

**PORTRAYAL OF FAMILY VIOLENCE IN PAKISTANI  
DRAMAS: A CASE STUDY OF CHEEKH AND DAR SI  
JAATI HAI SILA**



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**2021**

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**“Thesis submitted to the Department of Sociology, Quaid-i-Azam  
University, Islamabad, for the partial fulfillment of the degree of  
Master of Science in Sociology”.**

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## **Acknowledgment**

For this research, I thank Allah, for keeping my sanity intact, so far.

I am forever indebted to my supervisor Dr. Muhammad Zaman for aiding me throughout the lengths of this thesis and diluting all forms of incertitude from the very initial steps I took.

Further on, I whole heartedly, dedicate my research to my course instructor Mr. Muhammad Ibrahim, for taking baby steps with me and keeping my morals high, throughout as a standing rock.

Ms. Hifza Irfan, who was a constant source of support and helped to refine my work as it is today.

Ms. Maira Aimen, for providing me with all the conveniences that was required while this journey.

I would also like to give credit to all my acquaintances who were a part of this directly or indirectly, without their help the contents of this thesis would have been undoubtedly deficient.

Last but not the least, utmost gratitude goes to my parents (late) for all their contributions throughout life for me.

**Lubna Abbas**

**June 23, 2021**

## **Abstract**

*The focus of the study is to conduct a research on the projection of the role of the family of orientation and the family of procreation on television. For this purpose, two dramas from two different channels were being selected, one is from Hum Tv and the other one is from ARY Digital. Researcher has done a very close observation of the content presented through drama serial Cheekh and Dar si Jaati hai sila to figure out how these dramas are portraying the role of family on television. A comparative content analysis method was adopted by using purposive sampling technique in selecting these dramas in this study, in order to identify the role of two different type family that is probably family of orientation and family of procreation. Researcher has spent near about 3 weeks in direct observation of these two dramas, identifying codes and generating themes out of it. Besides, cultivation theory and social exchange theory are also applied to make study more reliable and appropriate. While doing analysis, the study finds out the presence of family violence in these two dramas that shows the dark side of the family, which apparently meant to provide protection, care and support to its members. The study is distributed into seven different chapters; first chapter gives you an introduction of the research, accompanies with research question and its objectives, second chapter will provide you with geographical reviews of relevant literature. Third chapter will introduce you with theories applied on the study, whereas forth chapter will gives you a look to conceptualization and operationalization of themes. Fifth chapter is discussing methodology of the research. Furthermore, sixth chapter will give you result analysis and finally, chapter seven will come up with discussion and conclusion.*

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**Chapter No. 1**  
**INTRODUCTION**

In the definition of sociology, family is the relation which is primarily a product of any sexual expressiveness. Besides this, parent child relation and similarly kin, can be bounded by marriage, ancestral background, or adoption. Family is an economical unit, and the leading forces of it are responsible for the care and development of the dependent groups. It provides an identity to them that is significantly regarded with a specific group. It is a lifelong institution that continues for a longer period. Family is a domestic connection of intimacy that relates a person's blood bound family, sexual mating or ties made legally. It is one of the biggest and primary social unit. Family is the first social structure to which a child is exposed, and it is the first learning ground for him. In general terms, family is considered to be composed of the parents and their children, but some cases also show other relatives and dependent people that collectively form a household. In the words of the US Census Bureau (2020), Family is considered to be the group consisting of two or more people, who are tied by blood relation, legal ties like marriage or adoption and are living together. Another important definition is provided by Maclver and Page (1950) who said that family is said to be made by sex relationship, which is enduring enough to provide and help in upbringing of children. A person's "family of orientation" is the one in which he is born into or is being reared. It constitutes of the primary relationship between parents and children. It is often known as family of origin. As it is the family which provides him an identity as well as tell him about his origin. The person's "family of procreation" is also called family of making. It comprises generally unions of partners. Sharing a common household and with the drive of creating a new family. Usually, it refers as a family unit of two or more individuals, children could be part of it if they want to have them. Normally, residing in a same place. The major objective is to provide emotional and physical support to each other. Trust and intimacy are a must thing. Family of procreation has a variable definition as it can belong to different race or ethnicity. However, one thing remains the same; to procreate means to produce offspring for the continuation of generation so traditionally, family

of procreation pertains genetic links. It comprises, wife and husband, children, father and mother-in-law, sisters, and brothers in law etc.

Family has to perform certain important functions. Some of them are:

*a. Fulfilment of Sexual Needs*

One of the most important functions of a family. The sex instinct is biologically embedded in us as human. For the fulfillment of this basic need legally society has bounded male and female under the relation of husband and wife.

*b. Reproductive Role*

The carriage of species depends solely on families. To keep the race going, the previous generation has to be replaced with the new one. The biological reproduction is crucial for the ongoing pace of humans. Family is hence required for the reproduction and upbringing of offspring. A secure environment is provided for the children.

*c. Sustenance Role*

Family can provide the care and protection required for the younger, dependent ones of the family. In a family, each individual is catered to at times of need and trouble. Protection is also provided to the widowed members of the family and their children.

*d. Providing with Home*

The provision of a house and maintenance of a proper household is another function a family performs. It is embedded in humans to have a desire to have a house for their protection. In a family, husband and wife can live together happily.

*e. Socialization*

A man is made as a social animal and interaction is crucial for survival. But the human is made social through Socialization which is something the

individual learns through the social group it grows into. They can be different values, beliefs, attitude etc.

From a society's perspective, socialization is the method by which culture is transmitted from a generation to another for maintenance. If a society has to survive, it needs to pass on all its knowledge to the next generation.

#### *f. Economic Functions*

A family is a complete economic unit. In the early ages, agricultural families were able to support themselves and they formed 'business enterprise'. These self-sufficient units produced all they needed for themselves. Nowadays families have lessened this economic wholeness as most of the goods are purchased from the shops and markets.

Family is still a crucial economic unit if we view it from the consumer's viewpoint. Modern families are considered as the consuming units rather than the self-sufficient units they were in old ages.

#### *g. Property Transformation*

Family holds a certain property and then transmits it further down to the offspring. Property can include goods, money, land and certain other forms of wealth. All this can be divided and transmitted down to the children.

#### *h. Religious Function*

Family serves as the focal point of cultivating religious beliefs in a child. The children learn most of the religious activities and virtues from his own family as it is the first environment he is exposed to. Religious training has been confined primarily to the house. However, when the child grows up and observes other religions around him, he can take up another religion according to his formation of beliefs.

#### *i. Educative Function*

Family is considered to be the first learning ground for the child and is also responsible for his later education. Education can also be achieved through

schools, but manners and etiquettes are something a person's family is responsible for teaching. A child's first lesson begins amid the mother's kiss and his father's care. Children will always pick up the language, manners, and behavior from his family. Therefore, traits like obedience, sacrifice, cooperation, love, discipline, all these are learned from the child's first social workplace, his family.

*j. Recreational Function*

The family can be a recreational source for all its members. Everyone can enjoy different occasions taking place in the family collectively and it can be a source of happiness and feeling of connection for everyone. However, now more recreational facilities are availed in clubs and hotels rather than in a person's house.

*k. Wish Fulfillment*

The family is there to give emotional and moral support to each of the member of family and sacrificing for the overall happiness.

Media is the plural of medium which means an intervening substance that connects the source to receiver. Media serves as the medium to transmit information, to entertain and communicate. It is broadly divided into two categories: Print media and electronic media. Print media consists of newspapers, magazines, books, pamphlets etc. Now the bigger field of media is the electronic media which consists of television, internet, radio, gaming devices etc. It is because of electronic media that information is easily transferred throughout the world and is available for everyone through a touch on their mobile screens. Media has generally provided awareness about multiple of topics. A person can know about anything happening in any corner of the world through it. Information is spread through media and many important discoveries are brought to light through media. News broadcasting has made it easier to be aware of national and international issues and because of media, many misconceptions have been eradicated and dark aspects have been shed light on. Media provides people

with a platform to showcase their creativity or talent as well. Not only does it provide us with information, but we can also remain in touch and entertained through it. In the world of today, media has become the hub of information which can be accessed from any part of the world. Other than that, it also offers entertainment and opportunity. It has become a mass outlet where opinions, information and ideas are being put forward for multitude of views. Much of the content over there holds power to mold the people's mind in accordance. Especially in countries like Pakistan where literacy rate is low, people get exposed to firsthand unfiltered opinions transmitted through media and accept them without rooting out the contexts and using their own logical reasoning. The most common implementation of the above is seen in the general drama viewing population. They subconsciously, and in some cases consciously, seed the toxic thoughts portrayed in dramas into their own lives. According to BBC media action's survey 53% of Pakistanis watch dramas and the Pakistan's drama industry (Yusuf 2013). Despite doing a good work by focusing numerous dark aspects of the society, is actively playing a role in normalizing certain things which deemed as harmful for society.

### **1.1 Statement of the Problem**

Family is the most essential and perhaps considered as a backbone of the society. Similar to it, media is identified as a pillar for the standing of the state. Family is a place to which our interaction initiated from the moment we open our eyes in this world till our last breath. It gives us identity, the care and protection we need, educate, and socialize us to survive in a society. Family lays foundation of a healthy society, so eventually one has to know how it has been presented on television. As earlier discussed, that media is a mind shaping agent. People see the world through the eyes of media. So, a common person accepts social reality connected to the family as it is as it has been projected on the television. Weather it is an actual presentation or in a distorted form, it has been understood and internalize in the same pattern.

## **1.2 Research Question**

Family is a prime institution and is considered as a state within a state, its chief obligation is to provide with care, shelter, support, protection and all the rest of the fundamental needs that are crucial for the survival of a being, to its members. However, there is always a vivid picture of family specially of in laws and those who borne you. How the role of family of orientation and the family of procreation is being projected on television?

## **1.3 Objectives**

The aims and objectives of this research are as follow:

1. To identify the role of family of orientation in Pakistani drama serial.
2. To point out the role of family of procreation in Pakistani drama serial.
3. To conduct a comparative content analysis of two drama serials.

## **1.4 Significance of the Study**

Indeed, Media is playing an essential role in educating, informing, communicating, and entertaining masses. Media is considered as a sixth pillar of a state, depicted its essence and its need in shaping image of a state as well as in shaping minds of masses. Media which has become a necessity for people also come with some bleak outcomes. The information spread through media is playing a vital role in molding behaviors and changing thoughts regarding many particular aspects. Here the thing which need to be noted is that all information which is presented by media is not necessarily based on accepted values and truth. Media has power to shape the truth into a lie and a lie into the truth. It has even made those things normalize and legitimize which were previously not acceptable. While talking about Pakistan, it has been noticed that drama is the most watched and followed thing, when we talk about different medium of media. So, drama which is most probably is not the actual representation of reality. It fantasizes and over exaggerated things which are contrary to reality. Masses observes drama very carefully and sadly try to implicate those things in their actual lives, which most of the time brings distress. Indeed, the family is the one

of the essential institutes of the society. It is not only the place where one gets birth, get identity, is being socialize, procreates his family, and spend his whole life by being attached to it. So, how it has been portrayed on television is a thinkable question. The purpose of the study is to do a comparative content analysis of Pakistani drama serials, not only to highlights the role of family of origin and procreation but also to point out all the inaccurate presentation and projection related to it. Besides this, to identify the concept of violence and abuse being attached to family.

Violence is seen as to be normalize by romanticizing and glamourizing it in the eye of viewers. This has been internalizing by general public which is a threat to basic human rights, people protection, their dignity and health. The study is being conducted to highlight this issue and to raise awareness about it as it is slowly and steadily normalizing by general public because of endorsement given by media. Finally, to bring the attention of concerned authorities to watch this issue and to bring structural changes to prevent it.

## **1.5 Major concepts of the research study**

### *1.5.1 Media*

Media is the plural of medium which means an intervening substance that connects the source to receiver. Media serves as the medium to transmit information, to entertain and communicate. It is broadly divided into two categories: Print media and electronic media. Print media consists of newspapers, magazines, books, and pamphlets etc. Whereas, electronic media, the bigger field of media, consists of television, internet, radio and gaming devices etc. It is because of electronic media that information is easily transferred throughout the world just in one touch. Due to its importance media is also considered as a fourth pillar of a state.

