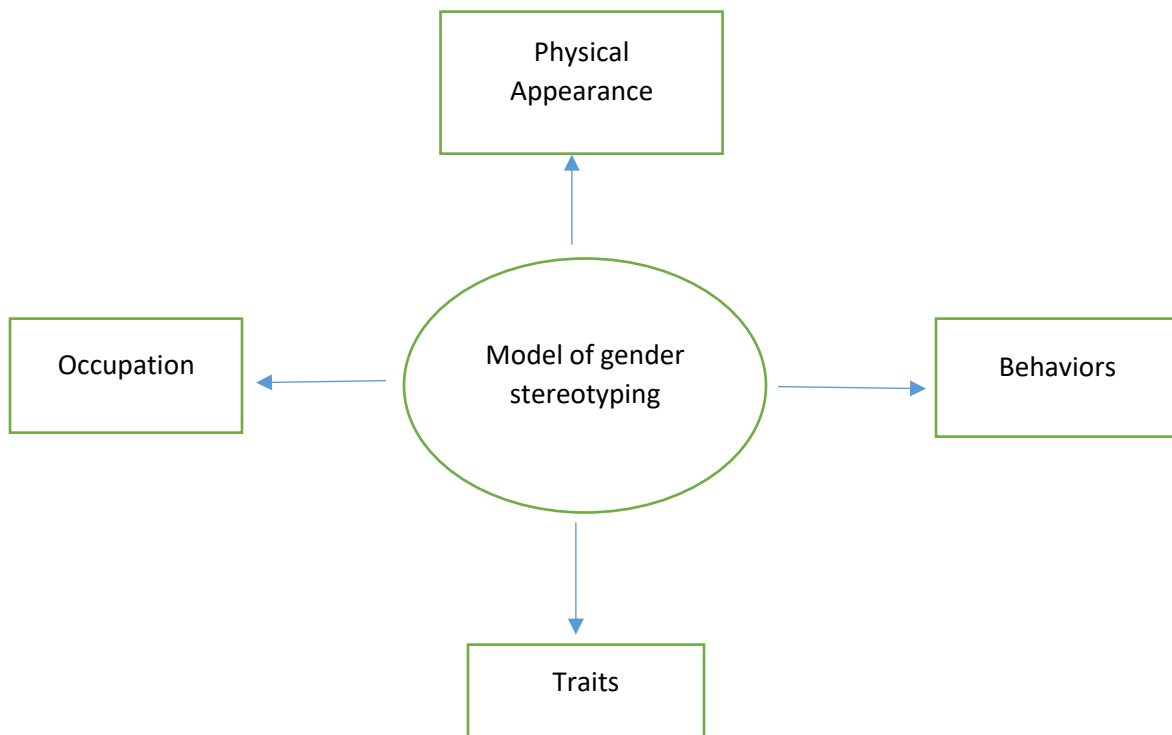


Figure 1.0. Model of Gender Stereotyping by Deaux and Lewis

## **Literature Review**

### **The Perfect and Imperfect woman in Pakistani TV dramas**

In “Contested Images of ‘Perfect Women’ in Pakistani Television Dramas”, Ashfaq and Shafiq (2018) established how TV dramas have classified: “good woman” and “bad woman”. The “good woman” is the one who wears is domesticated, wears a dupatta, and is young and beautiful; while “bad woman” is career-oriented, bold in behavior, belonging from an elite class and dressed in modern Western clothes. Ahmed and Wahab (2019) conducted a content analysis of 54 episodes of two Pakistani Drama serials, which also revealed that “women were represented in submissive social roles, exploited under the ideology of patriarchy” (p.2).

In the article “Representations of Women’s Role in Pakistan: A Critical Analysis through Drama Serials”, Fatima (2019) uses content analysis and discourse analysis to assess Pakistani soap operas or dramas/serials. It was found that despite the rise in women’s education, honour discourses displayed in drama serials continue to affect and influence women’s daily lives as they face challenges in terms of marriage, employment, domestic violence, religious standing and silencing victims of harassment or sexual abuse (p.3).

Another study by Rameez Ul Huda and Ali (2015), examines the oppression and objectification of women in Pakistani media and the stereotypes that female characters represent. While the drama serials offer some form of catharsis to women by showing women’s hardships on screen, it reinforces a woman’s role in society as a housewife with no intellect, despite her education and dreams, which patronizes and portrays women as inferior. According to Abbas



(2018), “It is generally considered that Pakistani media does not depict a candid picture of females’ diverse lives and their progress is always seen through a stereotypical lens”.

