IMPACT OF ELECTRONIC MEDIA ON YOUTH

An Ethnographic Study of Gulgasht Colony, Multan.

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DEDICATED TO

MY LOVING PARENTS

AND

CARING SISTERS

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*In the name of **ALLAH**, The Most Benificient, The Most Merciful.*

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TABLE OF CONTENTS

CHAPTER # 1
INTRODUCTION

CHAPTER # 2

AREA PROFILE

CHAPTER # 3

ACCESSIBILITY TO DIFFERENT
MODES OF ELECTRONIC MEDIA

CHAPTER # 4

ELECTRONIC MEDIA AND YOUTH

CHAPTER # 5
CHANGES DUE TO ELECTRONIC MEDIA

CHAPT ER # 6
SUMMARY AND CONCLUSION

LIST OF TABLES

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CHAPTER # 1

INTRODUCTION

1.1 Introduction

Electronic media plays an important role in communication. It is true that modern life without some form of mass media is impossible. His learning process in which electronic media plays a great role reinforces man's adaptive capability. With the increasing contact among people, the inquisitiveness to know about other's culture and ways of living has led the innovative brain to device sophisticated electronic media such as television and press. Men today learn almost everything. They know through some medium of communication like TV, Radio, Films, and cable TV etc.

Electronic media is most powerful source of information today. It can inform as well as misinform, just as it can create and destroy. It can shape our attitude in one way or the other and just as it can entertain in every fabric with which our lives are ordered. While basic attitudes and behaviors are seldom affected by single program or information campaign, the electronic media may be far more effective in conveying generalized information to the electronic audience.

Television is an effective media channel. It causes people to duplicate styles while watching TV. It encompasses men and women of different age, class, ethnic group, and levels of educational achievement. Farmers, factory workers, and highly educated people see television in cities, towns, suburbs and village.

Many of our essential activities are organize around utilitarian objects, such as houses, school, factories, road, vehicles, radio, television etc. The laborer frequently becomes attached to his tool that he is unwilling to avail himself of the advantages of newer and more efficient devices. The new or colored arouses such pride in its owner that he is willing to deprive himself of all sorts of social activities in order to make the mostly payment for it.

It is not sufficient to say that in satisfying basic needs man's behavior are organize around words utilitarian objects. It is necessary also to recognize man's tendency to construct theories, ideologies and philosophies, in his effort to explain how things are related to each other. Each system has certain advantages over others. Depending on purpose for which it is used. These systems, like habits, utilitarian, and symbols are great conservative influences in society. Their adherents develop strong emotional attachment to them, particularly like ours is to deny the basic beliefs of its members.

Television is not merely a development of Radio, the fifth estate of Government, but rather the system and new social phenomenon. It has created a new generation, new fears, changed the mode of life, distributed the old family routine and regulated the new abolished "Dining Table" and compelled scattered family members to sit around and wait for their favorite faces, programs, reportages, etc against dead but socially living screen.

Indian movies are very popular among people and they tried to copy dress style, hairstyle and way of speaking of Indian film stars. It is one of the reasons that how Indian culture is spreading rapidly among the people. Media is powerful source for generating any change in human psychology, behavior and values about a particular thing. Today TV and films are viewed by almost everyone and therefore they influence almost every section of society belonging to various socio-economic classes as well as gender and age groups.

The press of the circumstances is reinforced by the installation of Television in Pakistan, particularly in urban areas because it has removed the technological barriers to communicate with, or to arrest others attention without knowing him and with that it has come closer to face to face communication. Television is much more important that other mass media and social and technological inventions that change the traditional ways of doing things with this, the rate of change in man's orientation especially that of youth is generally increased. As a result of this media, belief and attitude of youth on social and personal issues are less effected by traditions than they used to be. This media has restricted the influence of prevailing customs, attitude and behavior. Electronic media affects multiple perspectives in society. In other words its impact can be observed nearly in all institutions of the society. Electronic mediums

have revolutionized the human lives and have merged the diverse cultures of the world.

In a society like Pakistan, what is the influence of media or rather how media is affected by society? This is a very broad issue to be discussed because it involves various factors and phenomena like political instability, hegemonic elites, national interests, and country ideology. All these factors together create a disturbed class. Because media and freedom of expression go side by side and with emerging media, people become aware and need an outlet for expressing their ideas and opinion.

Something new has been emerged after the exposure to Television from youth's way of life. Their habits are no longer influenced so powerfully his family and his neighbored. It has changed the tastes through constant and effective advertisements, attacking and appealing their subconscious, so the cotton fabrics, old blades and etc, are no longer their first choice. Almost everything is new and there is a over flow of old brands of commercial goods with new names, to meet their newly emerged orientation which is canalized by its own programs, whether important or manufacture by the natives, and unconnected with our psychological development. Therefore the study of Modern Television viewing with respect to the process of Modern orientation becomes much more important.

It is generally seen that programs, talks and speeches by eminent persons over the Television help arrest the attention of a large number of viewers and thus create informed daily, like newspapers readers and influenced by what they see on Television screen. It is thus the important in molding public opinion in Pakistan as well as in the rest of world.

Electronic media is powerful source of information; no one can deny the importance of electronic media in running time. Although electronic media is used all over the world for the positive purpose but unfortunately in developing countries like Pakistan it is leaving bad effects on our society. Especially young generation is badly effected from it. As our young fellows usually like to adopt other cultures blindly and forget their norms and values completely. There should be positive check by the authority on Pakistani media. They must promote positive aspects of our culture, which are the

spatiality of Pakistani nation all over the world. It will leave ever lasting effects on the immature minds of youngsters.

Research is needed to ascertain the extent of programs, their acceptance and effectiveness, impacts, the usefulness of the programs and suggest changes for improvement. It spot lights on youngsters, the way their behavior and attitude is getting fashioned and brings in light those factors that have been obscured from the view but yet are working actively behind the scene. Youth being a very crucial period of ones life, shape up the whole personality of an individual. New ideas emerge leading to development of conflicting values, often turned as "generation gap".

Today it is the era of fast advancement of technology. Information is easy and cheap to access. TV, Radio, Films, Cables, and Internet are widespread in our society with their strong and deep impacts. It is interesting to note here that it is the electronic media, which is the most popular among general masses; question arises why this is? This is because print media is not such as significant due to low literacy rate; secondly poor people have only one source of entertainment and relaxation. Other factors affecting the popularity of electronic media are that it floods us with information and entertainment, influence the government policies and generate new trends in our social life.

The determination of the relationship between extents of viewing. Television programs and the influence on the Modern orientation of youth form the core of this research. Finding out more about how the mass media work can help in understanding changes in modern societies. The result can help resolve controversies about violence and vulgarity in the media unravel questions about the effect of news on public opinion and politics, and understand the ways in which the media can meet audience's needs. It also guides in making better decision as a society regarding management and regulation of the media and manage media organizations more effectively.

The way our traditional villages are undergoing transformation with such a pace that has never happened ever before is worth pondering. Our concern is that what's happening globally mayor may not to be able to meet the local trends. Globalization, a modern concept used now a day is a process that has somewhat shrunk the world in a

"global village". But we are not aware of the dynamics with which our local villages are facing a threat to their identity.

This study aims at bringing into light, the youth related issues that have emerged recently in the last decade. Along with this, it is also brings into focus as to what are the factors that could be held responsible for those values that have come in variance with the previous ones.

1.2 Statement of the Problem

The topic of this research deals with the changes in the culture of urban community as a consequence of electronic media exposure. The research topic is current ones as today world has turned into global village and the phenomena of globalization are becoming very persuasive with the emergence of cyber revolution.

But in developing countries like Pakistan and in the far flung areas like the selected locale Gulgasht colony district Multan. One of the most important functions of culture is to pass ideas from one generation to another. Today the media have assumed the roles of storytellers, teachers, and even parents, and they transmit similar cultural concepts all over the world.

1.3 Objectives

Research is the most reliable way to find out the impacts of electronic media and feedback on audience the scope of the methods and techniques available for media research is very broad.

My research topic is directly or indirectly related to the following objectives: -

- To find out the impact of foreign media on culture aspects.
- To find out the accessibility of people to different modes of electronic media.
- To find out the changes occurred in the cultural patterns of youth.
- To examine how the electronic media has influenced the urban life of people.

- To find out the role of our electronic media in creating national harmony and promoting the history and ideology of Pakistan to the youth.

1.4 Hypothesis

Electronic media introduce new instructional concepts, transmits information, education, creating awareness and entertainments to its audience. All these things work together to reinforce the existing cultural patterns and generating new things and ideas in the social life of the young generation.

1.5 Locale of My Research

The locale of my research work is Multan District. The area of my research work is situated in Gulgasht Colony Multan. The decision of this area was my own interest because this is an urban area of Multan city. There are approximately 573 households. There is one famous "madarassa" in this colony where children and young boys learn religious education. Multan is a famous city of southern Punjab so Gulgasht colony is also famous colony of Multan city.

1.6 Literature Review

Media and anthropology are interlinked to each other as both of them deals with culture, society and individual. This literature focuses on the mass media and related theories, concepts and phenomena. Experienced researchers consider the literature review to be one of the most important steps in the research process.

The rapid increase in viewing of television in past decade is an example of the cultural that is taking place in the countries entering in Television age. The adoption of the new media of mass communication has produced a cultural pattern of behavior and brought up the changes in standardization, habits, verbal rules, and tastes and general prescribed ways of doing things. Although its effect varies according to the socio-economic conditions from country to country. But no one can deny the process of rapidly changing orientation that it has operated after having been installed in a society.

It has produced a cultural pattern in which activities that filled much of the time of people of a generation earlier has been displaced by Television viewing. The effects of Television viewing on youth have been the focal point of interprets discussion, intellectual duals, and sociological measurements and analysis for more than a decade. Various types of studies and researches have been conducted concerning the issue of Television viewing effects on the orientation of youth toward modernization.

Television is a part of mass media system; most of the studies deal with the problem of process of orientation of viewer's canalized by Television along with other mass media like radio, film, and the press etc.

"The media of mass communication have attained such importance in modern life that crystallized control over human behavior and effective social planning probably is impossible without their use"

(Ogborn William, 1951: p, 242)

"The information that the modern man receives pass through "social filter" certain moral values and facts pass through that "filter", they are even imposed on the individual in an exaggerated from changing the behavior with this propaganda machine. People act an obedient servant".

(Erich From, p. 23)

"This can take ridiculous form, so that a person will not believe in his own eyes until his personal experience is confirmed by the mass media"

(Riesman: p, 25)

A similar type of survey about the effects of Television on young viewers of educational institutions by National Book Foundation concluded that the reading habit and homework of young viewers are badly affected by Television viewing especially

at night. The foundation, in its survey alarmed that if the problem is not checked properly, sooner or later this habit of great value to students will reach to zero point.

As an advertisement media, Television has inherent qualities that enable it to reach the mass of consumers in an effective and interesting manner, with the help of its repeated audio-visual expressions. It has become an effective media in moving merchandise, as personal selling, considering its durable effect and range, is much less expensive too. This assertion is confirmed by Weave, when he pointed out:

"It is easier to sell commodities over Television".

(Weave: p, 24)

Television has not only affected the reading the habits created the demand for certain consumer or luxury goods but also generated certain type of ambitions and outlook about job and life, in its respect the study says:

"Impact of television lay more in subtly their level of ambitions
rather than in directly their job choice in specific occupation".

(Klapper, 1960: p, 223)

Bryan Wilson also agrees to the view of that television can change the viewer's attitude and orientation. In his book "Youth Culture and The Universities", which was written in the background of youth disturbances on worldwide scale, he emphasized on the influence of television in molding and restructuring their attitude. He wrote:

"The average individual in Britain today gives more time to mass
media in particular to television than he gives to general reading of
part time education, personal interests and relationship are this fed
up by what media provide, and it is altogether acceptable that the
attitude of mass media should be taken in with materials".