### *1.5.2 Drama*

The word drama is a Greek word that means an action. A piece of literary compositions, that involves an atmosphere, an action, conflicts, and crisis. Usually, it is considered as a mode of fiction that is being performed or played in theater, now in TV and radio too, by actors for viewers. Drama is



usually written in the form of a story, with different characters, plots, and settings, depicts everyday life. The only purpose is to amuse audience and somehow inform too.

### *1.5.3. Family*

Family is the relation which is primarily a product of any sexual expressiveness. Besides this parent child relation and also kin can be bounded by marriage, ancestral background or adoption. Family is an economical unit and the leading forces of it is responsible for the care and development of the dependent groups. It provides an identity to them that is significantly regarded with a specific group. It is a lifelong institution that continues for a longer period.

### *1.5.4 Family of Orientation*

A person's family of orientation is the one in which he is born into or is being reared. It constitutes of the primary relationship between parents and children. It is often known as family of origin. As it is the family which provides him an identity as well as tell him about his origin

### *1.5.5 Family of procreation*

The person's family of procreation is also called family of making. It comprises generally unions of partners. Sharing a common household and with the drive of creating a new family. Usually, it refers as a family unit of two or more individuals, children could be part of it if they want to have them. Normally residing in a same place. The major objective is to provide emotional and physical support to each other.

**Chapter No. 2**  
**REVIEW OF THE RELEVANT LITERATURE**

This chapter provides a detail geographical based literature reviews related to the research study that comprises of the family of origin, family of procreation and its projection on media. Literature review has been divided into four parts i.e., world view, developed countries, underdeveloped countries and lastly Pakistan, which is stated below in sequence.

### **2.1. Global Context**

The article "*The Origin of family*" discusses that the origin of family is hard to trace down. However, there are three sources presented here. According to the first, humans are evolved by monkeys. Second, gives us prehistoric home sites of humans. And lastly, according to the third one it is associated to the hunter and gatherer society. However, each of them is ambiguous so it does not give us a clear clue about the origin of the family. Family is defined as a couple of married individuals who are interdependent for economic cooperation and for looking after their children. Most importantly they share common residence. Furthermore, extended family, grandparents and grand family are also part of it. There were few segments where marriage wasn't even allowed for example Greek slaves. There are few Universal rules regarding to family and marriage e.g., parents and children cannot mate. Similarly, siblings cannot get married with one another. Division of labor is according to gender, men as a bread earner and women as a take career. Most of the time children recognized through their father, even in polyandrous societies. All in all, men are given higher status. There are very few societies, where women are having authority and control. These are known as matrilineal so that societies. Division of labor done in Prehistoric times was for food production, but this system continues till now, playing its part in making women submissive in society. Even after agriculture and industrial revolution it is still there. Societies like metal local and material are the one where women are given freedom and authority of the same level as men are given in other societies in politics and productivity (Gough 1971). Quite the reverse, "*Who has power? The marital struggle*" discusses a contrary situation that is the changing power structure of family. Usually, marriage is considered as a destiny for a woman located by the

society, many get married and are planning to get married. According to the modern theorists, family has evolved to democratic from a paternalistic system. Previously, a married woman did not own property, their property was considered as their husband property, even husband had right over their wages too. They have the right to decide about their education, about children and what religion they would practice, and if she displeased him, he would punish her. She was not given the right of divorce. Husbands were master and superior to them. Moreover, the Church also legitimizes these practices. Women and slaves stand at the same place in society. Now things are different, women have the right to occupation and education. Both play an equal role in housekeeping. Separation and divorce are easy. Since women took part in economic activities, they started to get authority. Power is equally divided; family are turned into egalitarian and democratic system (Gillespie 1971).

Furthermore, this article "*Household and Family*" explains family and households in a more precise and according to the modern demands. By concluding to German population census, generally family is characterized as a social group in which members shares common residence, they do have economic cooperation among them and furthermore reproduction of offspring is another important feature. It comprises individual from both sexes. Who are having a sexual relationship, which is ultimately permitted by the society. Often, they have their own children or adopted one. This definition is explanation of nuclear family system. Household and family often get mixed up. Socio economic unit is known as household in which individual lives together, whereas family is bounded with a relationship, which primary function is reproduction that is regulated under law or by some custom. Members of household, who are related to each other by blood, marriage, and adaptation. Family could be extended and joint in a broader level. Joint family is based on individuals from two generations (UN 1970).

## **2.2. Developed Countries Context:**

According to a present-day researcher, in this study the concept “*family of procreation*” is define as family of making. It includes generally unions of partners, sharing a common household, with the purpose of creating a new family. Usually, it refers as a family unit of two or more individual, children could be part of it if they want them, typically residing in a same place. the major objective is to provide emotional and physical shelter to each other. Trust and intimacy are must. It comes with responsibilities with benefits. Family of origin is just a contrasting idea to family of procreation as children born in it, not become part of it by marriage. It includes siblings and their parents (Gerhardt 2016). Whereas contrary to these concepts of family of orientation and family of procreation, which talks about the provision of care, shelter and protection, here "*The Dark Side of Heterosexual of Romance: Endorsement of Romantic Beliefs Relates to Intimate Partner Violence*" we see that media shows heterosexual love that often comes with the elements of violence e.g., Control and jealousy. Media has mixed up Romance and control altogether. Controlling behavior is presented as the sign of love, words like ownership and protection are manipulated to control women. In traditional relationship male dominance and female submissiveness is being romanticize. Love and fairy tale presented on media endorsing the idea that love given to their partner will stop them to abuse her. Such thinking makes her to stay committed in abusive relationship. Another thing which has cultivated is that women is incomplete and unsuccessful without a man, so when she gets into a relationship, she has to make it work at any cost. Another element is jealousy which is romantically attached to love and fear of losing, which often triggers violence. These believes and ideas are being internalized by women from very young age and that contribute hideously to promoting violence against women (Papp 2017). Furthermore, such things were also discussed here in "*Deadly love: images of dating violence in the Twilight Saga*" that tells us that dating violence has become a predominant type of violence in United States. Dating violence is somehow gender-based violence because it is women

who get injured and become victimized most of the time by it. Dating violence as well as intimate violence both relate to control and power. Media plays a crucial part in shaping people's behavior and attitude. One of popular movie "Twilight" that is based on the story of a vampire Edward, who fell in love with a human girl, Bella, he was craving to drink her blood but eventually fell in love with her. This movie depicts dating violence, in the form of aggressive and threatening behaviors by Edward as well as by Jacob, the second lead hero, who has also been in love with Bella. Jacob was aggressive whereas Edward was controlling towards her. Knowing the fact that he is threatening to her she still submitted herself to him. Which is the presentation of a stereotypical gender role ( Collins 2011)

Another review is found convincing us with similar thoughts "*The Lion Fell in Love with the Lamb*" tells us that vampire fictions are getting quite popular among the young generation currently. One thing which is commonly noticed is presentation of patriarchal themes through these romantic fictions are also found normalizing stereotypical heterosexual relationship. Where a woman is shown human, comprising qualities e.g., weak, and vulnerable whereas a man is portrayed as a vampire, who is very strong, empowered, and dangerous. The paper has used cultivated theory to explain things in a more defined way. According to cultivation theory if something is repeatedly shown it cultivated the social reality in the similar way whether it is based on reality or not. Male Vampire feeds on women blood for his survival which has been romanticized for example Vampire Diaries. Yearning for the blood of his love puts her in constant danger and makes her vulnerable. Gender violence is normalized in romantic relationships too (Franiuk 2013). Similarly, "*Gendered media: The Influence of Media on Views of Genders*" talks about different themes in media that misinterpret social reality related to gender. First is underrepresentation of women in media as only very few females participate in media, their participation is even lesser than minorities. Then, it discusses stereotypical portrayals of both men and women. It also discusses how media shows women as a sex object and a victim whereas men are shown

as aggressive and victimizer. Lastly it discusses that violence presented against women is portrayed in a positive way that it is getting normalized and developing tolerance. It is suggested that abuse is a normal part of love. Too much exposure to pornography creates rape acceptance to men as they can't distinguish. Rape is rare in societies where women are valued, male dominating ideologies and disrespect of women in any society cause an increase in rape (Wood 2013). Moreover, this argument is strengthened by this article "*Legitimizing Intimate Partner Violence: The Role of Romantic Love and the Mediating Effect of Patriarchal Ideologies*" which discusses how romantic love relates to intimate partner violence. Nowadays relationships are usually built on romantic love and love relationships. Many studies show that IVP has been legitimized by romantic love significantly. It has been shown quite often on media that violence against women is justified and normalized under the title of romantic love. A man who has been rude and violent towards his wife is not explained as aggressive; instead, words like too much in love and uncontrollable emotion have been used to describe him. Romantic love is making violence acceptable socially by society. It is not explained as a problematical thing, instead presented as a way of expressing love of a man towards his wife, but it is a tool of promoting and neutralizing gender inequality and male dominance (Lelaurain 2018).

To counter these arguments, this article "*Family-of-origin, romantic attachment and marital adjustment: a path analysis model*", discusses by considering the perspective of multi-generation theory, family of origin, has a long-life influence over the individual development. The study identifies how development of people gets influenced under the romantic relation in the family of origin. Research finds out that romantic attachment plays a significant role in the individual social and psychological adjustment. This helps individuals to do the decisions related to their life by observing their choices. Keeping their individuality but while keeping connection with family system. Family therapy can be used as a tool to minimize differences, emotional cut off and to increase adaptability and adjustment to build a better marital relationship (Muraru 2012). In the similar way projecting

family in a constructive way in "*The Muslim family: Predicament and promise*" writer discusses that family in Muslim society is considered as a fundamental building block. Which is a very essential institution for the society, without which survival is doubted. In the west, there are heterosexual, single mother and unmarried couple, which are commonly seen. While, in Islam only heterosexual family system exist. Rest is prohibited. Muslims in west, notably, live in extended family system and are getting married within the community. The family system is very strong and supportive. Elderly is considered as blessing. Women of the family are seen in a disadvantage position, are obedient of their male members. Marriage decisions are often made by elderly; the spouse selection choices are rarely provided. Marriage is a must thing, and no one can deny it. Sex out of marriage is strictly prohibited, such acts bring disrespect to the family (Sangeeta and Sheikh 200). However, "*Family Origins and the schooling process early versus late influence of parental characteristics*" argues that family background and socioeconomic circumstances play an important role in child cognitive development and his performance in school. The social economic aspect plays advantage also disadvantage roles in educational experiences accordingly. The disadvantage and advantage related to family position, family size, their occupation, level of education and lifestyle not only influence individual cognitive learning but also its upshot remains till adulthood. Children with better socio-economic background do well and have an advantage overall in their life. Whereas those who belong to unstable socio-economic backgrounds have to face multiple problems due to it. Not only this eventually their cognitive development and performance at school is also at risk (Alwin 1984).

This study points out a different aspect of family, "*The European study of assisted reproduction families: family functioning and child development*" that is related to the children who get birth through in vitro fertilization as the as the biological e.g., donor of egg and sperm could be different from the parent who raise them. So, the discussion in this paper is that weather it



is necessary to tell the children about their origin or not. One opinion strongly disagrees, as it may disturb or effect the children-parent relationship and can results in psychological imbalance in them. Whereas the other group believe it is their right to know about their Identity. As adopted children are being informed about their identity. According to the needs, new policies need to be worked upon, family planning and counselling can help such parents in order to tackle such situations (Golombok 1996).

Mass media is considered as one of the most powerful sources of education, entertainment, information, and communication. It also influences our life through several ways. It has both effects, positive as well as negative. While considering children brought up, it is responsibility of parents to keep a check, what sort of content their children are consuming, and to which type of information they are being exposed. It has been noticed that those children who spend more time with media are usually not good at communication and have less free time for rest. This article discusses that parent need to be trained regarding media literacy so that they could tackle things related to it and have a better information about their kids. In addition, this educational program should run on TV to educate parents where better strategies can be taught for better upbringing of the children (Petani 2014).