Furthermore, Javed (2005) finds that media portrays women as “weak, childish, dependent, gullible, irrational and scheming” (as cited in Rameez Ul Huda and Ali, 2015, p.14).

Khan et al. (2018) examines the representations of masculinity and femininity of men and women in Pakistani dramas and whether media reproduces or challenges the traditional ideas surrounding the gendered roles of men and women. The data for this study was collected from two PTV dramas, namely *Mahey Ray* and *Jeena Doshwar Hey*, using discourse analysis as the method and tool to analyze the data and reach conclusions. The study has two major findings, the first being that Pakistani TV dramas reinforce and reproduce the patriarchal stage that upholds hegemonic masculinity and women’s subordination. Secondly, this study uncovers the gender biases of writers and directors behind these TV dramas/soaps and holds it as an important matter of concern emphasizing on how, according to Hussain et al. (2014) “they still haven't become sensitized enough over the message they send about a woman's domestic and public role”. These findings are significant and in line with findings of other research, however it also important to note that data gathered from only two drama serials is unrepresentative.

Zia (2014) explores the effects of Pakistani dramas on our youth, suggesting that television is an important source that has a persuasive impact and lays particular importance on viewership of PTV dramas and evaluating its effects on our youth. The data was collected through survey method and structured interviews from a sample of BS final year students selected through purposive sampling across universities of Lahore that included 34 students from UOP (University of Punjab), 33 students from GCU (Government College University) and 33 students LCWU (Lahore College for Women University), total sample of 100 participants (p.1392). The

participants were viewers of PTV, and structured interviews were conducted for data collections, comprising of 18 close-ended questions. Zia sees that television viewership impacts the audience way more than print media and that PTV is accessible to 99% of our population (p.1390). Zia highlights that given the rising competition between foreign channels and PTV viewership, PTV was forced to glamorize its dramas to attract audience and studying the effects of these PTV dramas on the youth could help PTV administrators and information policymakers to understand how their target audience responds and interacts with the content shown in their daily lives.

The findings of the study suggested that 48% of the respondents' first choice were romantic drama serials and majority of them watched PTV dramas for entertainment with information being their 2<sup>nd</sup> or 3<sup>rd</sup> choice. Moreover, 59% of the participants agreed and 24% disagreed with the opinion that PTV dramas conform to Pakistani society's moral and social norms, 58% respondents expressed that they do not like the melodramatic ends, 84% believed that the dramas push the viewers in a world of fantasy and 90% did not agree with drama characters acting as their role models (p.1393). Given the drastic differences in the findings, the conclusion reached by the author is that it is definite that PTV dramas are influencing and generating frustration among the youth to an extent.

Karim and Shehzad (2016) further highlight the role played by media and how it influences the youth, with the central idea of their study examining the effects of romantic scenes in Pakistani dramas. The study finds that television has different effects on male and female college students depending upon their locality, urban or rural. More females compared to males in the rural areas watch television, whereas the youth in urban areas has more access to television than rural areas which suggests that romantic scene on televisions affect youth in urban areas more. Moreover, more females watch romantic scenes in television dramas. These findings are

important to my research as they suggest the influence of media on women, reinforcing the idea of a woman's identity associated with and as a reflection of the males that surround her, as depicted in these romantic scenes shown on Pakistani TV dramas. The focus is on how males perceive women and how that is the ultimate ideal or the goal for a woman.

## **Methodology**

### **Ethics of Research**

Ethical guidelines were followed throughout the research period. The respondents were asked to sign a consent form document (Appendix A) attached with the survey which briefed them regarding the aims of this research and assured them that the data collected will only be used for research purposes. Respondents were not discriminated against, and their psychological and physical wellbeing was not risked under research conditions. The information provided by the respondents is confidential and has been used solely for the purpose of this research. Considering COVID-19, an online Google survey was created. However, as the campus reopened Fall 2021 semester, surveys were distributed among FCCU students with the permission of the supervisor as it was more convenient. A consent form was attached with the surveys which informed the participants of the following:

- a) Purpose of the study
- b) Criteria for filling out the survey, i.e., only currently enrolled Undergrad students of FCCU who watch TV Dramas/shows can participate
- c) The information that they will provide will remain confidential

- d) Participants have the right to withdraw at any point while filling out the survey questionnaire

### **Operationalization**

The independent variable is TV dramas watched. Respondent's choice of TV dramas that they choose to watch from Pakistani, American, Turkish, or other was asked. The respondents were allowed to choose more than one option and could mention if there is any other origin of TV dramas that they watch (The Independent variable (IV)= TV dramas watched (Pakistani, American, Turkish, or other)).