(Bryan Wilson: 1970, p. 47)

Leonard Sussman also agrees that with the carrying of the information of changing mass media effect the subject so this orientation: "Mass media carry news of change in the political, social, economic and cultural spares, as well as new conception of future ideas in these and other field". And;

> "Early access to accurate in formations often provides a valuable advantage, affecting, political, economic or security interests of group of nation".

<div align="right">(Leonard Sussman, 1979: p. 57-58)</div>

Maxwell stated that many people liked actors because of their personalities rather than their personal life. Moviegoers soon forgot the plot and setting of the story but long remember the main actor, and frequently they idol worship him. Few had any concept of what the international political hassle was all about, but the chief personalities involved were quite well known.

Nobel (1980) writing about electronic media as a major source of information about the world outside their own homes and neighborhoods. It taught them human personality type, sex and occupational role, and about ethnic groups and social class other than their own. Children had a little direct contact with the occupational world, so they derived their knowledge about many occupations from electronic media. On television professional and managerial occupation were over represented relative to the real world while skilled and unskilled labor were underrepresented.

Snow (1983) stated that television is a true electronic media in that it presents the commonly held values and norms in any society. Regarding the power of television. There has been considerable research over the past twenty five years, or so, in an attempt to establish the facts about television power.

Gold (1987) stated that in recent years, clothing and hairstyles have been used by some youths as an expression of rebellion against particular mores and values in adult society. Adult puritanical culture emphasized, "Cleanliness is next to godliness", therefore, some teenagers express their rejection of what they perceive as a hypocritical, materialistic, godless culture by choosing to remain unclean and

unkempt. Youths of the 1960s chose various symbols of a youth culture that was predominantly antiwar and anti establishment. Ban the bomb symbols, beads, flowers, and head bands, fringed leather, Indian style jackets, granny dresses, moccasins or sandals, beards and long, unkempt hair were an expression of independence, dissatisfaction with the status quo, and the determination of these youths to show solidarity against the adult's criticism. Such clothing symbolizes their rejection of middle class philosophy and values. Students of the 1980s who adopted punk rock style were expressing the same rebellion against middle class society and conformity to their own peer groups. Clothing remains a basic expression of the personality, life style and political philosophy.

Peters (1989) stated that adolescents who are satisfied with the way they look also have a more acceptable self-concept and make a mole adequate personal adjustment. Preoccupation with clothing and appearance or not superficial or unimportant to youths that are concerned about peer group acceptance. They must either confirm or be rejected. Research has shown that females are more evolved in shopping than males. This reflects differences in socialization between males and females. Females are taught to place more emphasis on dress than are males.

Beth discussed the effects of the electronic media stating that the criticism of electronic media was based on the assumptions that what people saw and heard strongly affected their attitudes and behaviors. Elitist critics condemn the emphasis on sex and violence and the generally low level of intellectual sophistication of most programming. Although it is to believe that the media did not have a direct impact on attitude and actions, the research evidence is unclear.

Lipovetsky stated that fashion also plays a large part in establishing the body image. Catwalk fashion models exhibit to promote the designers cloth they wear, while also endorsing body identity. They are icons looked up to and aspired too, especially by the western youth. Individuals (particularly in developed nations) now "show increasing concern with maintain their bodies in the best possible conditions" and "the cult of looks is no longer aimed at a display of a rank, it is experienced as a way to stay young, to feel good, to maximize self confidence". In the era of consummate

fashion, the aesthetics of the body has become a matter of psychology and performance.

Joseph stated that television programs simultaneously reaching a large section of people inevitably created a psychological bond amongst those exposed to a particular kind of program such as music, sports, plays, and etc. this could and had been a ready foundation for building up common value among member of society. The reach and potential power of these electronic media was immense.

Curran stated that average Americans spent about eight hours a day with the print and electronic media at home, at work and traveling by cars. This total included four hours watching television, three hours listing to radio, a half hour listing to recorded music and other half hour reading a newspaper.

Eldon stated that apart from giving live information about economic activity imparting economic education, television creates consumerism. Advertisements on television are so fabulous that almost all with capacity of society. With the decrease in saving the institution of social welfare also diminishes because with increase in demand the people are not left with much to invest.

1.7 Research Methodology

Methodology is linked to logic in use and it is the combination of tools and techniques used for data collection. So the selection of relevant and appropriate methodology for the collection of data is important. The selection of relevant methods insures the quality of the information and its reliability. The following research techniques were used in the present study.

1.7.1 Rapport Building

Rapport building is an important tool to be used in the field. It obliterates the factor of hesitation and shyness between the researcher and the respondents. It also helps the researcher to get reliable among the people of the community under observation. Researcher used this technique during the field work. Researcher used to visit the

places where people used to sit afternoon and workshops and also sit and talk with shopkeepers, and the boys who could be helpful in my studies. Researcher told them about his reason of being there and they were awe stricken to know about the nature of topic of research. Later on they became habitual of seeing researcher in but they keep on asking researcher about the data and it was a difficult task to satisfy them by telling that it was confidential. Instead of having a good rapport among the respondents, they tried to ignore researcher because they felt uneasy while talking about their private life.

1.7.2 Observation

It is an important and useful technique to collect data. The locale was so large, but the researcher could make participant observation with the people of the community, and it was ethically, religiously impossible for the researcher to participate in the activities of those who were active and make observation. So the observation was limited only to the sanitary conditions in the locale, physical structure of the locale, and activities of the people in the bazaar, activities of those who were involved in one way or the other.

1.7.3 Participant Observation

Participant observation is basic research technique. Almost every ethnographer uses it to ensure the quality of data. Participant observation enabled the researcher to make acute observations within the institutions. It also enabled the researcher to analyze interpersonal behavior of different people. Researcher applied this technique by visiting different areas of the academies like that of playgrounds, different houses, and mini cinemas and by spending time in offices of administration. Thus, participant observation provided and ensured the quality of data.

Participant observation is also necessary for the use of other techniques. As said by Pelto.

> "The relative un-systematized scanning of in formations through participant observation is basic to all there other, more refined,

research techniques. Preliminary data from participant observations provide the fieldworker with insights and clues necessary for developing interview questions, psychological tests, or other more specialized research tools".

<div align="right">(Pelto and Pelto 1978: 69)</div>

Researcher participated in their different rituals and activities. It was advantageous for researcher that researcher knew their languages because most of them belonged to Seraiki culture. Researcher had to do some activities. They considered me as researcher belonged to their culture.

Similar views have been aired by "Gans" as quoted by "Bernard" in "Research Methods in Anthropology: Qualitative, Quantitative Approaches".

"Once the fieldworker has gained entry, people tend to forget he is there, and let down their guard, but he does not; however much he seems to participate, he is really there to observe and even to watch what happens when people let down their guard".

<div align="right">(Bernard, 1994)</div>

1.7.4 Key Informant

It is another important tool of research. Key informant is a knowledgeable person of the community in which the research is being conducted. He has good relations with the people of the community and a large aggregate of the population knows him and can trust him. He is a person who knows his surroundings and has a lot of information about his culture and likes to share his information with others.

A key informant is "someone who controlled a lot of information about culture and is willing to talk to you".

<div align="right">(Bernard1988:77)</div>

The researcher in the community is a new one and key informant is helpful for him in rapport building. He introduces the researcher with the people of the locale. In this

way he works as an intermediate between the researcher and the people of the locale. He also helps the researcher in convincing the people to give information about sensitive issues like information about income, sexual life and other family matters etc.

In the present study, researcher used four key informants, Rauf Mummad Khan, Mohammad khan Kiani, Mohsin Hassan and Mohammad Rafique. First three of these key informants have good rapport among the people of the community. Rauf Mummad Khan is a lawyer. He is a very honest man. He helped and supported me a lot in my field work. He was my main key informant in field work. Mohammad khan Kiani was general secretary of the society but he went to England and he was replaced by Mohsin Hassan as general secretary of the society. They all are involved in the activities related to the development of the community. They helped me a lot in rapport building, in conducting interviews. My fourth key informant, Mohammad Rafique, is a well known person in this area. He has sufficient knowledge about this area and about the people of this area. He helped me a lot in meeting with the next respondent in the sample. Researcher also used few other respondents who helped him in one way or the other. They are not worthy to be described here because they were assigned task not more than one time.

1.7.5 Socio-Economic Census Survey

This is a document which provides quantitative data about the socio-economic status of the people. In the present study, this tool was only applied to collect data about the respondents in the sample. This technique provides information about such things which are difficult to collect through other tools of the research. Through this technique, researcher collected information about the age, sex, qualification, marital status, family system, type of residence, income, resources of water, religion, sects, occupation and health status etc.

Researcher had filled up these censuses and got this information in the start of my field work. Through this technique, researcher has got a lot of information. For this purpose researcher filled up almost 100 socio-economic census forms.

1.7.6 Sampling

Sampling is another tool used in collection of anthropological data. It is defined as;
"A smaller representation of a larger whole."

(Good and Hatt: 201.)

Through sampling, it is much easier to collect data than from the whole population. It takes less time but to draw a sample requires a suitable method. Russell says;

"A study based on a representative sample, however, is often better than one based on the whole population. That is, sample data may have greater internal validity than data from the whole population."

(Bernard 1994: 72)

There are different kinds of samples. In the present study stratified sampling was used to collect data.

"In snow ball sampling, you locate one or more key individuals and ask them to name others who would be likely candidate for your research."

(Bernard 1994: 97)

Using this tool, researcher gathered a lot of information as what are their age groups, what are their languages, castes, education level and what are their problems. Researcher gathered such type of information by using this technique. Researcher had taken one hundred twenty five house holds (125) as a sample and calculated percentages and applied the same to the whole population. This technique is good for saving time. There are different kinds of samples. In the present study stratified sampling technique has been used to collect data.

1.7.7 Focused Group Discussion

Focused group discussion is very helpful. It helped me a lot because many people had gathered in one place. So researcher heard different opinions from different people. It saved researcher time and money. Group discussion is very good technique, in this discussion 4 to 6 persons are involved. Such discussion is informal, open and about daily activities. Researcher got a lot of data from this technique.

1.7.8 Informal Interview

These are the informal settings with the people of the area giving the respondent an impression that it was simply chitchat. Through this approach the researcher collected data about their routine work, health problems and other social activities. Informal sessions were conducted with them to overcome the shyness and hesitancy of the inhabitants. This approach proved very useful.

Researcher made best use of this opportunity to gain something important through those informal settings to collect data or to gain something new about my topic. So, for this purpose, researcher made possible to have many meetings to get much informal data. In those informal meetings, researcher conducted unaccountable interviews that were all informal.

1.7.9 Structured Interview

This technique is not a mere chitchat but based on a clear plan, which is constantly kept in mind. In this way researcher questioned the respondents in a way providing them with awareness of the case and then held the interviews. In this way researcher was able to keep them on right track.

Structured interviews are basically close-ended questions. We have to ask from our respondent about our topic. For good research, one interview is more than enough in one day because it is detailed one. Researcher conducted 125 structured interviews to collect data.

Interview technique was used to collect data. Researcher used In-Depth Interviews technique to collect data. Researcher collected the interviews of ninety respondents. The selection of the respondents was done through stratified sampling. The interviews were conducted at the homes of the respondents, at their work places. The data was also crosschecked through different resources.

1.7.10 Questionnaire

However researcher used this technique in data collection because researcher gave a balanced view of the information that researcher got by the use of anthropological techniques.

For this purpose, a questionnaire of thirty five open and close ended questions is prepared and the young generations were asked to fill them. Through this method, not only researcher gets the appropriate data but also quantitative and qualitative data.

1.7.11 Photography

Researcher got both quantitative and qualitative data with the help of photography. Researcher drew pictures of the devotees and other occasions. Researcher also drew pictures of different rituals and ceremonies that were performed at the shrine. Photography is an important task in research work. With the help of photography, researcher got visual description according to requirements. It is the technique that provides empirical information. This technique was firstly used by the Margaret Mead and then other researchers followed him.

1.7.12 Daily Diary and Field Notes

During the in-depth research, the researcher preferred to have field notes from time to time and to keep a daily diary for expression of timely impression of them during the research. In the present research, it was also ensured to have field notes on daily basis and write down the daily events and basic points of research that occurred to researcher from time to time during the research.