### **2.3. Developing Countries Context:**

While reconsidering the context of developed countries literature, where we have found the negative and violence-based projection of family and its members on television, again we see similar literature in the context of developing countries. "*Prisoner of Loves: Sexual Violence on Thai Television*" talks about a Thai drama, where hero takes revenge from a girl of his brother by raping her. And then he fell in love with the same girl eventually and gets married. Such type of dramas is not only glamorizing rape but also legitimizing it as it has been done for revenge's sake. In the end when he realizes his mistake he falls in love with the victim and gets married. This type of drama cannot be counted as family drama. Besides

this such dramas make people internalize violence by male partner to his female partner as an acceptable and normal thing. Power and class are associated with a man. The hero belongs to the wealthy and high class whereas the girl belongs to a poor family and is unemployed. He uses his power to control her behavior and to suppress her. Whereas the girl is portrayed as helpless and a weak character. Who even could not help herself to avoid being raped (Townsend 2016). Likewise, “*Portrayal of Women in Indian Mass Media: An Investigation*” talks about similar situation, according to this, in the past years where information Technology made huge advancement in the world, changed people's attitude and made public policies but it could not make any noticeable differences when it comes about women participation. Media is playing its biased role in the projection of women negatively. Image of women that is presented over there is devalued and degraded. Portrayal of women in advertisements are shown as primary consumers. Women need to enhance their knowledge and skills in order to combat this negative perception about them. Women are treated as a commodity. Generally Indian society sees women as weak and inferior because of which they have faced a lot of distress and injustice since their birth. Girls are raped, wives are beaten, have not been given the opportunity of education and so the media represents them in a similar way. Besides these things, women 's whole energy is spent to find a right man and her worst enemy is also a woman. Moreover, working women are undesirable, female doing conspiracies, extra and pre-marital affairs, beautification by showing heavy jewelry and makeup are all about women that are portrayed in Indian media (Patowary 2014).

On the contrary, this paper “*Major trends affecting families in sub-Saharan Africa*” points out improved situation as tells us that in past Sub-Saharan Africa has been known as a place with high infant and child mortality, early marriages, high birth rate and low education etc. Now the studies confirm the social cultural changes in that place, as marriage age has been increased, people start using contraceptive and specially condoms in order to prevent

HIV/AIDS. Education level has also been bettered especially of women. But there is still tension between the traditional and modern values. Things are taking time in transformation process. Kinship system is very strong which resisted transition. Polygamy is still in practice. Few changes are being noticed but they have been deeply rooted in traditional rural areas. Single parents are also now found. Women are participating in economic activities to raise their children solely. Women status is improved now. Huge number of migrations has been observed by rural to urban. Unmarried couple are seen living together. Bride price is getting prohibited with time. Problems like poverty, rape, crime etc. is changing the old family structure (Bigombe 1990).

Here we encounter "*Problems of India's Changing Family and State Intervention*" the problems that emerge related to family due to the transition that comes in response to westernization, modernization, and urbanization. The first thing that can be clearly noticed is the disappearance of the joint family system from rural areas. They turn into nuclear and are merged into extended families. This change comes due to the fact of individualism that is the outcome of economic independence and education. Furthermore, it challenges the authority which was previously in the hand of elders. Women didn't stand anywhere in decision making and were not actively taking decisions regarding households. Another change that is prominently observed is decrease in early and pre puberty marriages. Similarly, dissolution of marriage was unthinkable in the past as it is considered as a lifelong union, now changed and couples can get divorce if it is not working. The trend of dowry has increased and creates hurdles in the process of getting married for women. They often faced domestic violence as if they could not bring the dowry that in laws desired for. As a whole, domestic violence increases, 40% Indian women go through it. Even though of the enlightenment, this element increases due to frustration and tension created by this modern world (Singh 2009). Likewise, "*Elderly and Changing Role of Families in Punjab: A Gerontological study of two cities of Malwa*

*Region*" discusses elderly and changing roles of families in Punjab. As population aging has become a common global phenomenon and has gained attention of all, is not avoidable as well Irreversible issue. Besides developed countries of Europe, this issue is predominantly observed in developing countries too. Senior citizens are considered as an important part of the population. They need attention and deserve equal respect. Due to the transitions in family, they are losing their place. They are being neglected, lonely and are facing variety of problems. They are often abused by their own members of the family as they consider them a burden and are constantly dependent on them for their needs. Behavioral problems that cause psychological and emotional damage to them are needed to be addressed as they are irreplaceable assets of a nation (Bahadur 2018).

#### **2.4. Pakistani Context**

While discussing literature review in Pakistani context this article "*Marriage and Family Structure in the Rural Punjab: A shift from conservative to contemporary patterns*" talks about family structure as well as the marriage patterns of rural sides of the Punjab. Researcher have analyzed the changes that took place since year 1960 till 2008 and find the factors behind it. Marriage is considered as one of the key factors of kinship network. Normally, decisions are made by parents and elder of the Kin. The idea of getting married outside the Kin or cast is rare. Besides this, exchange marriage is commonly found and is usually practice keeping the economic and women inside the kin. Due to education and changes by economic factors, gender role is also changing. Education, media, and employment enable individuals to make their decisions on their own, regarding their spouse selection. Nuclear family system is a result of modernization and better economics. Individualization has become more focused than that of collectiveness (Ahmad 2015).

While discussing media presentation of family and women on television we come across different articles that point out various aspects. Here in “*Representation of Women’s Role in Pakistan: Critical Analysis through Drama Serial*” we see that all the themes of dramas revolve around marriage. An Honorable lady is one who gets married according to her family's will by keeping their honor. Marriage relates to honor and the girl is the only carrier of the honor of family. If unfortunately, she gets married by using her will and choice she ultimately becomes a threat and danger to honor. Her father and brother are supposed to kill her immediately to restore it in most of the TV serial. Story of a popular drama shows how a girl gives up on her choice and love and gets married to her father's choice. Even though that boy asked for her proposal by her father which he denied by considering it will destroy his reputation and dissolve his honor. Another drama shows how parents beat up a girl for expressing her love and was abandoned by her family. Marriage material women are those who are modest, obedient, attractive, and most probably God fearing, otherwise they are not considerable and are problematic. On the other hand, mothers' character is also shown weak, never supporting her daughter's choice, confirming societal Honors, silent and helpless. Marriage is the only topic which prioritizes other problems related to girls like education, employment, health and so forth, are totally ignored (Fatima 2019). Correspondingly, this article, “*Objectification of Women in Television Advertisement in Pakistan*” identified similar aspects by saying that television is an instrument playing a noteworthy role in understanding society. Ideas presented through it help us in directing our behaviors. Television advertisement objectifying women body for selling variety of objects. The most fundamental point that has been raised by this paper is that the problem with the objectification is that it is setting ideal body standards that are unattainable. Women are not presented as women but as a sexual object. Fair complexion, bouncy and shiny hair, spotless soft skin, thinness of women is used to sell products and to attract customers. These messages are internalizing by young girls, who became more focused

towards these outward appearances rather than other element of personality for example inner beauty, good behavior and intelligence etc (Ullah 2014). Likewise, “*Stereotypical Identities: Discourse Analysis of Media Image of Women in Pakistan*” discusses that media plays substantial role in setting thought and opinion but as Marxist believes that media does not always present true world. Images are often false and distorted. Women body is being used as sex object, presented in such a manner that are only meant to attracts men, beautiful women are objectified to sell things, these images are not based on reality. Presentation of such images also cause a pressure to be built on young ladies to carry such perfect bodies. These societal expectations lead women to despair, lack of confidence and eating disorders. Stereotypical roles are more focused, where man is having all the control over income and management and have multiple authorities. Women are merely connected child rearing and domestic chores. Submissive and obedient is the perfect definition of a lady, whereas career oriented, brainy, confident ladies are rare to be seen. Patriarchal and traditional set of believe are predominantly presented through such images. Women are shown as economically dependent and often responsible for domestic problems and failure of marriage. Violence performed by male partner is commonly shown similarly honor killing, forced marriages are legitimized through media (Ali 2015). “*Print Media Language: Contributing to the Stereotypical Portrayal of Pakistani Women*” discusses related things by conversing that female is marginalized and treated as minor in print media. There are very few females seen in this medium of media. Stories about women are also presented through man in this medium which is usually a typical, stereotype and inaccurate picture of women. Problems that faced by women need to be presented by female representations. Instead of presenting women's problems print media is more focused about providing entertainment through women representation which is biased and unrealistic. Woman is presented as a sexual object that is a passive and submissive, under the shadow of patriarchy, not independent and thoughtful. The language used in print media about the image of women is stereotype,

rarely show that women have contributed in some productive or developmental process. Media is responsible for reinforcing such stereotypical image of women (Mansoor 2013).

An interesting aspect is recorded by “*Husband involvement in domestic chores and family conflict: empirical evidence from Pakistan*” Usually according to the division of labor, which is gender based, men are supposed to run family finance and women are supposed to take care of the household activities. Domestic chores are usually related with the women generally and is considered as it is women job to do. It has been observed that unequal distribution of work at home becomes the reason of conflict in the family. Whereas findings give us an opposite situation as husband involvement in household activities creates more conflicting situations, the study proves that traditional division of labors is functioning and a balance idea to run a family in a peaceful manner (Javed 2020).

While discussing literature review, we come across these points, Family is considered to be the group consisting of two or more people who are tied by blood relation, legal ties like marriage or adoption and are living together. Family is said to be made by sex relationship, which is enduring enough to provide and help in upbringing of children. Family of orientation is the one in which an individual is born or is being reared. It constitutes of the primary relationship between parents and children. It is often known as family of origin. As it is the family which provides him an identity as well as tell him about his origin. The person’s “family of procreation” is also called family of making. It comprises generally unions of partners. Sharing a common household and with the drive of creating a new family. Generally, women are associated with domestic chores and taking care of children whereas man is linked with providing economic or as a bread earner. This gender-based distribution often results in inequality and conflict in the family. Education and economic independence changes family patterns as women also started

to participate equally and socially improved their status. Presentation of family often overshadow under the patriarchal system on television. Women are shown on a disadvantageous situation. Man is shown as having more power over women. The patriarchal mindset, man dominance, stereotype roles, negativity attached to women and family violence are common themes shown through media. Media, which is responsible for educating and informing, instead, is making situation miserable. Showing too much negativity and violence related to family is unhealthy for audience as they are subconsciously internalizing it. The picture projection of family in drama serial of Pakistan is opposite to the reality.

### **2.5 Assumptions**

Family is one of the basic and most essential institution for the survival of humans. It is the place where they open their eyes for the first time, get their identity, socialized, learn about behaviors and culture, fulfils their basic needs, and make them able to survive in the society for the rest of their life. The family of orientation where a person born and family of procreation which they join after getting married. The portrayal of family on television is depiction of the family system. Either in positive or in negative manner, audience are learning and internalizing those details which are presented through it, intentionally or unintentionally in both ways.



**Chapter No. 3**  
**THEORETICAL FRAMEWORK**

The purpose to execute theories is to portray and apprehend different phenomena. In a lot of cases, the existing pieces of knowledge are extended or challenged by the application of theories, within reaches of critical thinking. The theoretical framework is the base which supports and also elaborates the research study theories and also shows why the problem being studied has research done under it. Theoretical framework unifies different aspects of a study like its minute evaluation and the plain statements posed in the study. It also relates the knowledge being uncovered with the one already discovered. This chapter provides theoretical explanation of the research. Here, two theories have been applied to support the topic of research. First is the cultivation theory and the other one is social exchange theory. Theories and their theoretical application have been discussed below.

### **3.1 The Cultivation Theory**

George Gerbner (1970) proposed The Cultivation Theory, and this theory has played to be the central theories to explain the effects of media. In the theory, the most easily influenced people from around the world are those who watch television. The power of this influence is large enough to make their perceptions and the way of viewing the world come parallel to what they see on the television repeatedly. Therefore, television is said to have contributed singlehandedly to the change in the way people are perceiving the fabric of social reality.

This theory has argued with what the media generally presents i.e., a type of world which is very different from the real one and its aspects are not like the world we live in. The media exaggerates or fantasizes the reality using different tools. There is an imbalanced number of beautiful women, handsome men, wealth, crime, and violence which is portrayed in the television. This is the reason why people start to perceive the world we live in through a lens of distortion and that is them looking at the world through the “television perspective.”