The dependent variable is the respondent's perception of women portrayal through TV dramas that they watch which has been measured by a section of positive statements regarding women's portrayal. Respondents had to respond on a 5-point Likert scale that they do not think TV dramas promote positive portrayal of women (The Dependent variable (DV)= Perception of women portrayal through TV dramas).

### **Research Questions**

The research question of this study is:

What are the perceptions of FCCU students with respect to the negative portrayal of women through TV dramas?

### **Hypotheses of Study**

Pakistani TV dramas promote negative image of women compared to TV dramas of other origins (Ashfaq & Shafiq, 2018)

## **Research Design**

This research is a cross-sectional quantitative study. The data collection began as soon as IRB ethics clearance was received in August 2021. Thesis completion was done by the end of Fall semester 2021, according to the FCCU calendar.

## **Selection Criteria and Sample Size**

The selection criteria for this research was as follows:

- (i) University students who are currently enrolled in undergraduate BSc degree at FCCU
- (ii) University students who actively watch Pakistani, American, Turkish or Other TV dramas.

The initial target sample size was 150 undergraduate students, both females and males. However, the sample size was increased to 200 students during data collection.

## **Original Sampling design and data collection method**

The respondents were chosen through selective sampling technique, as students who watch TV dramas had to participate in this study and at the beginning of the questionnaire they were required to state if they watched TV dramas and the national origin of the dramas they watched (Pakistani, Turkish, American, or other). Cluster sampling technique was used, with questionnaires sent out to students in different academic departments of FCCU to increase the generalizability of this research.

The data was collected through Google Survey, to maintain social distancing due to the COVID-19 pandemic. The Google survey automatically transfers respondent data onto an Excel sheet allowing coding and transfer to SPSS for analysis. The settings for the Google Survey did not ask respondents to submit the questionnaire unless all the response items have been filled and the

option to record the email addresses of respondents was disabled to ensure anonymity and confidentiality.

The survey along with the consent form was circulated on campus online to student email accounts. The email addresses were gathered from the official FCCU database. To increase the reach, the survey was also sent in student WhatsApp, Facebook and Instagram groups and pages, mentioning that only current undergrad students of FCCU can participate in the study. Student activities center was also approached to request them to email societies for participation in the study.

Initially the data was planned to be collected through Google Survey as campus was closed considering COVID-19. However, the campus reopened for Fall 2021 semester and considering the low number of students responding to the Google Survey, 250 surveys were printed, and 200 responses were collected on campus. The data was then entered in SPSS. The surveys were distributed in groups of students at the student café, parking lot and main ground. Permission was procured from instructors to distribute surveys in classes.

Cluster sampling was attempted with respect aiming to sample students from different departments of FCCU. Specific classes were targeted depending upon the faculty. Moreover, before handing out the forms on campus students were asked which department, they are from to keep track of sample and ensure that at least 25 responses were collected from each department. This could not be applied to the Faculty of Education due to unavailability of students with a major or minor in Education.

### Sampling design and data collection method post pandemic lockdown

A pilot study with 5 students was conducted. Through that data, another category of TV drama viewership was added- Korean dramas. **Table 1** below presents the expected number of respondents from each faculty as planned at the beginning of this study and the final number of responses received from each faculty calculated after the completion of data collection process.

*Table 1 Sampling post pandemic lockdown*

S.no	Faculty	Expected number of responses	Final number of responses received
1	School of Management	25	52
2	Faculty of Education	25	8
3	Faculty of Humanities	25	26
4	Faculty of Natural Sciences	25	33
5	Faculty of Computer and Mathematical Sciences	25	30
6	Faculty of Social Sciences	25	47
	Total	150	196

As a result of 4 missing responses to this question, the total number of responses received was 196, although 200 students filled out the survey questionnaires. The lowest number of responses were received from the faculty of education due to unavailability of students from the education department.