"The difference between field experiences is field notes. Plan on spending two to three hours, every working day, writing up field jotting into field note, working on your diary and coding interviews and notes".

(Ralph Bolton, 1984 pp: 132)

1.7.13 Secondary Data

Secondary data was also used during the research from various sources. Secondary data included official record. It was also used for the history and educational background of this urban area.

Primary sources are used for data collection but secondary resources also prove helpful to get further insight in the study. In secondary data there are print media (newspaper, articles, books etc.) and electronic media (internet).

1.7.14 Mapping

Mapping is a non-verbal tool. It helped researcher to collect data about the external layout of the locale. It helped researcher to gather information regarding facilities available to the people of that area especially health facilities in the context of the location of the hospitals and medical stores. It also helped researcher to get information related to the physical structure of the locale, its surroundings and boundaries of that area.

1.8 Significance of the Study

Effect of urban oriented electronic media on the orientation of the viewers and importance of time factor allocated for electronic media program in modernizing the orientation of the people forms the core of this research. The researcher being, the student of Anthropology finds that this study purposeful from his personal point of view. Electronic media, during the recent times, has become the most common mass media and studies related to electronic media viewing habits have considerable

significance. That is why research is designed to explore some of the facts about the influence of it over the viewer's behavior and how this urban dominated culture on Cable TV is affecting the common people.

Electronic media, as a matter of fact, has a large audience all over the world and more than a million television sets in Pakistan, but the researcher has tried to select for his survey a representative sample of 125 persons in orders to judge whether or not and how far Cable TV programs are affecting our cultural values.

Communication has become an integral part of human beings from the existential point of view.

This study also focuses on the modes of mass media bringing varying degree of change. Electronic media has most significance character in changing social institutions than any other thing in human history. This study brings into light how hegemonic media organizations have posed threat to traditional cultures due to globalization and faster access to information.

Research on testing the effectiveness of various communication media helps in deciding which media is likely to be more effective than another. Whenever there is new audience or new content, it is advisable to study the effectiveness of media to suit the needs and capabilities of audiences. It helps to understand how the media actually work, what influences they have, and in turn influences them.

It provides us a necessary statistical and theoretical base for solving the practical problems in utilizing media for education and development. It also shows media shape public opinion and social values, or the way it can meet audience needs. It can also guide in making better decisions as a society regarding management and regulation of the media and manage media organizations more effectively.

In order to find out, how the electronic media work can help in understanding changes in modern societies, research is of prime importance, the results can help resolve controversies about violence and the vulgarity in the media unravel questions about the effect of news on public opinion and politics, and understand the ways in which the electronic media can meet audience's needs.

The haphazard mushrooming of Cable TV networks all over the country in the last decade is due to the availability of signals of foreign TV networks via satellites. The results media research can be applied to planning information flows and communication strategies for programs of development.

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CHAPTER # 2
AREA PROFILE

2.1 Introduction of the City

Multan is a city in the Punjab Province of Pakistan and capital of Multan District. It is located in the southern part of the province. Multan District has a population of over 3.8 million (according to 1998 census) and the city itself is the sixth largest within the boundaries of Pakistan. It is situated on the east bank of the Chenab River, more or less in the geographic centre of the country and about 966 km from Karachi. Multan is known as the 'City of saints'. The city is full of "bazar", mosques, shrines and superbly designed tombs. A network of rails, highways and air flights has well connected Multan to the rest of the world.

2.2 History of City

Multan is one of the oldest cities in the Asian subcontinent. The area surrounding the city is believed to have been populated since the time of the ancient Indus Valley Civilization that flourished in ancient Pakistan. According to ancient mythology, it was the capital of Trigarta Empire at the time of Mahabharta war, ruled by the Katoch Dynasty. It has seen a lot of warfare because of its location on a major invasion route between South Asia and Central Asia. It is famous for its Sufi shrines.

It is believed to have been visited by Alexander the Great who later renamed the city as Alexandria. In the mid-5th century, the city was attacked by a group of nomads led by Toraman.

In the 7th century, Multan was conquered along with Sindh by the army of Muhammad Bin Qasim, following bin Qasim's conquest and made part of the Ummayid Empire based in modern Iraq and Syria. The city was securely under Muslim rule and solidified Middle Eastern rule. This period if referred to as the first Islamic phase of the area that makes up Pakistan and distinguishes it from other parts

of South Asia. In later history, the city was attacked twice by Mahmud of Ghazni who destroyed the Sun Temple and broke its giant Idol.

In the 17th Century, the founder of Afghanistan, Ahmad Shah Abdali who was born in Multan became a prominent tribal leader and united the various trans-indus tribes including the fractitious Pashtun tribes of Pakistan and Afghanistan. He later established and laid the foundation for the nation state of Afghanistan and was buried in Kandahar where his tomb currently lies.

Multan witnessed difficult times as Afghan and later Mughal rule declined and after Ahmad Shah Durrani's dynasty went into decline, it was ruled locally by the Pashtun Khakwani and Sadozai chieftains who are still the most influential tribes of the area. Thereafter the sikhs, a religious reformist cult, took advantage of the chaos and attacked Multan killing the Sadozai Nawab and took over the city for a short period of time. The Khakwanis had moved out of the city at that time and lived in small walled cities around main Multan.

In the 19th century, the Sikh ruler Maharaja Ranjit Singh conquered Multan and came to rule over the province of Punjab and established the short lived Sikh empire. Sikh armies under their General Hari Singh Nalwa defeated and killed the Afghan ruler of Multan Muzaffar Khan Saddozai. The Sikhs thereafter ruled Punjab till 1849 losing to the British in the Second Anglo Sikh war.

2.3 Geography

The city of Multan is located in southern Punjab province at almost the exact centre of Pakistan. The very next major adjoining city is Sahiwal. The area around the city is a flat plain and is ideal for agriculture. There are many canals that cut across the Multan District that provide water from nearby rivers. It is extremely hot in the summer. Multan is has several citrus and mango farms . It is one of the oldest continuously inhabited cities in the world.The climate in summer reached 52Ĉ in winter -2Ĉ recorded. Dusty winds blow in summer .

2.4 Climate

The climate of the district is dry hot in summer and cold in winter. The hottest months of the every year are May, June, July and August. The heat and dust of Multan are proverbial. Day temperature in the summer months between May and September is high. But the nights are comparatively cool. The highest day temperature is recorded in the months of May and June. The winter is pleasant. The coldest months are the later half of the December and January. The maximum and minimum mean temperatures in summer are 42 and 29 degree centigrade whereas in winter it is 21 and 4.5 degree centigrade respectively.

Wind storms have been one of the chief characteristics of Multan in olden days. In recent times, however the frequency of the wind storms has considerably decreased on account of the extensive agricultural development in and around the district. The normal annual rainfall is about 186 millimeters most of which falls during monsoon from July to September. Winter rain is very rare.

2.5 Demographics

The majority of Multan's residents speak a language called Saraiki. The overwhelming majority of the people are Muslim. Most of the people speak Saraiki language with a good portion of the people conversant in Urdu. English is understood by the educated.

Multan has traditionally been a melting pot of several regional as well as distinct ethnic groups due to it location near four of Pakistan's main provinces and it historical significance as a centre of learning, culture. As a result, Multan of today consists of Baloch, Pashtun, Panjabi, Saraiki, Afghan, Persian and Urdu-speaking Muhajirs who recently arrived at the time of independence in 1947. there in mulan the differences between "maqami" and "muhajir" exists.

Multan is also rich in literature, there are many poets and other prominent personalities who are known country-wide. The city is notable for being the birthplace

of the founder of Afghanistan, Ahmed Shah Abdali who was born in the village of Kiri Shah Husain Khan where members of his tribe still live. Multan is also famous for its sufis.

2.6 Economy

Multan is a commercial and industrial centre, it is connected with the rest of the country through rail and air including the other industrial hubs such as Lahore, Karachi, Quetta and Faisalabad. Industries include fertilizer, cosmetics, glass manufacturing, cotton production and processing, large textile units, flour mills, sugar and oil mills and large-scale power generation projects. It is famous for its handicrafts (carpets & ceramics) and cottage industries.

There are hospitals, public gardens, and several colleges affiliated with the University of the Punjab. The University of Multan was established in 1975. Large, irregular suburbs have grown outside the old walled town, and two satellite towns have been set up. Mangoes of Multan district are well known. Famous orchards include Nawab Sar Buland Khan Badozai Mango Farm, Tareen Mango Farms, Khakwani Mango farm and alizai mango farm. Famous historian Dr. Ashique Khan Durrani has also written a wonderful book on this subject, named Salay Aam'. Multani khussa (traditional shoes), embroidery on dresses for women and men, furniture and other wooden products, earthenware pottery, painted pottery, camel-skin ware (e.g. lamps), surgical instruments and carpets are a few of the city's major export items with a great demand within the country as well.

Mango trees are a large portion of Multan's export domestically as well as abroad. The Pak-Arab Refinery Limited is located in Multan.

2.7 Famous People from Multan

- Ahmad Shah Durrani, (Punjabi founder of Afghanistan).
- Yousaf Raza Gillani, (26th Prime Minister of Pakistan).
- Shah Mehmood Qureshi, (Foreign minster of Pakistan)
- Javed Hashmi, (PML-N leader)

- Inzamam ul Haq, (famous Pakistani cricketer)
- Sadiq Hussain Qureshi.
- (Pakistan Peoples Party Former Governor and Chief Minister of Punjab)

2.8 Sites of Interest

There are many sites of interest in Multan city like Multan Arts Council building, Eidgah Mosque, Old City, Khooni Burj and gates of the Old City, Haram Gate, The City Hall, Multan Munsipesle Corporation or Clock Tower, Qasim Pur Colony, Arguably the place where Muhammad Bin Qasim land his troops, Mumtazabad Colony, Mohallah Qadeerabad, Shah Rukn-e Alam Colony, New Multan, WAPDA Colony Multan Cantt, and Nishtar Hospital.

2.9 Language of the Area

The percentage of the population with reference to the language spoken refers to the language spoken between the parents and their children in any household. Siraiki is main language of this city. Urdu is next to Siraiki. Famous Siraiki linguist Mehr Abdul Haq spent his last days in this city and buried here .Also famous Siraiki poet Hassan Raza Gardezi was from this city.People of the locale speak different languages to communicate with each other. Seraiki is the dominant language being spoken in the area representing majority of the population followed by Seraiki, Punjabi, and Urdu.

Mostly all people can understand Urdu except the illiterate people of the elder age. The school boys and girls can speak and understand as for as my area of locale is concerned in *Gulgasht colony*, seraiki is the language of seventy percent people. People from "rohtek" India are also there. That's why there "rotki" language also exists in the Colony. But at the same time other locale shuja abad.road is little bit different. Most of the people are seraiki. They are nominally punjabies.

Now the change in language exists there. Most of the families teaching their children

urdu rather than their mother language. And now children of the seraiki speaking families has got new accent, no one can judge while listening them rather they are seraiki or urdu speaking. Because in private schools the medium of instruction is Urdu while in Government schools, Urdu is taught as a compulsory subject. Moreover many of the literate Punjabi or seraiki speaking parents like to conversant with their children in Urdu because they think that speaking in Urdu displays the educational level of the family. Now they are trying to give best education to their children. Many children are studying in the best schools of the Multan.

Girls use English words now in their language as much as possible. It is kind of inferiority complex. Language of the people of this area is little artificial. By Speaking in style they are considered as educated people. They use to convey messages even in Hollywood or Bollywood style. Even in their body language they try to portray themselves as an elite burger family, English is diffusing in the society, though not so rapidly as Urdu is, and even illiterate girls can be seen using English words like 'hi' instead of salaam. (God protect for you) and 'bye' instead of Allah hafiz.