The role of television in enlightenment cannot be denied as it is a reserve of many different concepts and ideas and informs about different cultures, race, genders, and sexuality. It has helped fixed different classes and cultures under stereotypical labels and because of the constant exposure of people to this set idea, their minds pick it up and it becomes the blueprint to guide them through life. This nonstop exposure of media has resulted in the cultivation of a certain type of values, attitude, beliefs, desires related to people. These ideas have been shaping minds around the world and further influence more people to perceive them. The theory hence states that people subconsciously or unconsciously process things and their behavior in the way they consume it from media. As the world progresses, technology is being provided in all areas and hence the world is depending on televisions the most as other forms of media are also growing. This is impacting their mindset and their values and norms (Communication Theory 2012).

The project has three areas of focal analysis.

*1. Institutional Process Analysis:*

It studied the origin and spread of media messages.

*2. Message System Analysis:*

It studied the crux of the messages and what the whole idea revolved around.

*3. Cultivation Analysis:*

It studies the relationship of the media messages with the consumer and the effect they have on the audience.

**3.1.1 Mean World Syndrome**

Gerbner (1970) originally focused on the effect of violence that was shown on television on its audience. Many of the Media Effect Researchers already researched this but Gerbner and his coworkers showed in this theory how people who spend a lot of time in front of television think of the world as a bad place and start fearing it because of the crime, victimizing themselves.

According to the Research they showed that the people who watched less television had a more optimistic approach to the world than the people who heavily watched it. This syndrome is called “The Mean World Syndrome”.

### **3.1.2 Mainstreaming and Resonance**

As the Cultivation Theory grew more popular and gained the attention of many researchers. In 1970s, Gerbner and his co-workers decided to add two new aspects to their theory; the idea of mainstreaming and resonance to explain the effect of media on people. Mainstreaming means that people from different parts of the world who would hold different opinions on things, on viewing the television constantly, hold a similar opinion about many topics due to the exposure to television.

Resonance means that the media message is taken critically especially by those who have gone through those circumstances. So, if media portrays violence, people living in places with a higher crime rate like cities will be able to resonate more to it than others. And because of this, their belief that the world is a scary place will be further amplified and it will boost their Mean World Syndrome (Thoughtco 2019).

### **3.1.3 Theoretical Application of Cultivation Theory**

According to the cultivation theory, people who watch television more frequently perceive social reality in a way, it is being presented on television. This theory argues that things that are presented on television are usually contrary to reality or you may say are not like the world we live in. The media exaggerates or fantasizes the reality using different tools television perspective, which is distorted one, is being internalize by the individual viewers. Elements like beautification of men and women, crimes, wealth, and violence are portrayed totally in an imbalance way, which is then perceived by viewer through the lens of television. The nonstop exposure of media has resulted in the cultivation of a certain type of values, attitude, beliefs, desires related to people. These ideas have been shaping minds around the world. People are subconsciously or unconsciously processing things and their behavior in the way; they consume it from

media. While applying this theory in this research, we see Pakistani drama industry is presenting a huge number of dramas which are showing family violence of different forms, e.g., domestic, sexual, physical, and physiological too, by romantically glamorizing it as it has been discussed in theory that media uses different tools to beautify the dark aspects by fantasizing them. Which is gradually being internalized by drama audience consciously and unconsciously. A continuous presentation of content containing violence in multiple channels, in numerous dramas is now being taken as a normal behavior by the viewers. As we know media is a tool that is being used in the formation of public opinion. People have started to accept abuse without even criticizing it and without knowing its diverse effects on their minds and lives. Sadly, people are unintentionally imitating it in their practical lives as it has been internalized by them as an ordinary thing or an accepted one. The television perspective, which is actually exaggerated one, has distorted social reality related to family in front of individuals. The distorted image of family presented through media is destroying the values and beliefs attached to it. It has created a sense of insecurity and threat among individuals instead of protection and backing regarding the primary institution of family and marriage. They take marriage as a disadvantageous element as instead of providing security and emotional shelter it seems to be a threatening and perilous.

### **3.2 Social Exchange Theory**

Social Exchange theory states that decisions are made by a person after he measures his profit and loss of that action or relationship, and decision is made in favor of the more yielding outcome. This theory deals with the face-to-face relations, not taken to study behavior at large scale.

The person will weigh his social interaction's cost; the negative outcome against the positive one. Rewards can be more money, leisure, emotions, and power.

It is a common element for people to want more than they give. When a relationship or activity is costing a person more than what he is giving,

they are most likely to end it. But if the activity provides more rewards, they will continue with it. There are different factors that might affect it like the person's comparison with other interactions and his own expectations.

There is also another aspect that people want equity in exchange of their action. People like to be rewarded for their interactions in any way and if they are not, it makes them feel displeased.

### **3.2.1 History of Social Exchange Theory**

The Social Learning Theory was formulated by a socialist, George Homans. He first introduced it in an essay, "Social Behavior as Exchange." Homans did research on smaller groups and believed that communities are best represented as social systems and to study it, every individual of the system is studied alongside his behavior.

Through those small groups, Homans started noticing the concept of rewards and punishments an individual got from his surroundings. He created elements in a framework of socially constructed behaviors: the sentiments, interactions, and people's behavior. He studied and published this framework in his first book, "The Human Group."

After that, Homans explained the primary level of all social situations which he called the elementary social behavior, with two people interacting at least, in which the first-person benefits or punished the latter. This idea is taken by Homans from the psychological theory of human behavior by B.F. Skinner and the principal foundations of economics. Homans showed that social behavior is actually the interchange of material or non-material items. Everybody provides with some rewards and induces punishments too.

Apart from Homans, a lot of other people also developed social exchange theories. Peter Micheal asserted concepts like the person's interests and preferences in his theory. In a more modern perspective, both men and women focus on the power dynamics according to the modified social exchange theories. This is the reason social exchange theory cannot be

unified because there's diversity in the concepts. So, the theorists use different concepts and assume certain ways to apply the theory in their application case.

### **3.2.2 Assumptions of Social Exchange Theory**

Different assumptions make the Social Learning Theory.

- i. Social behavior includes the exchanges of social value.
- ii. People will keep some reward for themselves when they are made to give up on something.
- iii. The people will take up these social exchanges if they are given more profit than loss.
- iv. The goods they attain as rewards and have to give as costs can be abstract goods.
- v. People will also expect a reward for incurring similar costs which is called equity of exchange.
- vi. People will withdraw from all the social relationships that give them more loss than profit.
- vii. When people are measuring the rewards and costs, they will also compare prior experiences and alternatives.
- viii. For different people, the set limit of rewards and costs differ from a relationship to relationship, activity to activity.

### **3.2.3 Theoretical Application of Social Exchange Theory**

As per the social exchange theory behaviors are the outcome of an exchange process. The objective behinds the exchange is the enhancement of the profits and minimization of the cost. While in relationship people weigh the expected profits as well as the risk they may encounter. If the risk outweighs, they tend to terminate such relationships eventually. This theory explains family in term of relationships, how individuals make marriage and life decision and why they get split. Individuals in a family are totally interdependent and interactional to each other. Relationships are foremost based on the rule of give and take. Cost in a relationship can be i.e., the money, time, efforts, abuse, distress etc. while the benefits can be counted

as protection, care, love, companionship, emotional and economic support, fun etc. According to the theorist, if a relationship brings you more happiness than suffering it would be a benefit to you and is a positive relationship. But it brings distress and sufferings it will be reckoned as a worthless relationship. Similarly, if a relationship cost less and brings more positivity you would prefer to continue it. As the amount of cost is less than the benefit in that relationship, this is how social exchange theory works. While applying social exchange theory on family violence, we learn that the individual uses violence and force against his or her family members when he or she is sure of this thing that the rewards of such behaviors will be less costly or the availability of avoiding the punishment is there. Sometimes break off is a difficult and impossible thing in some relations e.g., siblings, parent-child relation etc. in such situation you simply quit interaction, or you may distance yourself, but complete dissolution is not possible as it is in husband-wife relationship.

### **3.5 Propositions**

Research proposition of cultivation theory is that the more time people watched television, the more they are likely to learn social reality as it has been presented on television. The facts will be cultivated in the minds of people like the portrayal of them on TV. However, according to the proposition of social exchange theory the social behaviors are the outcome of the exchange, relationships between individuals are completely based on the analysis of cost and benefits it may bring and by looking through the alternatives, in a subjective manner.



**Chapter No. 4**  
**CONCEPTUALIZATION AND OPERATIONALIZATION**

After, presentation of an extensive literature review and application of theoretical framework in previous chapters, here it comes conceptualization and operationalization of the key variables of the study which have been discussed below.

#### **4.1 Conceptualization**

Conceptualization is a process that is used to explain those variables and themes that comes under the study, by simply explaining and making them understand to grasp the key concepts. In this research, discussed below themes comes under the study.

##### **4.1.1 Family Violence**

Family in the present world is considered like heaven in the heartless sphere. A place which gives you protection against the evils of the outer world. Yet, abuse done form the side of family members is not deniable. An abuse which is done by the family member to the other one, is known as family violence. The victims are children, elderly, siblings and intimate partners. Violence is done while struggling against power and control. Intimate terrorism is a term often used in place of intimate partner violence. There are different forms of family violence discussed below;

- i. Sexual abuse: undesirable sexual activity and touching.
- ii. Psychological abuse: name calling, isolating, jealousy, cutting remark etc.
- iii. Financial abuse: using finance to get control over individual behavior or to deny financial support.
- iv. Spiritual abuse: use of religion or other mystical means to justify as well as committing violence.
- v. Neglect: failing in providing basic needs (Tyyska 2013).

Family Violence is known as the most prevailing type of violence. Prevalence of violence between relation is higher than that of done by strangers or acquaintance. Generally, is define as any kind of threatening,

obnoxious, coercive and violent actions or words utter in order to give harm to a family member by another. It is a kind abuse which is done by those who were meant to give protection and care to each other. It comes in various forms e.g., emotional, physical, sexual in the form of neglect too. As it happens behind the closed doors, it goes often unnoticed, ignored, and remains hidden. It is taken as a global phenomenon as it is a concern of human rights (Ellialti 2016).

In general, family violence is considered as one of the uprising public health issues. It has been allied with power distribution and gender related issues. Age, economic status, relationship permanency, misuse of drugs, unemployment etc. are factors which often related contribute to this matter. Alcohol user are often found in convicting violence against their partners and faces marital problems, usually they end up with divorce and separation. Similarly, unemployment creates adverse behavior among partners which leads them towards violence. Besides, stressful working environment generate a tension between couples (Rodriguez 2001).

#### **4.1.2 Psychological Violence**

Psychological violence can be defined as an expressive type of violence. The words used by the individual is meant to humiliate the other person. It includes controlling, manipulating, dominating behaviors concerted by the intimate partner. Although it is known as the most prevalent and the common kind of the violence, but it is the least discussed form violence. It gives you no physical or apparent harm, but emotional and psychological. It is sometimes, also discussed as verbal and even nonverbal violence. This includes behavioral expressions, gestures, hate speech, threats, terrorizing, degradation, exploitation. Other types are monitoring, insulting, coercion etc. Physical and sexual violence that normally leaves scars, bruises and injuries on the Victim's body, it does not leave any apparent mark, but it gives harm to the mental health of the victim, in the shape of stress, low self-esteem, lack of trust, suicidal thoughts, depression, and aggression etc. (Modallal 2012).

Previously psychological abuse was considered as a consequence of other kind of abuses but now it has its distinctive place and consider as a separate category. It is difficult to give a simple definition to it however, generally it is defined as the destruction and harm given to self-esteem along with to her/his sense of safety. It occurs while there is struggle of power and control. It comes in the form of threats, humiliation, isolation. And other tactics of psychological abuse, deprivation of contract. Numerous terms are used in place of it, e.g., verbal abuse, mental torture, emotional abuse, terrorizing and psychological aggressiveness etc. ( Dim 2017).

Psychological violence is considered not only the most serious but also the widespread form of violence. Its effects are like the physical violence. It includes behavior that can be describe as bullying, abuse, harassment, threat, and intimidation etc. They usually occur in a repetitive manner. These are also referred as negative verbal as well as nonverbal attitude. False accusation, negative eye contact, staring and stalking, screaming, yelling. Criticizing, monitoring is also included in this type (Meyer and Kirsten 2014).