### Instrument

The survey included a total number of 19 questions beginning with Section A which asked the respondent to mention their preferred origin of TV dramas. Section B included socio-demographic characteristics (5 questions, no. 2 to 6) and used a multiple-choice format in which the respondents were required to choose their Age group, Gender, Year of Study, Faculty and Household income. Section C measured the perception of women's portrayal in TV dramas and comprised of a total of 12 items and measured the perception of negative portrayal of women at a

5-point Likert scale ranging from ‘Strongly Agree’ to ‘Strongly disagree’. Questions to measure perception of women’s portrayal in Pakistani TV dramas have been developed by the researcher (MA) and supervisor (SRJ). Participants were asked whether they think TV Dramas do not promote i) the productive role of women, ii) gender equality, iii) prevention from violence, iv) healthy living conditions for women, v) human rights of women, vi) female education, vii) professional development for women, viii) reform of laws to protect women, ix) political participation, x) women to dress as they feel comfortable, in traditional or western clothing, xi) women to have a voice and speak their opinions in the family and xii) women to have a voice and speak their opinions in society. Scores on the Perception of Women’s portrayal through TV dramas scale ranged from 12 to 60 with 12 being the lowest and 60 being the highest score. The lowest score assumes that TV dramas promote a negative perception of women whereas the highest score signifies that the participant believes TV dramas do not promote a negative perception of women.

### **Data Analysis**

Data has been analyzed through the SPSS software. Factor analysis and reliability test was carried out to find the validity and reliability of the scale used. Descriptive statistics were calculated and a one-way ANOVA was run to determine differences in the perception of negative portrayal of women based on the respondents’ choice of TV dramas.

### **Reliability Results**

Factor Analysis was conducted to assess the validity of items on the perceived portrayal of women in TV dramas scale (**Table 2**). The factor loadings for two items, item iii) *prevention from violence* and item ix) *political participation*, were less than 0.5. These two variables were



removed, and factor analysis was run again. The remaining items were found to have factor loadings of more than 0.5 which means that the scale is valid. The reliability was checked using Cronbach's alpha which was found to be 0.92 and is within the recommended interval of 0.7-0.95. The value of Cronbach's alpha shows very close and high internal consistency.

**Table 2:**  
Reliability Results

Variable	Factor Loadings	Cronbach's Alpha	M ± SD
Perceived Portrayal of Women in TV Dramas		0.92	26.76 ± 10.53
i) the productive role of women	0.52		
ii) gender equality	0.54		
iv) Healthy Living Conditions for women	0.59		
v) human rights of women	0.70		
vi) female education	0.60		
vii) professional development for women	0.67		
viii) reform of laws to protect women	0.58		
x) women to dress as they feel comfortable, in traditional or western clothing	0.55		
xi) women to have a voice and speak their opinions in the family	0.65		
xii) women to have a voice and speak their opinions in society	0.66		

## Results

### Choice of TV Dramas

The majority of participants watch a combination of different TV shows (41.0%), whereas 20.5% watch Pakistani TV dramas only, 21.0% watch American TV shows only and 17.5% watch only Pakistani and American TV shows (**Table 3**).

**Table 3**  
*Descriptive statistics for participant choice of viewership for TV Dramas*

Which TV Dramas do you watch?	f	%
1. Pakistani TV Dramas only	41	20.5
2. American TV shows only	42	21.0
3. Pakistani and American TV shows	35	17.5
4. Combination (Pakistan+ American +Turkish +Korean)	82	41.0

Total	200	100.0
-------	-----	-------

### Section B Demographic Statistics

**Table 4** presents the socio-demographic statistics of the respondents. The respondents are between the ages of 18 to 26 years old, with 53% females who watch TV dramas. Majority of the participants are seniors (38.5%, n=70), whereas 17% (n=31) were freshmen, 29.1% (n=53) were sophomores, 15.4% (n=28) were juniors out of 182 total respondents. The highest number of responses were from School of Management (26.5%) whereas the lowest number of responses were received from students that belonged to the Education department (4.1%), meanwhile 24% of the respondents were from Social Sciences, 16.8% were from Natural Sciences, 15.3% were from Computer and Mathematical Sciences and 13.3% were from Humanities. A total of 37.1% had household income above PKR 300,000 whereas 14.6% had household income below PKR 100,000, meanwhile 25.8% had income between PKR 100,00 to 200,000 and 22.5% had income between PKR 200,000 to 300,000.