2.10 Administration and Revenue

The district is under the general charge of Deputy Commissioner who combines the function of district Magistrate as well as collector. He is also responsible for coordinating the activities of all nation building departments in the district. On the judicial side, he is assisted by an Additional District Magistrate while on the revenue side he is assisted by revenue assistants with a Tehsildar and a Naib Tehsildar in each tehsil. For revenue administration the district is divided into sub-division name Multan Saddar, Multan city, Shujabad and Jalalpur Pirwala which have their headquarters at these respective places. The consolidation work in the district is being looked after by Additional Deputy Commissioner.

The police administration in the district is vested in the senior Superintendent of Police, who is assisted by some Additional/Assistant/Deputy superintendents of

Police on the executive side. For police administration and maintaining law and order the district is divided in to 27 police stations.

The judicial administration of the district is under the charge of a district and session Judge, who is assisted by some civil Judges.

2.11 Soil

The soil of the district is of alluvial in nature and sand is every where met up to a feet below the surface. Soil is good for agriculture and is considered fertile for some specific crops like wheat, cotton, mango and potato.

2.12 Culture of the Area

Culturally, Multan is not very much different from other districts of the former Punjab although some ways of life and even language differs from the other districts. Excess of feeling for the welfare of relatives and friends, hospitality and sincerity in one's dealings with other people, is the distinguishing mark of Multani culture. People greet each other warm heartedly and make profuse inquiries about the welfare of the other person, his family and relatives. Improvement in communications and the extension of perennial canal irrigation have undoubtedly had an effect on the outlook even of the peasantry.

2.13 Dress Pattern

An ordinary man in the rural areas wears a pag (turban) on his head and sometimes a kulla or cap inside. The style of dress, amongst all tribes is uniform with hardly any tribal peculiarities. The Baloch no longer dress like the tribesmen across the Indus or the Pathans or blue and sometimes of bright colors in cheek design a Chola or Shirt coming down to knees generally of white colour but occasionally blue and chaddar or plaid worn over the shoulders. The shirt known as Chola or Kurta is closed either by buttons or by a loop in front. The Chaddar which is thrown across the shoulder is frequently of rich material when it is called Lungi or Khes, while the Chaddar of the

poorer people is known as Blagal or Lupar. Some people use a Rumal or kerchief of Khadar or mill made clothe over the shoulders. In the towns particularly amongst the educated class western dress is common.

The dress of the women consists of the usual Shalwar or Pajama or long shirted petticoat like Lehnga or Ghagra. The former is worn mainly in the urban areas while the latter is more common in the villages. The Chola or Kurta which is often bright clouted striped cloth with short sleeves is more common although sometimes a Choli or Kurti may also be generally of white or red cloth. Pulkaris and embroidered Chaddars are not so frequent here. The women of the middle classes in towns, and well-to-do classes in rural areas observe Purdah and are not seen out side their homes except in white or black Burqa.

The men wear their hair short, although amongst the Baloch and Daudputras some people have long hair also. The women plait their hair before marriage, but after marriages generally wear them loose. Sometimes the hair is plaited and knotted on the top of the head.

2.14 Food and Health

The simple food of the people is Roti made of Atta, pulses and rice. The proportion of wheat to other grams consumed has increased much during recent years. But it still depends to a considerable extent on the means of the family, and to some extent the tract in which the family lives. Seasonal variation in food is also noticeable. Rice is generally eaten in the district. The rice grown locally is not of the best quality and good rice has to be imported from other districts. A sizable portion of the people, generally poor, has sometimes to eat Jowar and Bajra when wheat becomes scarce or its price rises beyond their means. The more prosperous people and those living in the towns have meat and vegetables with bread. The poorer people frequently eat turnip, stalks and roots, especially in bad years. The consumption of fish is becoming more common as a result of restrictions on slaughter of meat animals especially in the towns.

Spices of various kinds are used both in villages and towns but their use is greater amongst the more well-to-do than amongst the poorer classes. Gur and Shakar are used mainly in the villages, while sugar is more common in the cities. Animal's fats are the main cooking gradient in the towns as well as in the villages though in the latter it is used by the richer people only.

Lassi and milk are universally popular both in the urban and in the rural areas. In summer Lassi prepared from fresh curd is drink by all classes of people in towns as well as in the villages. The usual eating habit amongst a majority of people is to eat once at mid-day and again soon after dark. Tea has become a very much sought after beverage both in rural and urban areas.

Smoking among men is fairly common both in towns and villages, but amongst women it is rare. Bathing twice or thrice in a day is almost a necessity in summer, but in winter the frequency is reduced to alternate days or even less.

2.15 Characteristics of the People

The habits of Multani people differ in many respects from people of rest of the Punjab. The character of the people also has certain peculiarities and it may be said that they are more self centered.

The Multani peasant generally marries in the local areas and not a woman from a distant district. The indigenous peasant of Multan is of a shy disposition and among friends he is cheerful, he lacks the ready friendliness which is a characteristic of the people of the central Punjab. This reservation has however now broken and with growing contract of the people with outside world and with settlement of a large number of outsiders in agriculture trade and industry, the Multani is hardly distinguishable from the other people of the Punjab.

The people are generally tall, well built and good natured in speech frank and out spoken, and in no way inferior in politeness and hospitality to the people of other districts.

2.15.1 Birth Ceremonies

The birth of a child is celebrated even before the child is born. Pregnancy is received with an Aura of mystery around it. A pregnant woman is kept as far as possible away from all the negative and supernatural influences. In the 9th month Kanji is celebrated. The parents of the woman send bridal cloths and green fruits for the expectant mother. When the pregnant woman is in labor various attempts are made to keep evil influences away from her pepper and chilies are burnt at her door. The birth of the baby is announced and celebrated according to the sex of the new born. If it is a male baby great festivities begin soon after his birth. The head of the new born is covered with Zafraan and his lips are smeared with honey. The grand father or the Molvi says Azaan in his ears. On the 8th day and in some cases on the 12th day. After the birth of the baby the mother takes bath and is made to wear her bridal or new dress. About 5 months after the birth of the baby his head is shaved. The event is celebrated with a get-together, whether the parents can afford or can not afford, the occasion is rounded off with the slaughter of the sacrificial lamb. Circumcision, in the case of the boy. This may take place with the head-shave or may be postponed for quite sometime. Circumcision calls for another feast, the nature of which depends upon the economic status of the family.

2.15.2 Death Ceremonies

Soon after death has occurred fire in the house is extinguished. The Nai is asked to communicate the sad news to all concerned. Women folk begin to wail and cry. Their mourning takes the form of ancient dirge. Men sit outside on a carpet, receiving people and telling the circumstances in which the death occurred. The dead body is washed with camphor. The near relatives are brought to get the last glimpse of the departed soul. Recitation from the Holy Quran and flowers are placed near the dead-body. When all gathered the body is taken to the graveyard and after saying the funeral prayers the body is laid in the grave. Nothing is cooked for three days in the family of the bereaved. Food is supplied by the relatives of the deceased. Ceremony known as Qul is held on the third day. On the fortieth day another ceremony known as

Chehlum is held which is again an occasion of recitation from the Holy Quran and feeding of the people. The clothes of the dead person are distributed to the poor. Regular visit to graveyard continue for a period of eleven days.

2.15.3 Betrothal

Mostly marriages are arranged by the parents. It seldom happens that the betrothed pair knows each other. Even if the two happen to know each other, the make believe of strangers remains. There is a professional class of women, who are experts in the art of match making. They have their fixed areas of operations. They affect matches by lauding the abilities of the boy and the beauty of the girl. The material prosperity of the boy is taken into special consideration. When the agent has done her work of canvassing she brings the two parents together. The parents of the boy see the girl and watch her behavior and look at her critically from the point of view of physical appearance and efficiency as house wife. If she is approved, the mother of the boy places rupee coin under the feet of the girl which means that the girl is approved. They come back and announce the decision by sending sweets to friends and family members.

2.15.4 Marriage Pattern

After some weeks the parents of the boy visit the parents of the girl to decide the date of marriage. They go in a family group, take fruits with them and also a set of bangles, a ring and some cloths. They are entertained by the parents of the girl. A date relating to the lunar calendar is fixed. Brisk preparations begin. On the first day of moon calendar the month in which the ceremony is to take place, shadmana begins to play. Players of Shenai, Nafeeri and native drum consititute Shadmana. They sit in front of the boy's house and keep on playing till the day of marriage. During these days the Nai is the master of the ceremonies. Special guests and relatives are not invited through Nai. The parents themselves go to the girl and smear Mehndi on her hands and feet. However, before this a ceremony called Mehndi has already taken place. The girl is almost locked in a room where only her friends and relatives can visit her. She is kept in shabby clothiers, and women keep on smearing Cheekoo on

her a preparation of herbs made to brighten up the face. Her prospective in-laws make their first visit to the girl. She is made to sit on a wooden platform wearing only a Chaddar. The in law opens the Mehndi and put oil in her hair.

On the day of marriage, the bridegroom comes along with a host of relatives and friends, riding on a horse or car, wearing colorful clothes and Lungi on his head. He washes himself at the girl's house and wears clothes given to him by his in laws. After the Nikah, the groom is presented before the women folk of the bride's side. There is an interesting and wide spread custom which is followed by all classes of people. The bride's sister hides the bridegroom's shoes and until groom paid the customary amount of money to the bride's sister he is not allowed to go. After dinner, music and play full dances, the Barat returns. Holding his wife, the groom enters the bed chamber but not before the sacrifice of a goat at their door. The groom holds the girl in his arms and takes her to the bed chamber. The groom has a knife in his hands to save him from evil influences on the first night. Two days after the marriage the girl returns to her parents home that is called Satowara when she narrates to her mother all that happened to her during the first two days. Husband and the in laws come to take her back to where now she belongs.

2.16 Forestry

The total area under forest in Multan district during 1996-97 was about 8.804 hectares, of which 8,313 hectares were reserved forests, 335 hectares protected forests and 156 hectares were un-classified forests.

2.17 Education

There are 2,173 educational institutions working in Multan district, imparting education from the level of mosque/primary up to post graduate level. There is also a medical college namely Nishtar Medical College and Multan University situated in Multan.

2.18 Major Industries

The major industries include cotton ginning and processing cotton textiles. Silk and art silk textiles, carpet and rug woolen textile, edible oils. Tanning and leather finishing dying, bleaching and finishing textiles, fertilizers, soap manufacturing, clay products, pharmaceutical preparations, agricultural machinery.

2.19 Small Industries

The cottage industry includes chemical, silk/woolen carpets, colored bricks, house hold lines etc. besides a number of small cottage industrial units, 243 registered factories having less than 100 employees in each while 17 registered factories having more than 100 employees in each were reported during the year 1996.

2.20 Rural and Urban Distribution

The urban population was 1,314,748 or 42.2 per cent of the total population of the district which grew at an average rate of 2.9 per cent during 1981-98 and had decreased from 3.9 per cent observed during 1972-81. there are one Municipal corporation, one Municipal committee, one Cantonment and three Town Committees. There were 527 Mauzas (a smallest revenue unit) in 1998.of which 124 had population over 5,000 thousand, 152 had 2 to 5 thousand. 110 had one to two thousand, 137 had fewer than one thousand persons while 4 were un-inhabited.

2.21 Religion

As emerged from 1998 Census the population of district is predominantly Muslims i.e., 99. 12 per cent. The next higher percentage is of Christian with 0.62 points, followed by Ahmadi 0.09 per cent. While other minorities like Hindu (Jati), Scheduled caster etc. are very small in number.

2.22 Drainage System

Earlier drains were dug in the centre of the streets. But in 1969's drains were at the two edges of the streets. The centre of District Multan is raised and the rest is low. Hence water goes down with its flow to the "Naala" from where it goes and get mixed in the main stream which name is "Haar."

2.23 Gift Exchange System

A type of gift exchange system is "Bhai Chaara". For example permanent friendship, which bounds two men or women to act like close brothers or sisters respectively. On every occasion extensive gift exchange takes place. Another type of this "Bhai Chaara" is "Baal Puruch Bhai Chaara". It happens when a child is born, on the sixth day of his birth, his head is shaved and the other child who has to become his brother spread his shirts and takes all hair of the other child and they get bonded into a brotherly relationship. Gifts are also exchanged on birthdays, new birth, weddings, and even at elections.