#### **4.1.3 Sexual Violence**

All those acts and actions that commence from verbal harassment till to force penetration. Any sexual act, attempt sexual act, moreover, unwanted sexual comments as well as an act of traffic define as an act of sexual violence. It also happens when the victim is not in the condition of giving consent. Example given, intoxication, mental illness or maybe drugged. WHO defined it through following statements;

- i. A person was physically forced when one did not want to have sexual intercourse.
- ii. It happens, when a person is afraid of her partner, as if he provides her some harm, but in reality, she never wanted it.
- iii. A person was forced to get involved in some sexual act, which she actually considered as humiliating and degrading (WHO 2012).

- iv. Sexual violence is explained as if a person tries to force or manipulate another person to get indulge into an unwanted sexual practice without getting one's consent.

Natures of sexual violence may include;

- i. Rape and sexual assault
- ii. Unwanted sexual contact
- iii. Sexual exploitation
- iv. Intimate partner sexual violence
- v. Showing your naked body
- vi. Sexual harassment
- vii. Incent and child abuse
- viii. Masturbating in public
- ix. And lastly watching someone in private, without one's permission (NSVRC 2016).

Sexual violence is believed to be a prominent public health issue that is further interrelated to Physical and mental health as well. Generally, it is defined as rape, more precisely complete and as an attempted Penetration. It has a broader definition than that of a rape. Sometimes it comes in physical contact and sometimes it does not. It is described as nonconsensual penetration (complete or attempted). Verbal sexual harassment, Sexual coercion, abuse done by threatening, sexual trafficking, penetration, genital mutilation, sexual slavery etc. Aftermaths of sexual violence comes in physical, mental as well as in emotional harm (Meyer and Kirsten 2014).

#### **4.1.4 Physical Violence**

Physical violence is defined as an action that results in pain and physical injury. The offender tries to limit self-determination of the victim. Intimate relationship physical violence often counts as domestic violence. It is also described as an act of taking revenge against a victim. Few examples of physical violence are kicking, biting, beating, and punching. Also burning, killing, and using weapon or an object against person (Schlack 2013).

Physical violence is described as use of force against a person to cause him or her physical damage. In physical violence, the action that perform against person and the damage results in term of that action both are tangible. Examples are pushing, kicking, punching, and stabbing. Besides this, burning, scratching, throwing object, dragging, and squeezing etc. ( Chaquisse 2015).

Any action that is meant to provide physical harm, which is caused by an unlawful physical force is known as physical violence. According to reports, 1 out of 5 women has been physically abused. Use of forced against a person in order to provide her physical harm or damage is the common definition of physical violence. Some common forms of this violence are discussed below.

- i. Punch, struck, or shaken.
- ii. Kick or hit with an object.
- iii. Assault by using weapon or knife, both serious and minor.
- iv. throwing things.
- v. Deprivation of Liberty.
- vi. Man slaughtering (Sundaram 2004).

#### **4.1.5 Economic Violence**

Economic violence happens, when the person who abused the other individual has full control over the income and money of the victim. It is done when the male partner manages the family finances altogether. He makes the woman to entirely dependent on his money to meet her needs. It includes making her to beg for money, or strict control over allowances. Man may fear that money will makes women dominant. Economic violence can also be explained as limiting funds even for basic needs, e.g., as food and clothing etc. Keeping women away from making financial decisions and restricting her from free access to money. Preventing her from getting employment and completing education as well as discrimination related to inheritance\_(Antai 2014).

Economic violence is defined as any behavior or an action that results in economic harm to a person. The type of violence takes place in the form of property damage. Controlling and restricting one to economic resources, creating hurdles in the way to get education and employment. Moreover, not fulfilling economic responsibilities also included. Similarly stopping one to get access to the healthcare services also counted (Bettio 2017).

Economic abuse is discussed in these words in this report. Financial independence of a woman has a strong connection with the intimate partner violence (sexual physical and psychological). It plays role in limiting violence against women according to the fraction of the financial independence of the women. Women, who are economic independence tend to face more physical violence. Working woman faces sexual violence more often. If the earning of a woman is more than that of her partner, she turned to face physical and sexual both type of violence. Similarly, the level of education to opposite partner has direct link with the increase or decrease of violence. So, the economic condition, unemployment, household poverty, education and low earning is directly related to the abuse (Fawole 2008).

#### **4.2 Operationalization**

Operationalization is a procedure in which conceptual definitions of variables are translated in a more specific way, by removing ambiguity, so can easily objectively understand.

##### **4.2.1 Family Violence**

A kind of abuse which is considered one of the most prevalent yet unattended, as it has been done by those who are meant to provide care and protection, the family members. One member committed it against the other one e.g., wife, husband elderly, children, and siblings etc. in order to provide him or her with physical, economical, psychological as well as sexual harm. It leaves a long-lasting effect on individual mental health. It is considered as a violation of human rights and is a global phenomenon.

#### **4.2.2 Psychological Violence**

Psychological violence is a kind of violence that is asserted against an individual through verbal and nonverbal action. The person feels pain and is devastated but the pain has no visible appearance. It is a kind of expressive violence, which has no shape but has destructed effects. Discussed below are few of its type related to study.

*Humiliating:* An act of making person embarrass or ashamed by hitting her dignity.

*Negating:* Rejecting someone and not considering her idea.

*Criticizing:* To pointing out faults and weaknesses.

*Shaming:* To making her feel ashamed over an act.

*Accusing:* Directly blaming or considering a person involved in wrongdoing

*Blaming:* Saying or feeling fault of a person in some wrongdoing.

*Isolating:* Making an individual to feel left or alone.

*Blackmailing:* Making a person to do something by force by threatening to reveal her secret.

*Threatening:* Triggering alarm that one may cause some damage.

*Frightening:* Making a person terrified or afraid

*Controlling:* To control and monitor people behaviors.

*Defaming:* Causing damage to one's dignity or reputation

*Labelling:* Attaching or assigning label

*Shushing:* Making a person quiet.

#### **4.2.3 Sexual Violence**

Sexual violence is explained as if a person tries to force or manipulate another person to get indulge into an unwanted sexual practice without getting one's consent. Following are the terms that define sexual violence.



*Rape:* An unlawful sexual abuse, against the consent of a person

*Attempt Rape:* When an individual tries to rape other but failed to penetrate.

#### **4.2.4 Physical Violence**

Use of force against a person to provide her physical harm. Followings are the term to define physical violence.

*Slapping:* To hit by using palm of the hand

*Beating:* Repeatedly hitting a person

*Hitting:* Sticking with.

*Touching:* To touch.

*Pushing:* To move by using force.

*Imprisoning:* To put a person in closed boundary.

*Punching:* hitting by using fist.

*Kicking:* hitting by using leg

*Coercion:* Forcing someone

#### **4.2.5 Economic Violence**

Economic violence occurs when you try to control a person by using resources or money, when you are not fulfilling your financial responsibilities in order to meet her/his basic human needs, when you are creating hurdles in the way of getting employment and monitoring the allowances in order to suppress her/him. These are the terms use in order explain the idea of violence.

*Economic Deprivation:* When the resources are not enough or deliberately not provided for meeting the need just to hold a control.

*Economic Suppression:* When you use your resources to have a control over other or to suppress them.

**Chapter No. 5**  
**RESEARCH METHODOLOGY**

Content analysis can be said to be the obscure kind of methodology which analyzes the text. Now text is the basically all the media used in study, namely text, ideas, pictures, symbols, themes, and color combinations. These texts can either be visual or written down on page. In some cases, the text is in spoken form too. Qualitative method approach has been used under content analysis in this research and the researcher has used it to analyze the content she come up with, providing full descriptions and explanation of the media included. Content Analysis is the evaluation of media texts, picture and sounds like the digital media. It can be the text showed on newspapers, movies, radios, TV shows etc. However, there are restrictions other than the functionality of content research which is often gaged for the motives of research ethics. Content analysis is always being risked by the mindset and biased opinions of the researcher. Secondly, computers can't be utilized to describe the real background of the researched content. It just narrows down the interpretations of context being used.

Research methodology includes all those particular techniques, tools and procedures that are necessary to carry out a study. These are discussed below in sequence.

### **5.1 Research Design**

While discussing the research designs of research, we are provided with three type of research designs. The quantitative, the qualitative and lastly mix method. The qualitative research methodology is used in this study, as the purpose of study is to conduct a comparative content analysis of two drama serial, that depicts various kind of abuse and violence done by family on family, through television. However, by looking at the type of study, qualitative method is most suitable as it meets all desire requirements of the study.

### **5.2 Universe of the study**

This research is conducted to highlight the role of family of procreation and family of orientation through the content analysis of Pakistanis drama

serials. So, the universe of the study is Pakistan Television and its private channels.

### **5.2.3 Unit of Analysis**

Every single episode of these two drama serials, the first one is Drama serial Cheekh from ARY Digital and the other one is Dar Si Jati Hai Sila from Hum TV production is the unit of analysis of this study.

### **5.2.4 Sampling Techniques**

Purposive sampling techniques was being used by keeping the demand of the study. We have selected 2 dramas which falls in the criteria of required study and that is the presentation of family of orientation and family of procreation.

### **5.2.5 Sampling size**

Sampling was being done from the two private Channels, as two selected dramas were being taken as a sample out of the various drama serials.

These two drams are drama serial are “Cheekh” and “Dar Si Jati Hai Sila. So, the sampling size is two.

### **5.2.6 Tool for Data Collection**

The study is qualitative in nature and is content analysis. So, the tools that were used for visual content analysis are MS Excel and MS Word.

Besides, this [www.youtube.com](http://www.youtube.com) engine has been used for the same purpose.

### **5.2.7 Techniques for Data Collection**

As the present study is content analysis and ultimately qualitative in nature. So, the researcher has used multiple techniques for data collection, the prior one is the direct observation of these two mentioned dramas through visual content analysis. Out of which five themes and multiple codes were generated. Similarly, memos were also being used as a technique to note down important points.

### **5.2.8 Data Analysis**

Thematic analysis was implemented, further those themes were operationalized too. Data analysis has been performed through the

spreadsheet (MS Excel has been used to create spreadsheet), which is based on the counts and analysis of codes as well as themes.

### 5.2.9 Themes for data collection

Researcher has to go through a struggle in the process of themes making. Codes were generated side by side while doing content analysis of the dramas. After that, codes were arranged and grouped by keeping in mind their similarities. Lastly, those groups of codes were put under the titles of themes. There are four sub themes which are physical violence, psychological violence, sexual violence and economic violence, they come under the heading of major theme that is family violence. Thematic table is being shared below with its codes.

*Table 5.1 Themes and Codes for Data Analysis*

No#	Physical Violence	Psychological Violence	Sexual Violence	Economic Violence
1.	Slap	Accusing	Rape	Economic deprivation
2.	Beat	Blackmailing	Rape attempt	Economic suppression
3.	Touch	Defaming		
4.	Push	Frightening		
5.	Coercion	Humiliating		
6.	Imprisonment	Labelling		
7.		Shushing		

### 5.2.10 Reliability

Reliability is the competency of reproducing the same old result even if it is being tested in a different extent. The result of the study is reliable as it has

been collected, tested and cross checked by the researcher herself several times with dedication. Secondly the content of the drama will remain same over the internet and will be available for the further testing, so eventually will generate the same result.

#### **5.2.11 Validity**

The videos and the content regarding mentioned dramas are easily accessible to all. Can be retested and rechecked. That confirms the validity of the study.

#### **5.2.12 Limitation and Opportunity of Study**

This study was conducted by doing the content analysis of only two dramas. So, there are numerous dramas available on different channels that shows the role of family of orientation and family of procreation and other facts related to it that are being discussed in the study. Similarly, further studies can be conducted by keeping other forms of family and their role that is being presented on television as there are only two types of family is discussed here in this study.

#### **5.2.12. Ethical Concerns**

There are no such ethical concerns found as the study was completely conducted by using the data that was provided through internet and is meant for public use. So, the study didn't bring any harm and hurt the sentiment of anyone. It was not based on any sensitive or controversial information. It was completely conducted under the regard of the research ethics. The mere purpose is to analyze how the role of family of orientation and family of procreation is being presented on television.