Table 4  
Demographic Variables, Descriptive Statistics

Sociodemographic Variable N=200	f	%	Mean	SD
<i>Age</i> (n= 198)			21.727	0.601
18-20	70	35.4		
21-23	112	56.6		
24-26	16	8.1		
<i>Gender</i> (n= 200)			1.570	0.535
Male	90	45.0		
Female	106	53.0		
Other	4	2.0		
<i>Year of Study</i> (n= 182)			2.752	1.141
Freshman	31	17.0		
Sophomore	53	29.1		
Junior	28	15.4		
Senior	70	38.5		

<i>Faculty</i> (n= 196)			3.377	1.916
Social Sciences	47	24.0		
Computer and Mathematical Sciences	30	15.3		
Natural Sciences	33	16.8		
Humanities	26	13.3		
Education	8	4.1		
School of Management	52	26.5		
<i>Household Income</i> (n= 178)			2.82	1.089
Below PKR100,000	26	14.6		
Between PKR100,000 to 200,000	46	25.8		
Between PKR200,000 to 300,000	40	22.5		
Above PKR300,000	66	37.1		

### Perception of women's portrayal through TV dramas

**Table 5** shows that most of the respondents (28.3%) said that TV dramas do not promote the productive role of women, whereas 24.7% said that the TV dramas they watch do not promote prevention from violence. Moreover, 21.1% strongly agreed that TV dramas do not promote healthy living conditions for women. Majority of the respondents (28%) agreed that TV dramas do not promote human rights of women and 24.5% agreed that female education is not promoted through TV dramas. Majority (34.7%) strongly agreed that TV dramas do not promote the choice of women to dress as they feel comfortable, in traditional or western clothing, 29% strongly agreed that TV dramas do not promote women to have a voice and speak their opinions in the family and 32.5% strongly agreed that TV dramas do not promote women to have a voice and speak their opinions in society.

**Table 5**

*Descriptive statistics of Perception of Women's Portrayal through TV Dramas*

<i>Do you think the TV Dramas you watch DO NOT promote the following?</i> (N= 200)	f	%	Mean	SD
---	---	---	------	----

<b>The productive role of women (n= 198)</b>			2.65	1.296
<i>Strongly Agree</i>	45	22.7		
<i>Agree</i>	56	28.3		
<i>Neutral</i>	41	20.7		
<i>Disagree</i>	35	17.7		
<i>Strongly Disagree</i>	21	10.6		
<b>Gender Equality (n= 199)</b>			2.64	1.286
<i>Strongly Agree</i>	51	25.6		
<i>Agree</i>	41	20.6		
<i>Neutral</i>	53	26.6		
<i>Disagree</i>	36	18.1		
<i>Strongly Disagree</i>	18	9.0		
<b>Prevention from Violence (n= 198)</b>			2.787	1.365
<i>Strongly Agree</i>	45	22.7		
<i>Agree</i>	49	24.7		
<i>Neutral</i>	32	16.2		
<i>Disagree</i>	47	23.7		
<i>Strongly Disagree</i>	25	12.6		
<b>Healthy Living Conditions for women (n= 194)</b>			2.74	1.285
<i>Strongly Agree</i>	41	21.1		
<i>Agree</i>	48	24.7		
<i>Neutral</i>	45	23.2		
<i>Disagree</i>	40	20.6		
<i>Strongly Disagree</i>	20	10.3		
<b>Human rights of women (n= 200)</b>			2.705	1.306
<i>Strongly Agree</i>	43	21.5		
<i>Agree</i>	56	28.0		
<i>Neutral</i>	41	20.5		
<i>Disagree</i>	37	18.5		
<i>Strongly Disagree</i>	23	11.5		
<b>Female education (n= 200)</b>			2.845	1.371
<i>Strongly Agree</i>	42	21.0		
<i>Agree</i>	49	24.5		
<i>Neutral</i>	37	18.5		
<i>Disagree</i>	42	21.0		
<i>Strongly Disagree</i>	30	15.0		
<b>Professional development for women (n= 198)</b>			2.803	1.376
<i>Strongly Agree</i>	46	23.2		
<i>Agree</i>	43	21.7		