2.24 Ethnic Groups

As mentioned above, this area was inhabited by Syeds, who gathered people from the surrounding and settled them in Multan. Therefore, majority of the population have migrated from different areas such as Butts, Siddiqui, Araein, Rajpoot, Malik, Pathaan, and Chaudaries.

Table No: 2.1

Ethnic Groups

S.NO.	ETHNIC GROUPS	PERCENTAGE
1	Shiekh	22%
2	Paracha	19%
3	Araien	14%
4	Naqvi (Syeds)	27%
5	Sadozai (Pathan)	15%
6	Malik (Awan)	24%
7	Rajpoot (Bhatti)	9%
8	Siddiqui	6%
9	Chaudaries	4%
10	Butts	2%

2.25 Markets

There are two main markets in Gulgasht Colony. According to my key informants, these two markets are Government markets. The names of these markets are,

- Gardezi market
- Mubeen market

Gardezi market is a main market of Gulgasht Colony. In this market, there are many big and small shops. It is extended day by day, running parallel to the main road. Almost all the utility items are available in this market including fresh fruits, vegetables, baked products, daily utility goods, electronics, cloths, shoes, jewelry, PCO's, net café, audio video shops and restaurants. Recently a wedding hall has also opened.

2.26 Parks

According to my key informants, there are three parks in this area. The name of these three parks are

- Goal Bagh Park
- Fatima Jinnah women Park
- Jalal Park

Fatima Jinnah Women Park is situated in block "B". This park is only for women. Goal Bagh Park is situated in block "A" of this area. This park is goal in sides. So it is named as Goal Bagh Park.

2.27 Family Structure and Size

A family is a domestic group of people or a number of domestic groups, typically affiliated by birth or marriage or by comparable legal relationships including domestic partnership, adoption, surname and in some cases ownership.

According to my key informants, a typical family pattern is based on extended family system. But now a day, due to increasing needs, accommodation problem and personal preferences, majority families are seen nuclear. Extended family is a term with several distinct meanings. First it is used synonymously with consanguine family. Second in societies dominated by the conjugal family. It is used to refer to kindred who don't belong to the conjugal family.

In extended families, the network of relatives act as a close knit community. Extended families can include, aside from parents and their children, cousins, aunts, uncle, grand parents, foster children and etc. This is in contrast with smaller nuclear family. A nuclear family is a house hold consisting of two married, hetero sexual parents and their legal children, as a distinct from the extended family. While the family is a near universal cultural phenomenon. Nuclear family does not form the family unit in every society.

Stem families are sort of extended families, where it is not the married children living with their parents and grand parents. But often siblings of grand parents 2nd and 3rd cousins all are living together.

2.27.1 Role of Elders in the Family

The role of elders is much more dominant within the family as well as political matters. Even the whole of the Biradaries follow the decisions of these elders. There is nothing left for the youngsters or the women except to follow the instructions of male elders. Besides that, the marriages among the families also take place according to the commandments of the elders.

2.27.2 Social Organization

Social organization of the town is obviously much intermingled in terms of social integration as is the case in the most traditional societies of East Asia. Here the mutual dependency of people of the area is on its peak due to geographical, environmental

and economic factors. So, the social isolation of a person takes heavy toll on his survival in the area.

2.27.3 Kinship

The kinship among these traditional communities is a major social phenomenon. Kinship has to do a lot with the social organization, marriage system and conflict resolution in these communities. Often a village is dominated by the people of one lineage. The significance of kinship ties can be gauged from the fact that even if someone is charged money against some crime etc. It is collectively paid by his kinsmen.

2.28 Hospitality

The hospitality of the area is proverbial. The people of this area are very kind and always welcome their guests. They never feel bad for the guests; whether the host belongs to poor or rich family. They feel pleasure for hosting a guest in their home. Guests are always served with tasty foods and drinks according to the season. The important thing here is that they are served with the most precious food or drink or sometimes asked as to what they want to eat or drink and offered according to their desire or wish. If the host does not entertain properly it is considered an act of sin because they all believe that guest is a great blessing of God.

In winter, first of all the guest is served with tea. If guests stay for a day or so, then the guest is served with food. Mostly they are offered tea three times a day because they themselves are fond of taking tea. Sometimes the visitors are the tradesmen; they sell cloths, vegetables and photographs.

In summer the guests are served with cold water and tea. Regardless of the type of the season, guests are mostly served with tea three times a day. After that if the guests stay for night they are served with a special and delicious food, the food that hosts don't cook for themselves normally.

2.29 Sports

The sports which are played in this area are cricket, volleyball, football, hockey, table tennis, badminton, and kabbadi. Cricket is very famous in this area. Almost every person plays and like cricket. There are two play grounds in this area.

2.30 Politics

When this colony was established, there were two numberdaars. One of them was Hindu's and other was Muslim. The place which was left by Sikhs, was occupied by Muhajirs. Then Bhutto Sahib allotted 5, 5, marlaas among the people. After that people impressed by PPP (Pakistan Peoples Party) and started supporting it and joined the party. Basically there are two major political parties in this Colony. one is PPP and other is Muslim League. But people have a lot of interest in PPP.

2.31 Mosques

According to my key informants there are 8 mosques present in this colony out of which one is belong to Fiqa-e-Jafaria. The names of these mosques are

- Jamia Masjid Madni
- Jamia Masjid Bilal
- Jamia Masjid Ghons-ul-Azam
- Jalal Masjid
- Jamia Masjid Makki
- Noor Masjid
- Jamia Haideria Masjid
- Jamia Qasim-ul- Olume

2.32 Schools

In this colony, there are two Government Primary Schools. One for boys and one for girls. There are also two high schools in this colony. One is for boys and one is for girls. One college up to degree level is also present in this colony.

2.33 Electricity

Electricity was provided to this area during 1971. In the earliest period very few houses were provided this facility but with the passage of time almost all residents of this area got access to electricity.

2.34 Mass Media

T.V, radio, telephone, internet and newspaper are the major source of information in this area. Many shopkeepers in this area also keep daily newspaper. This area also provided cable facility. So almost every family owns a radio and TV. The mass media has played an important part in transforming the attitudes and life style of the people in different spheres and has made them aware of the world outside.

2.35 Sub Post Office

In 1963, the sub post office was established with out any separate building. People receive money orders from this post office by themselves. But mails or letters are sent to their homes through post men.

2.36 Transportation

This area use different vehicles transportation like cycle, motorcycle, cars, tractors, truck, rickshaw, donkey cart and etc. The rickshaw service operates from one area to other areas and from one Colony to others Colonies. There is also bus service which operates from locale to different places.

2.37 Structure of Houses

There are two types of houses in this area. One type is "pakka" and other type is "semi pakka". The houses have one or two toilets, one kitchen, bathrooms, bedrooms, one TV room and one dining room. There are also stores in every house in which

wheat and grains are saved. And there is also a court yard at the front of every house. Almost all houses are made on modern types.

2.38 P.C.O

There are many P.C.O's in small and large sizes in this area. They in the main market. Telephone facility is available in this area and mobile phones are also used by the people. All mobile networks are working in this area.

2.39 Rain Fall

The rainy season starts in July and ands to September. July and August receive more rains than any other months. Most of the winter rains are received in the months of January, February and March.

Map of the Area

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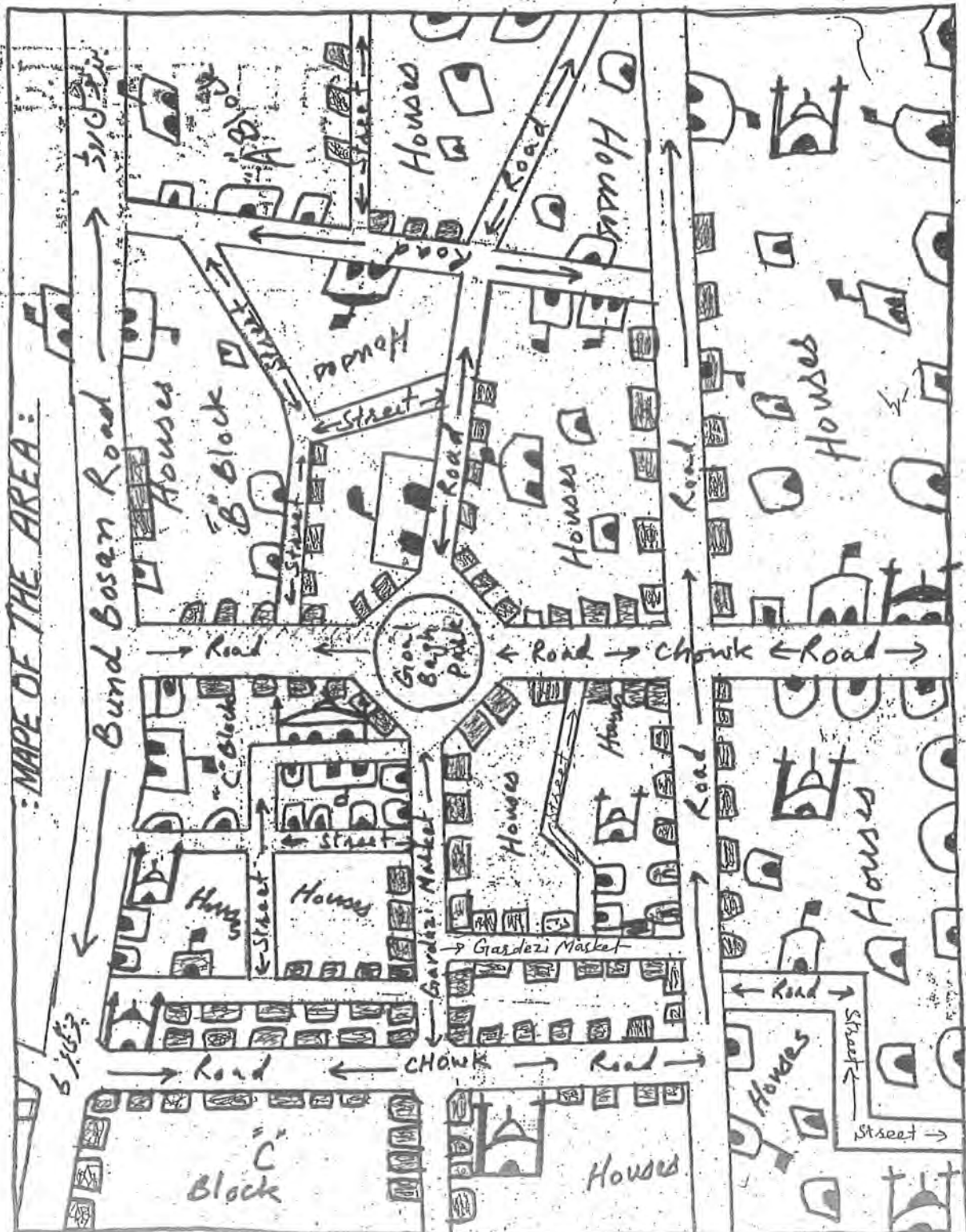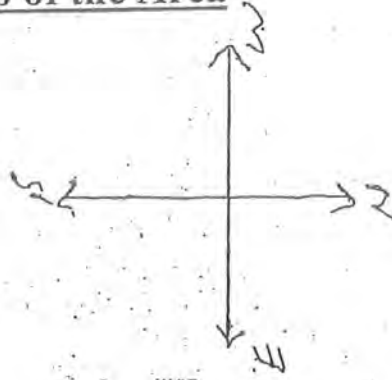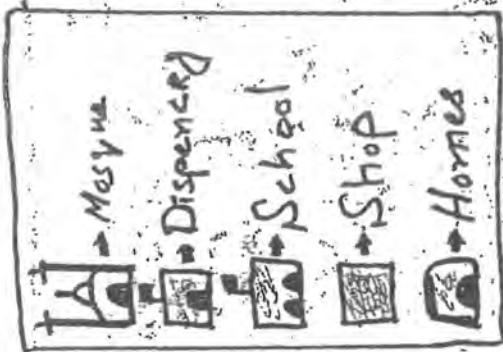
CHAPTER # 3
ACCESSIBILITY TO DIFFERENT MODES OF
ELECTRONIC MEDIA

3.1 Introduction

Electricity came into this area in 1971, which brought innovative electronic media devices along with it. Each decade brought a new electronic device, which were readily adopted by the masses. The discussion and interviews with the local people suggest that their lives have become easier than before.