**Chapter No. 6**  
**RESULTS**

This chapter discusses the findings of the study in the forms of tables and graphs. It further contains the interpretations of those findings and plot summaries of the mentioned dramas as well.

### **6.1 Plot Summary (Cheekh)**

Drama serial “Cheekh” in English which means scream, is presented by ARY Digital, was based on the story of three friends, Mannat, Haya and Nayab. Basically, it is a crime drama. Mannat is also sister-in-law of Haya and is married to one of her brothers Shayaan. Nayab lives her stepmother and her father and is belongs to a poor family whereas the rest of two friends belongs to a well settled family. Initially it was shown that Nayab’s family wanted her to get married to an old widower with kids, as he was offering huge money in return of her hand to change the family circumstances. On the other hand, her friends wanted her to tie her relationship with Haya younger brother, Wajih. Things were going well until the day of Nayab engagement. On that day at their home, their dear friend Nayab was brutally injured and then tried to being raped by someone and was thrown from the rooftop. Unluckily she could not survive and died in the hospital. At first it was thought that she tried to suicide in the results of the pressure being put by her family for marrying that old man. But then later station house officer (hereafter SHO) told them that an attempt rape was convicted against her and afterward was thrown from the roof when she resisted. SHO shows Mannat the last recorded statement that reveals that it was Wajih who did this all. After getting exposed by the Mannat, he himself confess that he did it. Along with, he threats Mannat, frightened her to keep her mouth shut. After gathering some courage Mannat filed an FIR against Wajih, her brother-in-law for the murder of her beloved friend. Wajih and his elder brother Yawar bribed SHO to drag and shut the case. They tried to pressurize Mannat through her mother and her husband to withdraw the case, but she stands static against it. Shayaan who stood against her wife, in the beginning, realizes the reality with the passage of time. She was threat, time and again, teased by the SHO, even economically being deprived. In the court, by using resources and influence, she was proved mentally sick



and lost the case and eventually was sent to the mental hospital. Over there she was trying to kill by giving overdose intentionally. During this she also lost her mother, after coming back from the mental hospital she also lost her husband over an argument with Wajih. After a while she challenged the case, and successfully proved Wajih guilty. While struggling to bring the truth in front of everyone, Mannat loses her child, her mother and even her husband (ARYdigital 2019).

### **6.2 Plot Summary (Dar Si Jaati Hai Sila)**

A drama by Hum TV production “Dar Si Jaati Hai Sila” is a fine presentation of domestic abuse. A traditional joint family has been presented, who lived in Noor Manzil, a haveli. A girl, Sila is shown to be frightening and screaming in nights, as someone or something might have scared her. Sadly, she was labelled as a psychopath and mentally ill. She lives with her mother, Sadia over there. Her father, Sikander lives in Canada, however, his brother, Hatim has been sent to the hostel for study purpose. She was about to get engaged to her cousin, Raheel. Later it was shown, basically she was harassed and frightened by his uncle, Joyee, who lives beside them in the same place. Her mother knows all this situation but was forced to keep quiet as Joyee apparently was shown to be very pious, gentle, and decent person, favorite of all specially of Beri Apaa, who is supposed to be the head of the house. She was scared of being not trusted and rejected so she made Sila to be quiet as well. Sila gets scared, starts to shiver whenever someone tries to approach her. Joyee intentionally created a situation that Sila started to mistrust her mother and thought that her mother has an affair with him. Her fiancée, Raheel thinks that she is not interested in him, that why she avoids him and get shy and scared of him, he misunderstood her and ask her to call off the engagement. Joyee created a situation, in which Sila was forcedly, without taking her consent, announced to be future wife of Joyee. One day when Sila hit Joyee with a vase while harassing her in the room, was accused by Joyee as she tried to seduce him. By watching this and believing his lies Beri Apaa cancelled this engagement as she entitled Sila as mentally sick. On the other hand, her mother was also

shown to be harassed by Joyee continuously. Joyee was found to blackmail her mother, sadia, over her son as if it was their son. Her father was quite abusive and tough towards Sila and her mother too. He seems to be unhappy from sadia as his marriage was done against his choice, having multiple affairs and totally irresponsible. Both wife and daughter were looked after by the in laws. So, one day sadia was being exposed to have an affair with Joyee by her husband, was brutally beaten and imprisoned after being titled as characterless. At that time, she told reality to Sila, who then exposed Joyee that how she and her mother has been abused by him, to save Sila’s dignity, her mother has been sacrificing herself. As she was threatened by Joyee to obey otherwise he will sexually abuse Sila instead, in the absence of Sikander. Later Hatim was turned out to be the son of Sikander, they casted out Joyee out of their life and start to live a peaceful and happy life (Humtv 2019).

### 6.3 Results Interpretation of Dramas

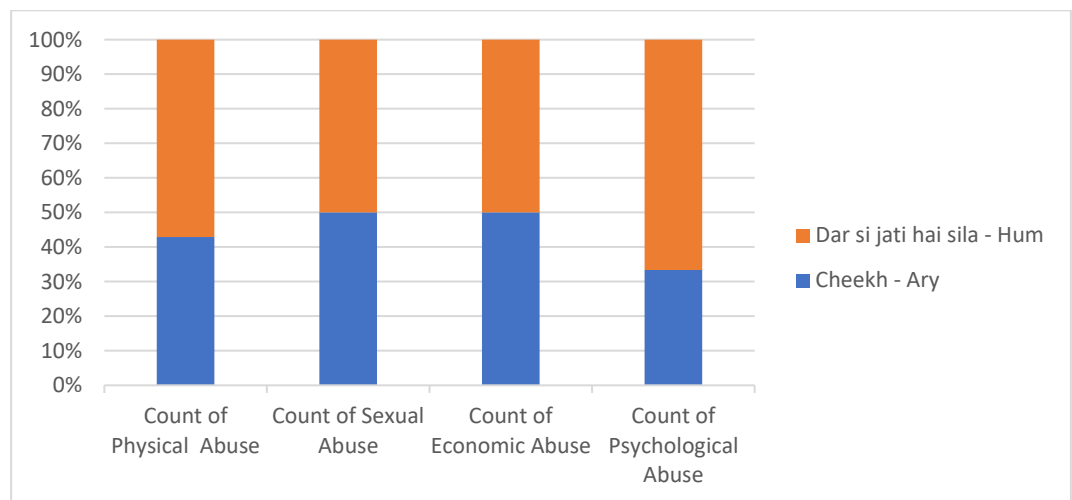
The total count and percentage of both drama serials, Cheekh and Dar Si Jaati Hai Sila have been shown below under the entitlement of physical, sexual, economic and psychological abuse.

*Table 6.1 Total count and Percentage of Family Violence.*

Family Violence	Cheekh Ary	Cheekh %	Dar si jati hai sila Hum	Dar si jati hai sila %	Total / %
Physical Abuse	6	43 %	8	57 %	14 / 33 %
Sexual Abuse	1	50 %	1	50 %	2 / 5 %
Economic Abuse	1	50 %	1	50 %	2 / 5 %
Psychological Abuse	8	33 %	16	67%	24 / 57 %

The total number of events in the drama serial “Cheekh” where physical violence has been shown are at 6 places. Moreover, there are 8 scenes where psychological violence has been identified. Finally, 1 for each sexual and economic violence. Similarly, while discussing drama serial “Dar Si Jaati Hai Sila”, there are 8 places where we have pointed out physical violence

and 16 places where we have seen depiction of psychological violence. And lastly 1 for each economic and sexual abuse. The thing which comes under observation is that depiction of psychological violence in each drama is at highest number, then it comes physical and lastly sexual and economic violence. 57% is of psychological Violence, 33% is of physical Violence, 5% for each sexual and economic violence.



**Figure 1 Comparison of Family Violence in both drama serials.**

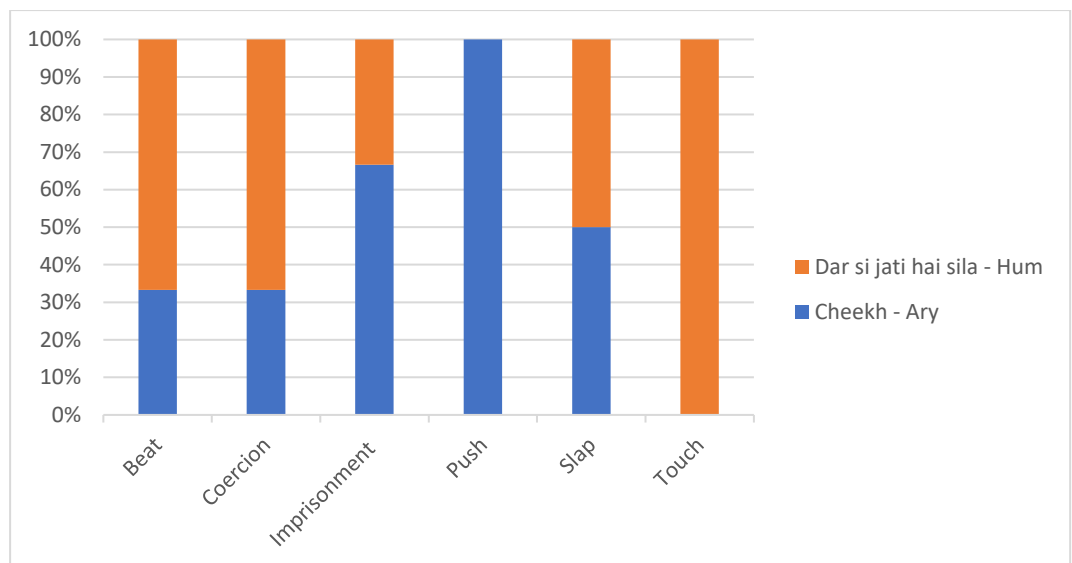
In the above-mentioned bar chart, there is a presentation of comparative difference between both dramas while discussing physical, sexual, economic and psychological violence. Orange colors represent drama serial ‘Dar Si Jaati Hai Sila’ whereas blue represent Drama serial ‘Cheekh’. The percentage of physical violence in drama serial ‘Cheekh’ is 43% whereas in drama serial ‘Dar Si Jaati Hai Sila’ it is 57%. So, its depiction is higher in ‘Dar Si Jaati Hai Sila’. The percentage of sexual violence in drama serial ‘Cheekh’ is 50% whereas it is same in drama serial ‘Dar Si Jaati Hai Sila’. Next is the percentage of economic violence which is same in both dramas that is 50%. And lastly the percentage of psychological violence in drama serial ‘Cheekh’ is 33% whereas in drama serial ‘Dar Si Jaati Hai Sila’ it is 67%, which is the highest in the comparison and is the most depicted form of violence as well.

In the below mentioned tables and charts each type of violence will be discussed separately, while relating it to both dramas.

**Table 6.2 Counts and Percentage of Physical Violence.**

Physical Voilence	Cheekh Ary	Cheekh %	Dar si jati hai sila Hum	Dar si jati hai sila %	Total /%
Beat	1	25 %	2	75 %	3/ 21 %
Coercion	1	25 %	2	75 %	3/ 21 %
Imprisonment	2	75 %	1	25 %	3/ 21 %
Push	1	100 %			1/ 7 %
Slap	1	50 %	1	50 %	2/ 15 %
Touch			2	100 %	2/ 15%

In simple word Physical Violence is a use of force against a person in order to provide her/him physical harm. Different forms of physical violence which are discussed under the context of dramas are beat, coercion, imprisonment, push, slap, and touch. There are 1 beating in Drama serial Cheekh whereas 2 in drama serial Dar Si Jaati Hai Sila. 2 scenes of coercion being noticed in drama serial Dar Si Jaati Hai Sila and 1 in Cheekh. There were 2 events in Cheekh, where imprisonment has been shown and 1 in Dar Si Jaati Hai Sila. There is 1 push scene in Cheekh and no scene related to push in Dar Si Jaati Hai Sila. Scene of slap has been observed 1 each in both dramas. There are 2 scenes where inappropriate touch has been noticed in drama serial Dar Si Jaati Hai Sila, whereas not even a single one in Cheekh. The overall percentage for the event of coercion, beat, imprisonment is 21% for each. 15% distribution for slap and touch and finally 7% for push.