<i>Neutral</i>	42	21.2		
<i>Disagree</i>	38	19.2		
<i>Strongly Disagree</i>	29	14.6		
<b>Reform of laws to protect women (n= 196)</b>			2.576	1.339
<i>Strongly Agree</i>	56	28.6		
<i>Agree</i>	45	23.0		
<i>Neutral</i>	42	21.4		
<i>Disagree</i>	32	16.3		
<i>Strongly Disagree</i>	21	10.7		
<b>Political participation (n= 199)</b>			2.598	1.258
<i>Strongly Agree</i>	46	23.1		
<i>Agree</i>	56	28.1		
<i>Neutral</i>	48	24.1		
<i>Disagree</i>	30	15.1		
<i>Strongly Disagree</i>	19	9.5		
<b>Women to dress as they feel comfortable, in traditional or western clothing (n= 199)</b>			2.547	1.479
<i>Strongly Agree</i>	69	34.7		
<i>Agree</i>	44	22.1		
<i>Neutral</i>	25	12.6		
<i>Disagree</i>	30	15.1		
<i>Strongly Disagree</i>	31	15.6		
<b>Women to have a voice and speak their opinions in the family (n= 200)</b>			2.655	1.412
<i>Strongly Agree</i>	58	29.0		
<i>Agree</i>	43	21.5		
<i>Neutral</i>	37	18.5		
<i>Disagree</i>	34	17.0		
<i>Strongly Disagree</i>	28	14.0		
<b>Women to have a voice and speak their opinions in the society (N= 200)</b>			2.515	1.352
<i>Strongly Agree</i>	65	32.5		
<i>Agree</i>	40	20.0		
<i>Neutral</i>	41	20.5		
<i>Disagree</i>	35	17.5		
<i>Strongly Disagree</i>	19	9.5		

### ANOVA Results

ANOVA was conducted to determine whether there is a statistically significant difference in the perception of negative portrayal of women scores based on choice of TV dramas. **Table 6** shows

that the participant choice of TV drama viewership had a significant impact on the perception of negative portrayal of women,  $F(3, 196) = 3.56, p = .015$ .

**Table 6**  
*Results of One-Way ANOVA - Total Perceived Portrayal Score*

		Sum of squares	df	Mean Square	F	Sig.
Choice of TV Dramas	Between Groups	1458.40	3	486.13	3.56	.015
	Within Groups	26715.75	196	136.30		
	Total	28174.15	199			

## Discussion

The present study focused on exploring and analyzing the perception of negative portrayal of women based on participant choice of TV drama viewership of FCCU students. The research hypothesized that Pakistani TV dramas promote negative image of women compared to TV dramas of other origins (Ashfaq & Shafiq, 2018). It was found that the choice of TV dramas has a significant impact on the perception of negative portrayal of women, hence rejecting the null hypothesis.

Local research also confirms that TV dramas contribute to the negative projection of women and that female protagonist's are usually represented as bold and improper (Fatima, 2019). The main projection pertaining to women was about "izat" and honour of family, with very little regard to human rights or basic needs. Abuse and violence were also normalized against women. Serials commonly included violent scenes such as rape and beating against women, serving to normalize such actions in society against women (Fatima, 2019). Economic dependency on males was also projected as normal and a traditional value, which should not be compromised through promoting women's education and professional advancement (Batool, 2015).

This study raises a very important question of "whether the contemporary media are still aware of their basic functions – inform, educate and entertain people" (Ahmed and Khalid, 2012) and highlights that people interact and are influence by TV dramas significantly. It is implied that TV drama serial content must be monitored for a change in the narrative and switch from the patriarchal stage to one that offers women identity and image. In this way, TV drama content projection for womnen is almost a human rights and ethics issue for Pakistani society.

**Limitations of study**

The data for this study was collected from university students only from just one institute, i.e., FCCU. Looking at the results of the descriptive statistics and statistical analyses it can be observed that the sample chosen for this study was not generalizable, moreover the sample size was not large enough.

**Recommendations for future research**

A more representative sample is recommended with a larger sample size, and the age group needs to be widened for future research in this area to increase generalizability. Future research should focus on one origin of TV Dramas or compare two different origins of TV Dramas only to allow a more in-depth analysis and avoid confounding variables. The scale used to measure perceived portrayal of women in TV dramas can be revised by adding more items pertaining to specific issues caused by stigmatizing agents that allow negative portrayal of women.

**Conclusion**

This research acted as a reflective opportunity for students to realize what sort of content they are watching and whether it is in line with their education and socialization process or not. A lot of times people, especially students, take away something important from participating in research that can act as a learning experience for them and the present research offers the respondents such an experience where they can reflect on where they stand in the way women are perceived compared to the way they should be perceived. This research will also stand as detailed feedback for directors and producers regarding the content they are producing, how it is shaping the perceptions of students of FCCU, positively or negatively and how the content shown on TV should be shaped in a way that it does not promote negative portrayal of women or stigmas surrounding the ways in which women are perceived based on their appearance, occupation,



traits, or behaviors. Finally, it is important to improve the monitoring and regulation of TV dramas to ensure that negative portrayal of women is removed and not permitted to air.