3.2 Availability of Electronic Media Devices

Electronic media are media that utilize electronics or electromechanical energy for the end user (audience) to access the content. This is in contrast to static media (mainly print media), which are most often created electronically, but don't require electronics to be accessed by the end user in the printed form. The primary electronic media sources familiar to the general public are better known as video recordings, audio recordings, multimedia presentations, slide presentations, CD-ROM and Online Content. Most new media are in the form of digital media. However, electronic media may be in either analog or digital format.

Although the term is usually associated with content recorded on a storage medium, recordings are not required for live broadcasting and online networking. Any equipment used in the electronic communication process (e.g. television, radio, telephone, desktop computer, game console, handheld device) may also be considered electronic media.

3.3 Radio

Radio is the transmission of signals, by modulation of electromagnetic waves with frequencies below those of visible light. Electromagnetic radiation travels by means

of oscillating electromagnetic fields that pass through the air and the vacuum of space. Information is carried by systematically changing (modulating) some property of the radiated waves, such as amplitude, frequency, or phase. When radio waves pass an electrical conductor, the oscillating fields induce an alternating current in the conductor. This can be detected and transformed into sound or other signals that carry information.

The meaning and usage of the word "radio" has developed in parallel with developments within the field and can be seen to have three distinct phases: electromagnetic waves and experimentation; wireless communication and technical development; and radio broadcasting and commercialization. Many individuals, inventors, engineers, developers, businessmen contributed to produce the modern idea of radio and thus the origins and 'invention' are multiple and controversial.

Development from a laboratory demonstration to commercial utility spanned several decades and required the efforts of many practitioners. Thomas Edison applied in 1885 to the U.S. Patent Office for a patent on a wireless telegraphy system which anticipated later developments in the field.

3.4 Television

Television (TV) is a widely used telecommunication medium for transmitting and receiving moving images, either monochromatic "black and white" or color, usually accompanied by sound. "Television" may also refer specifically to a television set, television programming or television transmission. The word is derived from mixed Latin and Greek roots, meaning "far sight".

Commercially available since the late 1930s, the television set has become a common communications receiver in homes, businesses and institutions, particularly as a source of entertainment and news. Since the 1970s the availability of video cassettes, laserdiscs, DVDs and now Blu-ray discs, have resulted in the television set frequently being used for viewing recorded as well as broadcast material.

A standard television set comprises multiple internal electronic circuits, including those for tuning and decoding broadcast signals. A display device which lacks a tuner is properly called a monitor, rather than a television. A television system may use different technical standards such as digital television (DTV) and high-definition television (HDTV). Television systems are also used for surveillance, industrial process control, and guiding of weapons, in places where direct observation is difficult or dangerous.

3.5 Cable Television

Cable television is a system of providing television to consumers via radio frequency signals transmitted to televisions through fixed optical fibers or coaxial cables as opposed to the over-the-air method used in traditional television broadcasting in which a television antenna is required. FM radio programming, high-speed Internet, telephony, and similar non-television services may also be provided.

The abbreviation CATV was often used to mean "Cable TV". It originally stood for Community Antenna Television, from cable television's origins in 1948: in areas where over-the-air reception was limited by mountainous terrain, large "community antennas" were constructed, and cable was run from them to individual homes.

It is most commonplace in North America, Europe, Australia and East Asia, though it is present in many other countries, mainly in South America and the Middle East. Cable TV has had much success in Pakistan, as it is not cost-effective to lay cables in sparsely populated areas. So-called "wireless cable" or microwave-based systems are used instead.

3.5.1 Consumer Issues

The cable industry spends millions of dollars annually on government relationships. Regularly this industry employs the spouses, sons and daughters of influential mayors, councilmen, commissioners, and other officials to assure its continued local

monopoly and preferred market allocations, many of which have been questioned as unethical.

The monopoly on cable television has historically been enforced by local governments. Cable maintains thousands of such de facto monopolies. In order to provide service to individual homes, a cable provider must place its cable wiring along and across local streets or other rights-of-way. To do so, the provider must get permission from the local government that own those streets via rights-of-way permits.

Operational permission comes in the form of a document called a local franchise agreement. Most of local government chose to grant permission to only one company, however, recently states have developed broader franchising laws to drive more investment and competition. Changes in the federal law in 1992 had forced local governments to grant permission to other companies to provide service, however the U.S. Government found in 2006 that only 2% of U.S. households had a competitive choice. In some cases Comcast, with municipal government approval, had entered into market allocation schemes. By agreeing to not compete head to head, consumers thus are perpetually locked into a single monopoly cable provider with annual price escalations reaching 93% in the past decade.

A recent third party survey of citizens found approximately 62% of the respondents were very dissatisfied with the cost of cable television service. A majority of the respondents were satisfied with the friendliness and courtesy of customer service personnel, however, approximately 30% of the respondents rated the cable company's performance as poor. With regard to open-ended comments, respondents felt that the cost of the cable service was too high, a need for cable competition existed and the desire for a basic cable package offering was desired. Although respondents cited these critical issues, the local monopoly structure preserves the status quo of poor customer service, limited product choices, no direct competition and uncontrollable annual cable TV price increases. Relief for consumers is being created by state level a multi jurisdictional franchise and service process that will spur investment and competition; thus driving economic development sought by state and local government leaders.

3.6 Internet

The Internet is a global network of interconnected computers, enabling users to share information along multiple channels. Typically, a computer that connects to the Internet can access information from a vast array of available servers and other computers by moving information from them to the computer's local memory.

The same connection allows that computer to send information to servers on the network; that information is in turn accessed and potentially modified by a variety of other interconnected computers. A majority of widely accessible information on the Internet consists of inter-linked hypertext documents and other resources of the World Wide Web (WWW). Computer users typically manage sent and received information with web browsers; other software for users' interface with computer networks includes specialized programs for electronic mail, online chat, file transfer and file sharing.

The movement of information in the Internet is achieved via a system of interconnected computer networks that share data by packet switching using the standardized *Internet Protocol Suite*. It is a "network of networks" that consists of millions of private and public, academic, business, and government networks of local to global scope that are linked by copper wires, fiber-optic cables, wireless connections, and other technologies.

3.6.1 Before the Internet

In the 1950s and early 1960s, prior to the widespread inter-networking that led to the Internet, most communication networks were limited in that they only allowed communications between the stations on the network. Some networks had gateways or bridges between them, but these bridges were often limited or built specifically for a single use.

One prevalent computer networking method was based on the central mainframe method, simply allowing its terminals to be connected via long leased lines. This method was used in the 1950s to support researchers such as Herbert Simon, in

Pittsburgh, Pennsylvania, when collaborating across the continent with researchers in Sullivan, Illinois, on automated theorem proving and artificial intelligence.

3.6.2 Internet Access

Public places to use the Internet include libraries and Internet cafes, where computers with Internet connections are available. There are also Internet access points in many public places such as airport halls and coffee shops, in some cases just for brief use while standing. Various terms are used, such as "public Internet kiosk", "public access terminal", and "Web payphone". Many hotels now also have public terminals, though these are usually fee-based. These terminals are widely accessed for various usage like ticket booking, bank deposit, online payment etc. Internet cafe provides wireless access to computer networks, and therefore can do so to the Internet itself. Hotspots providing such access include internet cafes, where would be users need to bring their own wireless-enabled devices such as a laptop. These services may be free to all, free to customers only, or fee-based. A hotspot need not be limited to a confined location. A whole campus or park, or even an entire city can be enabled.

3.7 Computer

A computer is a machine that manipulates data according to a list of instructions. The first devices that resemble modern computers date to the mid-20th century, although the computer concept and various machines similar to computers existed earlier. Early electronic computers were the size of a large room, consuming as much power as several hundred modern personal computers .

Modern computers are based on tiny integrated circuits and are millions to billions of times more capable while occupying a fraction of the space. Today, simple computers may be made small enough to fit into a wristwatch and be powered from a watch battery. Personal computers, in various forms, are icons of the Information age and are what most people think of as "a computer"; however, the most common form of computer in use today is the embedded computer.

Embedded computers are small, simple devices that are used to control other devices for example, they may be found in machines ranging from fighter aircraft to industrial robots, digital cameras, and children's toys.The ability to store and execute lists of instructions called *programs* makes computers extremely versatile and distinguishes them from calculators.

The thesis is a mathematical statement of this versatility: any computer with a certain minimum capability is, in principle, capable of performing the same tasks that any other computer can perform. Therefore, computers with capability and complexity ranging from that of a personal digital assistant to a supercomputer are all able to perform the same computational tasks given enough time and storage capacity.

3.8 Accessability to Mass Media

With the help of the socio-economic census survey forms, I got the data regarding the accessibility to different modes of electronic media. From the above review on electronic media and indepth interviews, I have gathered that now a days the latest craze for young generation is accessibility to internet and mobile phones.

Table No: 3.1

Accessability to Mass Media

S.No.	Media Device	Accessibility% Per Household
1	TV	97%
2	Radio	31%
3	Cable	69%
4	VCR/CD/DVD Players	23%
5	Newspaper/Magazine	56%
6	Computer	35%
7	Mobile phone	82%
8	Internet	37%

Regarding the accessibility to different modes of mass media, these statistics present an inter media consumption pattren with respect to the different age groups. From the above, we have observe that youngsters and children have access to TV and they watch it on regular basis. Where as the ratio of radio, internet and news paper is very low, this shows the effectiveness of the audio-visual images.

3.9 TV Channels

3.9.1 State Owned Channels

Pakistan Television Network, also referred to as PTV, is Pakistan's state owned television network which operates on both terrestrial & satellite. Channels include in PTV's network :

- PTV Home
- PTV News
- PTV Global - For UK/Europe & USA
- PTV National - Regional Programming Channel
- PTV Bolan - Balochi Language Channel
- AJK TV - Kashmiri Language Channel

3.9.2 Cable and Satellite Channels

- AAJ TV
- AAJ News 24 Hrs News Channel from 23 March 2009
- Play TV (Pakistan) - Music & Lifestyle channel
- TV One
- News One
- ARY Digital
- ARY One World - News channel
- ARY Zouq - Food channel
- QTV - Religious channel
- The Musik - Music channel
- ATV - Also available on Terrestrial Networks
- Business Plus

- Channel 5 - News channel
- Dawn News - English language News channel
- Din News
- Dhoom TV
- Dunya News
- Dunya Entertainment (Currently on Test Transmission)
- Express News (Urdu)
- Hum TV
- Masala TV - Food and Health channel
- Filmazia - Pakistani Movies channel
- Film World
- Fun TV Geo News
- Geo Super - Sports channel
- Indus Music
- Indus News
- Samaa - News channel
- Ujala TV - Educational
- Waqt TV - News channel

3.9.3 Regional Channels

- KTN
- KTN News
- Sindh TV
- Sindh TV News
- Kashish TV
- Punjab TV
- Rohi TV
- Waseb TV
- Kook TV
- AVT Khyber

3.9.4 International Channels

- Cartoon Network

- IRA News Channel
- CNBC Pakistan
- Fashion TV Pakistan - Part of ARY Digital Network
- HBO - Part of ARY Digital Network
- MTV Pakistan - Part of Indus Television Network
- Nickelodeon - Part of ARY Digital Network
- Ten Sports
- Star Plus
- Star Movies

CHAPTER # 4

ELECTRONIC MEDIA AND YOUTH

4.1 TV and Education

From what has been seen, it may be concluded that TV practically doesn't have any educational effect. Education is a very slow process. What is learned in a fast way usually has no deep value, and should follow the child's or young person's global development. But with TV everything must be fast due to the characteristics of the apparatus and the viewer's state of mind. Besides being a very slow process, education also has to be highly contextual: the teacher takes into account what was given in the previous day or week and, in methods with integrated education, as in Waldorf Education, teachers know what other teachers of the same class are doing and know each student very well. On the contrary, TV, being a mass communication medium, transmits something that in general is totally out of the viewer's context.