**Figure 2 Comparison of Physical Violence in both drama serials.**

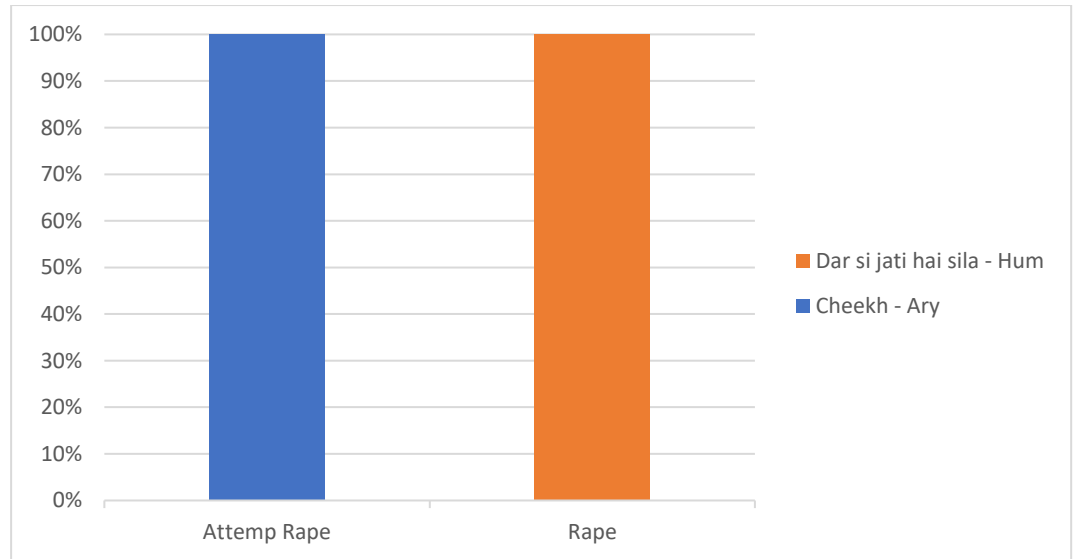
While doing comparative study of both dramas, the percentage distribution of is 75% in drama Dar Si Jaati Hai Sila and the rest 25% of scenes are in Cheekh related to beat. The 75% of scenes related to coercion happens in Dar Si Jaati Hai Sila, whereas the rest 25% happens in drama serial Cheekh. 75% scenes of imprisonment have happened in drama serial Cheekh, whereas there are 25% in drama serial Dar Si Jaati Hai Sila. The scene related to push 100% or only shown in Drama serial Cheekh. 50% distribution related to slap in each drama. And lastly 100% depiction of an inappropriate touch scenes in Dar Si Jaati Hai Sila, as there is no scene in Cheekh where it has been shown.

**Table 6.3 Counts and Percentage of Sexual Violence.**

Sexual Voilence	Cheekh Ary	Cheekh %	Dar si jati hai sila Hum	Dar si jati hai sila %	Total / %
Attempt Rape	1	100 %			1/ 50 %
Rape			1	100 %	1/ 50 %

Sexual Violence, if define in simple word is if a person tries to force or manipulate another person to get indulge into an unwanted sexual practice without getting one’s consent. There are two forms of sexual violence

discussed in relation to the context of dramas. Rape and attempt rape. The incidence of rape has been shown in drama serial Dar si jati hai sila, whereas attempt rape incidence has picturized in drama serial Cheekh.



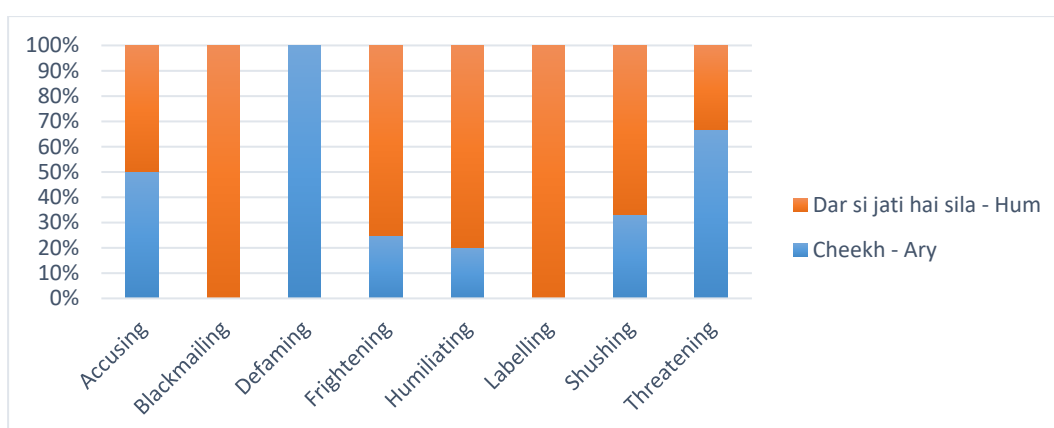
**Figure 3 Comparison of Sexual Violence in both drama serials.**

As there is single scene for both type in these dramas. For example, rape attempt scene has shown in Cheekh only, and rape scene is merely shown in drama serial Dar si jati hai sila, so 100% of rape attempt goes to Cheekh, and 100% goes to Dar si jati hai sila for the scene of rape.

**Table 6.4 Counts and Percentage of Psychological Violence.**

Psychological Voilence	Cheekh Ary	Cheekh %	Dar si jati hai sila Hum	Dar si jati hai sila %	Total/ %
Accusing	2	50 %	2	50%	4/ 16 %
Blackmailing			3	100 %	3/ 13 %
Defaming	1	100 %			1/ 4 %
Frightening	1	25 %	3	75 %	4/ 16 %
Humiliating	1	20 %	4	80 %	5/ 21 %
Labelling			1	100 %	1/ 4 %
Shushing	1	34 %	2	66 %	3/ 13 %
Threatening	2	66 %	1	34 %	3/ 13 %

Psychological violence can be explained as an expressive type of violence. There are numerous forms of it that has been spotted in both dramas. Which are, accusing, blackmailing, defaming, frightening, humiliating, labelling, shushing, and threatening. 2 scenes of accusing for each drama. There are 3 scenes related to blackmailing in drama serial Dar si jati hai sila, none for drama serial cheekh. 1 scene has been found of defaming in drama serial Cheekh. The element of frightening has been found in 1 scene inn Cheekh and 3 in Dar si jati hai sila. 4 scenes are Spotify where frightening has been done in drama serial Dar si jati hai sila, whereas there was 1 scene in Cheekh regarding this case. Scenes related to humiliation, has been found 4 in Dar si jati hai sila and 1 in Cheekh. 1 scene of labeling has been found in Dar si jati hai sila. There are 2 scenes where character has been shushed in drama serial Dar si jati hai sila, and 1 in Cheekh. Finally, 2 scenes related to threatening in Cheekh and 1 in Dar si jati hai sila. While discussing the total distribution of these form in percentage. There are 21% of scenes of humiliating, 16% of scenes related to accusing and frightening each. 13% for shushing, threatening, and blackmailing each. 4% for labelling and defaming each. The highest form is humiliating and then accusing and frightening.



**Figure 4 Comparison of Psychological Violence in both drama serials.**

While doing comparative analysis of both dramas, by keeping psychological violence. The percentage of accusation in each drama is 50%. The

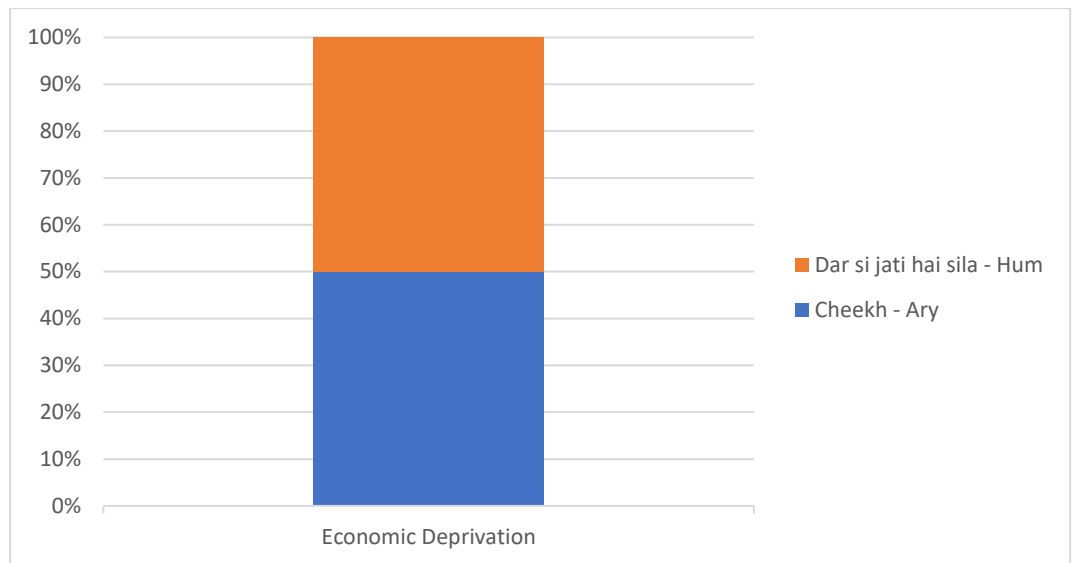
percentage of scene of blackmailing is 100% in Dar si jati hai sila. The percentage of defaming is 100% is drama serial cheekh. 75% of scenes of frightening are found in Dar si jati hai sila and the rest 25% in Cheekh. Humiliation in drama serial Dar si jati hai sila is 80% and 20% in Cheekh. 100% scene of labelling found in Dar si jati hai sila. 66% shushing in Dar si jati hai sila and rest 34% in Cheekh. And lastly, 66% of cases of threatening was found in Cheekh and the rest in Dar si jati hai sila that is 34%.

**Table 6.5 Counts and Percentage of Psychological Violence.**

<b>Economic Violence</b>	<b>Cheekh Ary</b>	<b>Cheekh %</b>	<b>Dar si jati hai sila Hum</b>	<b>Dar si jati hai sila %</b>	<b>Total /%</b>
	1	50%	1	50%	2/ 100 %

Economic violence occurs when you try to control a person by using resources or money, when you are not fulfilling your financial responsibilities in order to meet her basic human needs, when you are creating hurdles in the way of getting employment and monitoring the allowances in order to suppress her/him. There are 1 scene for each drama where economic abuse has been shown, by not providing basic needs and by restricting control over them to create a pressure and to suppress character.





***Figure 5 Comparison of Economic Violence in both drama serials.***

While doing comparison of both dramas, we find 1 scene for each where economic abuse has been shown, so automatically 50% for both equal percentage distributions.

**Chapter No. 7**  
**DISCUSSION AND CONCLUSION**

## 7.1 Discussion

While working on the comparative content analysis of dramas, to figure out the role of family of orientation and family of procreation presented by the Pakistani television, we come across different facts. Research findings are depicting the existence of family violence e.g., physical, sexual, economic, and psychological in these two dramas “Dar si Jaati hai Sila” and “Cheekh”. The role of family of orientation and family of procreation has been the center of this study. As generally, family institution is taken as the one, which is supposed to be the protector and the prime career of an individual, who belongs to it. However, these dramas expose the dark aspects of the reality which are connected to the family institution in the form of family violence, which is done on the family by the family specifically. Whether it has been through family of orientation in the shape of psychological and physical abuse or from the family of procreation by husband or the in laws in the shape of sexual and economic abuse. The most common form of violence which has been shown in these dramas is psychological. It is a type of violence which is intentionally or unintentionally goes unnoticed and ignored, as it leaves no apparent mark on the body of a victim. Harm is although invisible but is deadly. The percentage of the psychological abuse is 57% which is considered as highest among other forms. Different tactics have been used by family i.e., threatening, blackmailing, humiliating, accusing, frightening, and defaming etc. against individuals by their blood relations and in laws as well. Physical abuse has been showed against family members e.g., beating, inappropriate touch, imprisonment, coercion etc. The percentage of presence of physical violence was 33% overall. However sexual and economic abuse has been also shown in these dramas with the percentage of 5. It has been noticed that sexual and economic abuse done by the family on television is come with low percentage.