## Bibliography

1. Abbas, S. (2018). Are Independent and Liberal Women Villains? *Online Journal of Communication and Media Technologies*, 8(3), 259-273. DOI: <https://doi.org/10.12973/ojcm/2662>
2. Ahmed, A. & Khalid, M. Z. (2012). CONSTRUCTION OF CONTEMPORARY WOMEN IN SOAP OPERAS. *Global Media Journal*, 3(1).
3. Ahmed, S., & Wahab, J. A. (2019). Paradox of Women Empowerment: The Representations of Women in Television Dramas in Pakistan. *International Journal of Academic Research in Business and Social Sciences*, 9(10), 1–21. DOI: 10.6007/IJARBSS/v9-i10/6443
4. Akhter, N. & Naheed, F. (2014). PERCEPTIONS OF EDUCATED WOMEN ABOUT THE ROLE OF MEDIA IN WOMEN EMPOWERMENT. *European Scientific Journal*, 10(31).
5. Ali, R. & Batool, S. (2015). Stereotypical Identities: Discourse Analysis of Media Images of Women in Pakistan. *Multidisciplinary Journal of Gender Studies*, 4(1), 690-717. doi: 10.4471/generos.2015.54
6. Ashfaq, A. & Shafiq, Z. (2018). Contested Images of ‘Perfect Women’ in Pakistani Television Dramas. *Journal of the Research Society of Pakistan*, 55(1).
7. Fatima, Anam (2019). Representations of Women’s Role in Pakistan: A Critical Analysis through Drama Serials. *Journal of International Women’s Studies*, 20(3), 3-16. Available at: <https://vc.bridgew.edu/jiws/vol20/iss3/2>
8. Huda, R. A. & Ali, R. A. (2015) PORTRAYAL OF WOMEN IN PAKISTANI MEDIA. *International Journal of Academic Research and Reflection*, 3(1).

9. Hussain, S., Habib, B. & Akhter, J. (2014). Computational Analysis of “Stereotypes as Cause of Gender Inequality”: A Study of Universities of South Punjab, Pakistan. *Pakistan Journal of Social Sciences*, 34(20), pp. 473-484.
10. Juni, M. S., Kareem, J., Alam, M. K., Haider, I. & Ashraf, A. (2014). IMPACT OF PAKISTAN TELEVISION (PTV) DRAMAS ON RURAL CULTURE: A CASE STUDY OF DISTRICT LAYYAH. *International Journal of Multidisciplinary Academic Research*, 2(4).
11. Karim, L. N. & Shehzad, M. (2016). Effects of Romantic Scenes in Pakistani Dramas on the Youth of Pakistan (A Case Study of Gujrat University Students). *International Research Journal of Interdisciplinary & Multidisciplinary Studies*, 2(3), pp. 42-49.
12. Khan, H. N., Ullah, H. & Ahmad, B. D. (2018). Reproduction of Gender Hierarchies through Television Dramas/Soaps in Pakistan. *Journal of Social Sciences and Humanities*: 26(2).
13. Zia, A. (2014). Effects of Dramas of Pakistan Television on Youth. *Middle East Journal of Scientific Research* 22 (9): 1390-1395. DOI: 10.5829/idosi.mejsr.2014.22.09.22059

## **Appendices**

### **Appendix A: Informed Consent Form**

**Date:** \_\_\_\_\_

Dear participant, Perception of Women's portrayal in TV Dramas

It is to inform you that this research aims to study how watching TV dramas affects the perceived portrayal of women with the aim to examine whether the TV dramas watched by students of FCCU promote a negative image of women. Only Undergraduate BSc students of FCCU who watch TV dramas can participate in this study. It is for you to know that all information that you provide will remain strictly confidential and will be used for the purpose of this research only and your anonymity will be maintained, i.e., your identity will not be disclosed if you are willing to participate in this study. The content of the survey is designed as such that it will not cause you any harm, physically or psychologically, and your well-being is considered.

Your participation in this research is voluntary, therefore, if at any point in time you wish to withdraw or choose not to participate you have that choice. This is not funded research, and it does not hold any rewards for participation.

Thank you for your time and effort.

**Participant's Signature:**

### Appendix B: Original Survey Questionnaire

\*Only current Undergrad BSc students who watch TV dramas can participate.