Researcher find that the most negative point of television with relation to education is that the latter demands the student's attention and activity, mainly when one considers that education should have as one of its main goals the development of the capacities of imagining and of mental creation. But TV does exactly the opposite; the constant deluge of millions of images makes the viewer lose his imagination and creativity. Thus, television represents in many aspects the antithesis of education. It should only be used in education for illustration purposes, with videos of short duration, so that the teacher can repeat images and discuss with her students what they watched, preferably only at high school or college.

4.1.1 Impacts on Education

Since the capacity of the viewers, listener or the reader depends largely on his education, and since percentage of the education is low in the developing countries, the media have come to acquire far more power in molding the public opinion than a discerning population would allow it in the advanced. The greater the power of the media the greater becomes its value as instrument of projecting certain viewpoints.

Hence the control of this media by the authority in power makes it vulnerable to the change of being used propaganda. TV also portrays life so easy that they believe that they will get everything automatically and they do not need being highly qualified for it.

Female literacy rate is higher than males. Young girls go to school daily whereas boys are not regular in studies. Reason behind this is social setup. Majority of the parents consider that getting education is of no use as have to do business and run shops, doing job is consider an inferior level. Children do not do their homework properly or leave it incomplete, as they do not have interest in homework. Electronic media distracts them from studying. Cable TV being the source of too many channels, which gives a lot of option to the young viewers, hence they keep on watching different programs one by one. Cartoon network and star plus back-to-back dramas are two most addicting elements that keep the concentration of children and youth.

In private co-education schools, the young minds are influenced so much with romanticism that boys of the 5th and 6th grade even start acting like mature people. Because of this, many families avoid sending their daughters to co-education institutes even at school level.

4.1.2 Impact of Television and Internet

By the late 1900s the availability of news via 24-hour television channels and then the Internet posed an ongoing challenge to the business model of most newspapers in developed countries. Paid circulation has declined, while advertising revenue which makes up the bulk of most newspapers' income has been shifting from print to the new media, resulting in a general decline in profits. Many newspapers around the world launched online editions in an attempt to follow or stay ahead of their audience.

However, in the rest of the world, cheaper printing and distribution, increased literacy, the growing middle class and other factors have more than compensated for the emergence of electronic media and newspapers continue to grow.

4.1.3 Impacts on Habits

With the influx of mass media, habits of youth have also undergone changes. Unchecked flow of mass media leads to a lot of social problems. Young boys and girls adopt new fashion readily. Sometimes that fashion is not in accordance to the norms of the society.

Smoking has become very common in teenage guys. Immature minds get a lot of influence from the advertisements of cigarettes. Hikers take cigarettes and go on adventures. Such ads give them a lot of inspiration. It is also includes good habits. Like, children and teenagers have got a lot of awareness regarding their dressing and latest dressing trends. Hygiene and health related products got fame and created awareness in youth also.

Indian and English movies are very popular in youth. Those guys who have left studies. They have kept on watching films all the time. The young guys see vulgar movies, mujra and x-rated videos. Unemployed guys get indulged in bad activities. Youngsters are hot and short tempered, so they misbehave on small conflicts and disputes. Abusive language is also used frequently by youth. Such guys do not respect females, those who are studying in college and those who working as teachers are often considered as very liberal and corrupt.

4.1.4 Impact on Food and Eating Habits

Food patterns of the people have undergone a lot of changes since a decade. Reason behind this is the trend towards hoteling and prepared food. Along with this, media has played a significant role in promoting and changing the food habits of the people. Packed and tinned foods, prepared foods, spice mix, flavored cubes, noodles and food sizzlers have replaced the traditional styles of food.

The companies who prepare such items and cooking oil companies have promoted there sale through cooking shows. Such programs are sponsored by Knorr, Kisan, Dalda, Meezan and Bake parlor etc. new hangouts, fast foods, home delivery, foods items and b better hotels are available in the cities. But not in remote areas. There are many bakeries in the main market out of which three have started to bake pizzas,

pasteries, fresh cream cakes, patties, roast etc. they have got a lot of sale, though they do not meet the standard of similar products available in Islamabad, Rawalpindi and Lahore. But still they are liked a lot by the local people.

Young girls and innovative females keep on trying the recipes presented in cooking shows of TV, as they do not get them from the markets. A lot of stress has been paid on balanced diet and nutritious foods nowadays due to the increasing awareness about proper diet, which is composed of fresh fruits, vegetables and milk.

4.2 Fashion

Fashion refers to the styles and customs prevalent at a given time. In its most common usage, "fashion" exemplifies the appearances of clothing, but the term encompasses more. Many fashions are popular in many cultures at any given time. Important is the idea that the course of design and fashion will change more rapidly than the culture as a whole. Fashion designers create and produce clothing articles.

The terms "fashionable" and "unfashionable" were employed to describe whether someone or something fits in with the current or even not so current, popular mode of expression. However, more so in the modern era items termed 'not so current' may indeed fit into the term 'Retro.' Retro fashion allows rule shifts, such as 'old is suddenly new,' thus fashionable. The term "fashion" is frequently used in a positive sense, as a synonym for glamour, beauty and style. In this sense, fashions are a sort of communal art, through which a culture examines its notions of beauty and goodness. The term "fashion" is also sometimes used in a negative sense, as a synonym for fads and trends, and materialism. A number of cities are recognized as global fashion centers and are recognized for their fashion weeks, where designers exhibit their new clothing collections to audiences.

Fashion TV has recently been aired on cable channels. Apart from this, almost all channels telecast such programs, which are totally based on fashion. For example, wedding show, Asana, bridal show, make over is such programs that are totally fashion oriented shows. All these shows are the latest trends in dressing patterns both for males and females. Fashion designers have got a lot of publicity through these programs. Especially in case of wedding, people prefer to buy such bridal and groom

wears that are designed by some renowned fashion designer along with matching jewelry and all the accessories. Teen age guys copy the rock stars, metallic and chain jewelry, low waist jeans, bell bottom jeans, leather jackets, long cuffs and collar shirts are consider as a part of most fashionable dressing.

4.3 Fashion and Media

An important part of fashion is fashion journalism. Editorial critique and commentary can be found in magazines, newspapers, on television, fashion websites, social networks and in fashion blogs. The Brazilian model Gisele Bündchen is one of the most famous faces seen on fashion magazine covers.

At the beginning of the 20th century, fashion magazines began to include photographs and became even more influential than in the past. In cities throughout the world these magazines were greatly sought-after and had a profound effect on public taste. Talented illustrators drew exquisite fashion plates for the publications which covered the most recent developments in fashion and beauty.

4.4 Changes in Fashion Due to Media

Fashion, by description, changes constantly. The changes are more rapidly in other aspects like the fields of human activity (language, thought, etc). For some, modern fast-paced changes in fashion embody many of the negative aspects of capitalism: it results in waste and encourages people to buy things unnecessarily. Other people enjoy the diversity that changing fashion can apparently provide, seeing the constant change as a way to satisfy their desire to experience "new" and "interesting" things.

Fashion houses and their associated fashion designers, as well as high-status consumers, appear to have some role in determining the rates and directions of fashion change. The impact of this influence depends on many things like economic status.

4.5 Changes in Fashion Trends among Women

Almost every woman nurtures an innate desire of looking good and feel 'accepted' in the socio-economic circle. The word fashion instantaneously brings to mind a flash of

colors with a dash of glamour. Women are taking to fashion in a big way, and are experimenting with different looks, styles, and textures. Let's take a look at the dynamic evolution of fashion in India. Fashion plays an increasingly important role in an individual's life because it is considered as a means of self-expression. The garments and accessories that women wear help them to identify with a group of others-whether it is a lifestyle, profession, a religion, or an attitude. Thus, the term "fashion" has become synonymous with the overall growth of the country as well.

Fashion not only highlights the social history and the needs of women, but also the overall cultural aesthetic of the various periods. The evolution of fashion dates back to several hundred years and as our attitude and culture change, fashion comes along with it. Fashion trends keep changing and most fashion divas and models are the one to make them. The youth is a major follower of fashion trends. Thus we see how fashion for women in has changed.

4.6 Mobile Usage

Mobile brands such as Nokia, Sony Ericcson and Samsung have advertised a lot on TV. Along with this mobile connections such as Mobilink, Ufone, Warid Telenor and Zong have offered a lot of package deals. These firms have also advertise there prepaid connections and cards that has increased the rate of mobile usage. According to a survey report released by Mobilink, 50 millions people in Pakistan have access to mobile phones. Mobile has become a need of modern day. Stylish brands of mobile phones are introduced in the market. Even children studying in 7th and 8th class's posses a personal mobile phones. Electronic media has portrayed mobile as a symbol of status and style. Teenagers use it to play games, take photographs and listen to music.

4.7 Modern Worldview

Youth of today has started feeling that perhaps they are not born in the societies. They were supposed to be in as they think that their elders and family members are backward and they are still living in the 19th century. The reason behind this lies in strong family values and strict cultural norms, which are not in accordance to the

flexible worldview today. Though the youth of this era is a very privileged one as they have got a lot of facilities and luxuries of life that were not available two generations ago.

Technological and scientific innovations have opened a lot of opportunities and scope for youth today. In my interviews, most of the youngsters have opinion that those customs and traditions of the society that hinders the progress and development of a country should be left and replaces by that meet the needs of the day. They say that Islam is not a conservative religion but our elders have interpreted it towards us that very seem very complex and old.

4.8 Advertisements of TV

Advertisements are the most attractive segments of TV programs. Most of the children view TV for the sake of advertisements as they are very colorful and their music is very catching. Advertisements have played a very significant role either it be the visual audio part, whether published or broadcasted. In this era of communication, more time is given to the advertisements rather than the TV programs. According to the TV viewers, the ads are of shampoos, tea, Pepsi, and creams.

Advertisements are made for marketing, providing education and creating awareness among people. In Gulgasht colony, target audience is women and young girls. Multinational firms like lever brother, Procter and gamble have a lot of market here, through their attractive commercials for cosmetic products.

Today's youth are no fools and are far more sophisticated than they were 20 years ago. Marketing to the youth is a delicate issue. Because of the combination of color, sound and action, television attracts more viewers than any other medium. TV is perceived as a persuasive medium of communication. Moreover, the youth is treated 'special' audience. Besides these, gender-focus, gender-orientation are used as advertising techniques and strategies. These factors have provided the motivation to write this research paper.

4.8.1 Favorite Advertisements

Favorite Advertisements

S. No	Items	Brands	Ranking
1	Tea	Supreme, Yellow Label	Very high
2	Creams	Fair & Lovely, Ponds, Care, Nikhaar	"
3	Soft drinks	Pepsi, Coca Cola	"
4	Shampoos	Sunsilk, Pantene, Pert Plus, Head & Shoulders	High
5	Sweets	B.P Toffees, Butter, Candy	"
6	Tulsi	Tulsi paan masalaa	"
7	Cell phones and prepaid cards	Ufone, Telenor, Jazz, Warid, PTCL, Zong	"
8	Biscuits	Sooper, Tuck, Candi, Treat, Bakary	Medium
9	Tooth pastes	Medicam, Closeup, Enlish, Doctor,	"
10	Electronics	L.G, Dawlence, Waves	"

4.8.2 Advertisements and Teenagers

The most focused group is of youth in my thesis. In my questions I also tried to inquire teenagers about their favorite advertisements. Most of them said that they are bound to watch ads especially about their health and beauty concerns. Face wash, sun blocks, hair creams, and hair gels are such cosmetics items that are available in the local market and they are aware of its usage. Media has promoted these products that are available in the market. It has also created awareness regarding family planning,

women health concerns, sexually transmitted diseases, health deficiencies and disorders.