We have seen that the literature review is supportive towards our findings as it has indicated that gender-based distribution often results in inequality and conflict in the family. Presentation of family on television often

overshadow under the patriarchal system. Women are shown on a disadvantageous situation. Man is shown as having more power over women. The patriarchal mindset, man dominance, stereotype roles and negativity is being attached to the family projection. Media, which is responsible for educating and informing, instead, is making situation miserable. Showing too much negativity and violence related to family is unhealthy for audience as they are subconsciously internalizing it. The picture projection of family in drama serial of Pakistan is opposite to the reality.

While relating cultivation theory with the study, we learned that the nonstop exposure of media has resulted in the cultivation of a certain type of values, attitude, beliefs, desires related to people. These ideas have been shaping minds around the world. People are subconsciously or unconsciously processing things and their behavior in the way; they consume it from media. So, the type of violence that is shown can damage the image of family institution as people are internalizing these ideas from media that family is a source of violence specially family of procreation. Which indirectly gives harm to the image of marriage institution in the eyes of viewers.

Moreover, while associating exchange theory to the topic of study, we learn that Social Exchange theory states that decisions are made by a person after he measures his profit and loss of that action or relationship, and decision is made in favor of the more yielding outcome. While in relationship people weigh the expected profits as well as the risk they may encounter. If the risk outweighs, they tend to terminate such relationships eventually. Similar facts have been shown in these dramas that as the relations brings pain and suffering, characters distance themselves from those individuals as well as have dissolved the relation in some cases.

## **7.2 Conclusion**

While discussing the role of family of orientation in *Dar si Jaati hai Sila*, we have seen a parallel situation, on one hand, Sila father was quite rude and harsh to her. Similarly, her mother was playing a role that has worsen her mental condition, rather than being protective towards her both were blaming, accusing, and labelling her as a mentally sick person. Whereas Zaini's father was shown as a very understanding father, one who trust and support her daughter in every aspect of her life. We see the aftermaths of the treatments from parents towards her children as one is full of life and confident whereas the other one is scared, low confident and unhappy. In the second drama serial, *cheekh* family of orientation is not depicted as supportive and caring. *Nayab*, family was shown pressurizing her to get marry to an old widower for the sake of money, similarly *Mannat's* mother ditches her in court and give statement against her daughter, in result she ends up in mental hospital, *Haya's* brothers were comparatively supportive and caring towards her. So, we see how the role of family of orientation is being portrayed in these two drama serials.

However, the role of family of procreation in drama serial *Dar si Jaati hai Sila* is opposite to what it meant to be. *Sadia* character shows that how she was mistreated by her in laws as well as her husband. How she was blackmailed, tortured, and threatened in family of procreation. She was even raped by the member belongs to her family of procreation. Similarly, *Mannat* was abused, tortured, threatened by her in laws in drama serial *Cheekh* as she wanted to bring truth in front of everyone. While this struggle she lost everything and every relation. Another character, in the same drama, *Yawar's* wife, was mistreated, being lied, and divorced by her husband. Dark aspect of family of procreation has been showed in these dramas.

While doing a comparative analysis we come across these points. First, both dramas have highlighted the dark aspect of family which is a source of care and protection, but here these dramas have pointed out the shady sides related to family in the form of family violence. Second, the family of

procreation in both cases was shown as a source of violence and suffering than that of family of orientation. Third, the most common type of violence in these drama serials is psychological abuse, which is the deadliest form of abuse but still unaddressed.

While concluding, we see that the objectives of the study are successfully met, by efficaciously identifying the role of family of orientation and family of procreation presented by the Pakistani television and doing their comparative content analysis. Research findings are depicting the existence of family violence e.g., physical, sexual, economic and psychological in these two dramas “Dar si Jaati hai Sila” and “Cheekh”. The role of family of orientation and family of procreation has been the center of this study. Though, these dramas play significant roles in underlining the harsh realities of human societies which stay underneath, unnoticed, and undiscussed. Though, violence is a fact, you cannot deny it but the problem related to family violence is that it is considered as a personal matter and kept hidden and secret. The most interesting part is that both dramas have highlighted the psychological abuse, which is the most severe form of the abuse but still not considered as a thing to discuss. Apparently, it does not leave any mark on the body but slowly and steadily it shattered the whole human existence. Both dramas tried to highlight multiple types of violence successfully to make people understand that they have to address it and need to understand it. Education on matters like family violence is a must and necessary thing. It is high time to understand these phenomena, to highlight them, to aware people about it as it has becoming a normal and acceptable thing which is highly disturbing.

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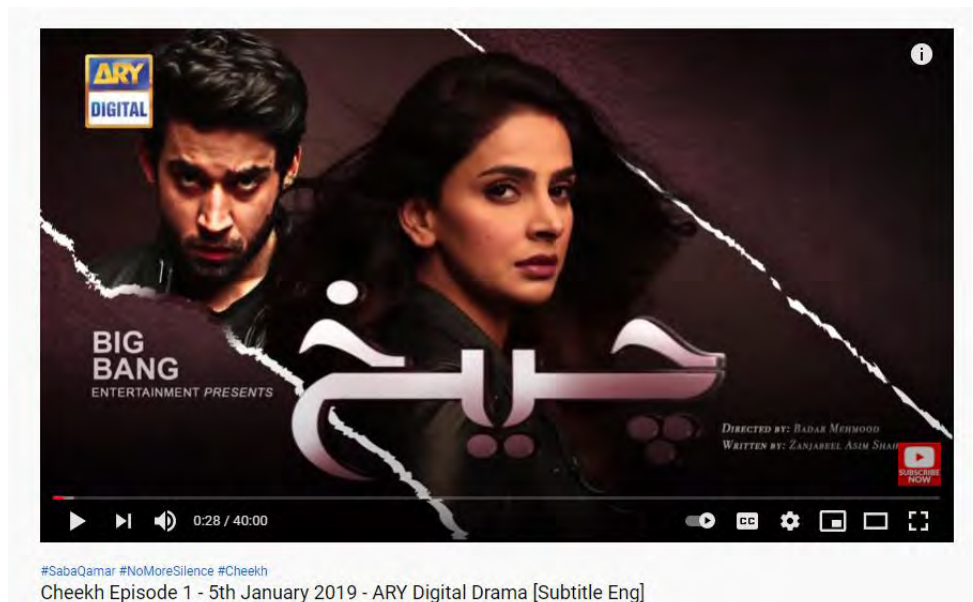
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## **APPENDIX I**

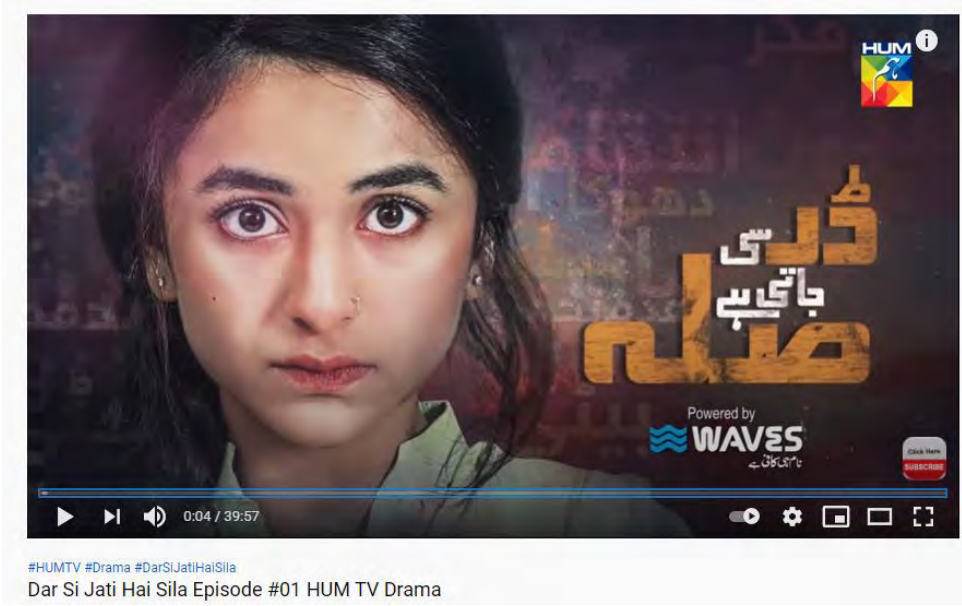
A	B	C	D	E	F	G	H	I	J
Sr. No	Drama	Channel	Episodes	Start TF	End TF	Physical Abuse	Sexual Abuse	Psychological Abuse	Economic Abuse
1	Dar si jati hai sila	Hum	1	01:20	01:50	Touch			
2	Dar si jati hai sila	Hum	1	03:25	03:40			Frightening	
3	Dar si jati hai sila	Hum	1	30:15	30:50			Shushing	
4	Dar si jati hai sila	Hum	2	00:20	01:15	Coercion			
5	Dar si jati hai sila	Hum	2	06:30	07:30			Humiliating	
6	Dar si jati hai sila	Hum	2	18:42	19:10	Coercion			
7	Dar si jati hai sila	Hum	2	27:20	28:20			Blackmailing	
8	Dar si jati hai sila	Hum	3	29:10	30:05			Humiliating	
9	Dar si jati hai sila	Hum	4	34:00	33:20				Economic Deprivation
10	Dar si jati hai sila	Hum	4	23:15	24:50	Slap			
11	Dar si jati hai sila	Hum	5	08:01	08:45			Labelling	
12	Dar si jati hai sila	Hum	5	29:20	29:50			Humiliating	
13	Dar si jati hai sila	Hum	7	09:38	10:29			Humiliating	
14	Dar si jati hai sila	Hum	7	29:20	30:51			Blackmailing	
15	Dar si jati hai sila	Hum	8	25:40	26:45			Frightening	
16	Dar si jati hai sila	Hum	11	24:30	25:45	Touch			
17	Dar si jati hai sila	Hum	11	27:30	29:25			Accusing	
18	Dar si jati hai sila	Hum	13	36:50	38:30			Blackmailing	
19	Dar si jati hai sila	Hum	20	34:35	35:40			Threatening	

A	B	C	D	E	F	G	H	I	J
20	Dar si jati hai sila	Hum	21	29:13	31:15			Frightening	
21	Dar si jati hai sila	Hum	22	08:53	13:10			Accusing	
22	Dar si jati hai sila	Hum	23	07:35	09:10			Shushing	
23	Dar si jati hai sila	Hum	23	13:10	13:50	Beat			
24	Dar si jati hai sila	Hum	23	18:10	18:30	Imprisonment			
25	Dar si jati hai sila	Hum	23	36:36.0	37:15	Beat			
26	Dar si jati hai sila	Hum	25	20:30	22:20		Rape		
27	Cheekh	Ary	3	00:50	02:20		Attempt Rape		
28	Cheekh	Ary	6	24:30	24:45	Coercion			
29	Cheekh	Ary	6	27:32	28:43	Beat			
30	Cheekh	Ary	6	29:50	30:33	Push			
31	Cheekh	Ary	9	11:57	30:00			Shushing	
32	Cheekh	Ary	11	13:29	14:00				Economic Deprivation
33	Cheekh	Ary	11	18:44	19:54			Threatening	
34	Cheekh	Ary	11	30:38	31:40			Accusing	
35	Cheekh	Ary	15	02:20	04:10			Humiliating	
36	Cheekh	Ary	16	08:22	10:33			Defaming	
37	Cheekh	Ary	18	02:27	05:25	Imprisonment			
38	Cheekh	Ary	18	27:18	28:20	Slap			
39	Cheekh	Ary	19	13:52	14:30			Frightening	
40	Cheekh	Ary	21	11:15	12:08			Threatening	
41	Cheekh	Ary	22	13:30	13:54				Accusing
42	Cheekh	Ary	22	39:00	40:00	Imprisonment			

*Spreadsheet of the data analysis.*



*Snapshots of Poster / YouTube video Thumbnail of Cheekh Drama Serial.*



*Snapshots of Poster/ YouTube video Thumbnail of Dar Si Jati Hai Sila Drama Serial.*