#### Section A: Choice of TV Dramas

S.No.	Question	Option A	Option B	Option C	Option D
1	Which TV dramas do you watch?  (You can select more than one option)	Pakistani TV Dramas	American TV shows	Turkish TV dramas	Other (Please mention)  _____

#### Section B: Demographics

S.No.	Questions	Option A	Option B	Option C	Option D	Option E	Option F
2	Age	18-20	21-23	24-26	27-30		
3	Gender	Male	Female	Other			
4	Year	Freshman	Sophomore	Junior	Senior		
5	Faculty	Social Sciences	Computer and Mathematical Sciences	Natural Sciences	Humanities	Education	School of Management
6	Household income	Below 100,000	Between 100000 to 200000	Between 200000 to 300000	Above 300000		

**Section C: Perception of women's portrayal in TV dramas:**

S.No.	Questions	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
	<b>Do you think the TV Dramas you watch, <i>do not</i> promote:</b>					
7	The productive role of women					
8	Gender equality					
9	Prevention from violence					
10	Healthy living conditions for women					
11	Human rights of women					
12	Female education					
13	Professional development for women					
14	Reform of laws to protect women					
15	Political participation					
16	Women to dress as they feel comfortable, in traditional or western clothing					
17	Women to have a voice and speak their opinions in the family					
18	Women to have a voice and speak their opinions in society					

## Appendix C: IRB Certificate



FORMAN CHRISTIAN COLLEGE  
(A Chartered University)  
Institutional Review Board

### IRB Approval Certificate

IRB Ref: IRB-298/07/2021

Date: 30-07-2021

Project Title: Effect of watching TV Dramas on the perceived portrayal of women among FCCU's students.

Principal Investigator: Momina Akhtar

Supervisor: Dr. Sara Rizvi Jafree

Institutional review board has examined your project in IRB meeting held on 30-07-2021 and has approved the proposed study. If during the conduct of your research any changes occur related to participant risk, study design, confidentiality or consent or any other change then IRB must be notified immediately.

Please be sure to include IRB reference number in all correspondence.

Dr. Kauser Abdulla Malik HI,SI,TI  
Chairman, IRB  
HEC Distinguished National Professor (Biotechnology)  
Dean Postgraduate Studies  
Director, Research, Innovation & Commercialization (ORIC)  
Forman Christian College (A Chartered University)  
Lahore

**Appendix D: Survey Questionnaire used for Data Collection**

Page 1

**Informed Consent**

Date: \_\_\_\_\_

Dear participant,

It is to inform you that this research aims to study how watching TV dramas affects the perceived portrayal of women with the aim to examine whether the TV dramas watched by students of FCCU promote a negative image of women. **Only Undergraduate BSc students of FCCU who watch TV dramas can participate in this study.** It is for you to know that all information that you provide will remain strictly confidential and will be used for the purpose of this research only and your anonymity will be maintained, i.e., your identity will not be disclosed if you are willing to participate in this study. The content of the survey is designed as such that it will not cause you any harm, physically or psychologically, and your well-being is considered.

Your participation in this research is voluntary, therefore, if at any point in time you wish to withdraw or choose not to participate you have that choice. This is not funded research, and it does not hold any rewards for participation.

Thank you for your time and effort.

Participant's Signature: \_\_\_\_\_

**Survey Questionnaire (Tick the best options)**

**Section A: Choice of TV Dramas**

S.No.	Question	Option A	Option B	Option C	Option D	Option E	Do not use this column
1	Which TV dramas do you watch? (You can select more than one option for this)	Pakistani TV Dramas	American TV shows	Turkish TV dramas	Korean TV dramas	Other (Please mention) _____ _____ _____ _____	

**Section B: Demographics**

S.No.	Questions	Option A	Option B	Option C	Option D	Option E	Option F	Do not use this column
2	Age	18-20	21-23	24-26	27-30			
3	Gender	Male	Female	Other				



4	Year	Freshman	Sophomore	Junior	Senior			
5	Faculty	Social Sciences	Computer and Mathematical Sciences	Natural Sciences	Humanities	Education	School of Management	
6	Household income	Below 100,000	Between 100000 to 200000	Between 200000 to 300000	Above 300000			

**Section C: Perception of women's portrayal in TV dramas:**

S.No.	Do you think the TV Dramas you watch <b>DO NOT</b> promote the following:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Do not use this column
7	The productive role of women						
8	Gender equality						
9	Prevention from violence						
10	Healthy living conditions for women						
11	Human rights of women						
12	Female education						
13	Professional development for women						
14	Reform of laws to protect women						
15	Political participation						
16	Women to dress as they feel comfortable, in traditional or western clothing						
17	Women to have a voice and speak their opinions in the family						
18	Women to have a voice and speak their opinions in society						