4.9 Aggressive Behavior

There is now evidence to suggest a relationship between exposure to violent television and movies and aggressive behavior. Researchers have found that children are more physically and normally aggressive immediately after watching violent movies. It is also clear that aggressive children and teens watch more violent movies than their less aggressive peers. A few studies have found that exposure to television and movies violence in childhood is related to increased aggression years later, but further research is needed in this area. A relatively small research has focused on the impact of music videos with violent or antisocial themes. I have found that exposure to violent or antisocial rap videos can increase aggressive thinking, but no research has yet tested how such exposure directly affects physical aggression.

4.10 Changes in Pastimes of Youth

Young boys and girls now a day have become very fond of listening to music. According to the view of youth that I have gathered in the interviews, listening to music and watching films is the most favorite pastime. Most of the youngsters prefer reading books along with music.

Previously these pastimes were focused mostly on outdoor games in case of boys whereas girls preferred cooking and doing household chores. Now a days music and films on Cable TV provide such an indoor pastime that keeps youth busy most of the time.

4.10.1 Changes in Behavior

With due course of time and introduction of electronic media gadgets, not only cultural changes, significant changes have been observed in the behaviors of people as well. The older generation has rigid ideas whereas children and youth are liable to change.

4.10.2 Favorite Pastimes of Youth

Table No: 4.2
Favorite Pastimes of Youth

S. No	Pastimes	No. of Respondents	Percentage
1	Listening music	32	25.6%
2	Reading	24	19.2%
3	Watching TV and films	27	21.6%
4	Islamic discussion	11	8.8%
5	Going out	8	6.4%
6	Internet users	12	9.6%
7	Painting and handicrafts	6	4.8%
8	photography	5	4%

4.11 Health and Beauty Tips

Though not many programs run on TV are based on health related awareness, but public awareness messages run by ministry of health are pretty useful. Along with them UNICEF runs such ads as well. They provide awareness about HIV AIDS, Hepatitis B & C, Women health, Malaria, Polio, and Diphtheria etc. The most effective health media campaign has been of Polio that gained maximum response.

Safeguard ads, especially that drama of commander safeguard is very interesting documentary on germs that is watched keenly by the children. Because of this ad, safeguard has become very popular among the children and it has promoted hygiene awareness. Iodized salt is also famous by the name of "Handi wala namak". Fairness creams, such as fair and lovely, nikhaar cream, ponds cream, fairness snow cream, ubtan cream etc are famous among teenagers not only in girls but also boys have started using it.

Telebrand products have got a lot of response and fame now a day. Almost all the channels present their programs for at least an hour daily. The most famous products are its Roop-Amrit cream and Sauna Belt. These products are delivered at home, they do not have outlets.

4.12 Awareness to the Family Planning

Women health programs of TV have promoted a lot of awareness, especially care of mother and difference between children. In this area, I have not seen much early wedded girls, but women here do suffer from anemia due to poor diet and improper difference between children.

Government has emphasized a lot on family planning media campaigns. It has spread almost all over the country and especially with the help of LHV's this task has become a bit easier. Along with these public service messages, this theme has been promoted through special dramas.

Nearly 80% of the respondents said that the major time awareness created by media is that of family planning, AIDS and Polio. But 55% of these respondents are not in the favor of those family planning ads. They feel that images and languages used are obscene and reflect vulgarity. It harms the unripe minds and creates pre-mature awareness in teenagers and youth. The older couples are not at all in the favor of these family planning campaigns, as they said that this is something not to be discussed in public and on TV.

This thing depends upon the family norms and it is the personal decision need to be made by couple and their elders. Women are mostly educated but their male partners are usually not in favor of discussing and using the "Green Star" products.

4.13 Psychological Problems

A major problem that has been created just because of electronic media is socio-economic stratification. This has lead to superiority complexes in the children of elite and inferiority complexes in lower middle classes. Beauty complexes have also been the consequence of glamorous dramas and films.

Not only this, advertisements of fairness creams and dramas give an image that raises beauty complexes and those girls who do not have fair complexion and clear skin get into the psychological troubles. High class culture portrayal in 70% of TV dramas disturbs a lot of people mentally. As this contrasting difference of classes, leads to distinction among different classes. Mismatch marriages are nowadays focus of TV dramas, after watching them people realize their own conditions and often get into confusion.

4.14 Shaping Behaviors

Electronic media is the intensifying agent that accelerates the pace of social change. It has played a major role in educating people in every aspect of life. Awareness has come in people. Our children and youth learn majority of the things through TV. Nowadays parents do not give much time and company to their children, the way TV does. It has become the most socializing member of our family. Girls pick ideas; learn dressing techniques, color combination, interior decorating ideas, flowers arrangement, handicrafts techniques and cooking different recipes from TV.

When I went to different homes for the sake of interviews, a saw the small art pieces that have been made for their drawing rooms, such as wax candles, glass paintings, dry arrangements and sketched items etc. Teenagers pick dialogues and follow character of their favorite films, dramas and also copy singers. They use those slang and words in their everyday conversation.

What I have gathered in meetings with these teenagers that they pick negative points and characters quickly but not the positive aspects of the story and characters. They start emphasizing the roles and start feeling that the characters are very close to them. This also gets a source of catharsis but sometimes creates confusion that between their real being and the empathized characters.

4.15 Child Socialization

TV is the medium with the greatest potential for transmitting information and beliefs from one group to another. It is particularly influent in the socialization of children. Socialization is a complex process, extending over a number of years and involving

various people and organizations are called "agencies of socialization". Children are prone to learning.

Any source that is attractive sounds entertaining to them. Children do not have much outdoor activities and their parents also prefer staying home most of the time. So, only the source of child socialization becomes electronic media, either it be the TV, Cable TV, radio, computer or mobile games. Almost every other child has access to the mobile or VCD player of some elder due to which know its function and usage.

Audiovisual images gained a lot of attention by the children. Bubble gum, candies ice creams, biscuits, and soft drinks ads are the most run on TV. These ads are prepared with maximum effort and almost every child due to the colors and jingles admires these. It can be said that TV is such a family member that gets majority of the time to a child. It becomes a very good teacher but it may mislead children if parental check is not observed.

4.16 Adaptation by Children

TV is fulfilling informative, educational and entertainment needs of our children. They are at the stage where they adopt what they watch. Even the viewers of PTV and Cable TV, Radio, and Film are influenced differently. Those children who are not allowed to watch films are comparatively less aggressive, violent and have better language then those who watch cable TV. The way children learn jingles and dialogues depicts that media keep on influencing the children, what they sing and say can be heard by us but there might be a dozen things learned which have got obscured in the pockets and nooks of their minds. Such things may eventually comes up with due course of time and situation.

In the interviews, the respondents stress heavily on a positive impact of electronic media that is exposure to the outside world. As they are not able to visit all of the country and cities, we can watch them at home. By sitting at home we can learn to know the location, culture, beauty, dresses, language, food and artifacts of places around the world. TV amuses us all, but children are the most influenced group.

4.17 Mass Media Interactivity of Youth

In the process of listening, watching or reading the individual is wrapped up within him and absorbs what is being conveyed to him according to his understanding, education and prejudices without interference from outside, so his reaction varies. By virtue of having the capability of molding public opinion, the information media has acquired great power in the course of time. Hence, a continuous debate goes on as to its proper or improper use by those who are operational command.

While conducting in depth interviews with youth, I inquired them about the time they spend watching TV, listening to radio, chatting on Internet and using mobile phones. For this I have arranged the findings in the table given below. High users of TV, Radio and Internet are those youngsters who have completed or left education, whereas the medium users are those who take out time from their studies to watch their favorite programs.

During the interviews, the respondents replied that they do not have any other activity and source of entertainment except TV and Radio. Females listen to FM channels and music when they are working in the kitchen, washing and pressing clothes, sweeping the floor and dusting, as it does not require visual concentration.

Those youngsters who use Internet gave justification that it increases their knowledge and it is helpful for them in their studies. Out of 35 users, only 6 said that they use Internet to find net friends, in order to chat and they find it very interesting to present them what are not, what they just fantasize to be. They said that Internet is just like a drama world, where you can get access to any thing you want to know, see and get the latest information.

4.18 Tendency of Talking in English

As satellite channels mostly broadcast in English, it has been found that 48.8 percent of the respondents were influenced to a great extent to use English in their conversation.

Table No: 4.3

Tendency of Talking in English

Extent of influence	Number	Percent
To a great extent	61	48.8
To Some extent	48	38.4
Not influenced at all	16	12.8
Total	125	100.0

4.19 TV and Film Viewer Ship among Teenagers

Teenagers view both TV and film intensively. Teenage girls like to watch night dramas and fashion shows and cooking shows regularly. Usually the girl finish their household chores earlier than the drama time and also serve dinner before night dramas. Teenage boys and girls like viewing songs of latest bands. Film view ship is not common in teenage girls whereas boys often watch movies. Most of the girls are not allowed to watch Indian and English films hence they can just view it when they go to spend holidays with some other cousins. Girls mostly prefer watching films based on family and love stories. Whereas, boys do not like such movies. They are interested in action, thriller, violence and suspense movies. Boys usually do not like to watch dramas; they prefer to watch sports channels.

4.20 Sexual Behavior and Attitudes of Youth

One of the major concerns regarding foreign programs shown on satellite TV is that, today's teenagers are becoming immoral and their notion of purity and pollution have been changed. They are getting involved in socially designated immoral activities. Therefore it is very important to understand the permissiveness among the younger generation.

The study reveals that the respondents gathered sexual knowledge from various sources including Western movies and music videos, gossiping with friends, internet pornography, female magazines, collecting adult C.D. or X - rated sex videos, etc.

4.21 The Internet and Youth

The Internet began as a government project that was later opened for use by every society throughout the world. By using existing telephone communication systems such as cable and satellites, anyone anywhere in the world now had the freedom to send a message from one computer to any other computer. As the Internet was born to the world, little regulation was enforced and many children embraced this new frontier as quickly as or quicker than their elders.

Children enthusiastically embraced Internet technology and the fact that they were able to decipher its nuances without the help of their parents, and sometimes teachers, supports the theory that these kids are smarter than earlier generations because of the Internet. Internet savvy kids have the freedom to explore the entire World Wide Web. While all this information can expand their horizons there is concern that children are learning too much adult material on the Internet.

Children in the TV Generation spent hours in front of the TV set. Children of the Internet Generation have both the TV set and the computer screen for their passive entertainment. Is the Internet as mindless as the TV? Both forms of entertainment are passive and support only a short attention span. Both TV and the Internet allow the child to quickly switch subjects to get instant gratification. Also the Internet has a greater risk potential for children. No child was even lured away by the TV set whereas children who wander into the wrong chat room can be lured away by a dangerous human predator. Children perhaps need greater supervision while exploring the Internet versus watching TV.

In the early days of television, educators were impressed by the possibilities of the new medium for expanding a child's mind. Today educators see the Internet as a vast resource of information. Search engines easily pinpoint information that used to require hours of library research. Maybe we have just taught students how to effectively use the copy and paste functions. In spite of all of the negative aspects of

the Internet, the new electronic medium has opened the world of information and commerce. The benefits of the Internet do exceed any problems and the younger generations will see the full fruit of the Internet.

4.21.1 Impact of Internet on the Mind of Youth

Mostly it spoils the youth than to be used. But lots and lots of good things are there in internet like an ocean, at the same time it has bad side too like the two side of a coin. To be frank youths are more prone to bad than the good things as it takes only a second for them to be bad and takes some time to get and acquire good or to be good. It's useful in lot of ways like in education, like ISC and so on. It's up to them to avoid these unwanted things and utilize needed things.

Well this is quite often a question that arises among the parental group. They are aware that their child could be misleading with internet. Sure, there is a lot of chance to be gone in bad ways. And on the other hand, internet provides valuable things that none other can give. If it is used in a way, it can be so helpful for the younger generations as the net brings the world to their home. So there are both helpful and harmful ways in using the Internet.

4.21.2 The Negative Impact of Internet on Youth

No doubt internet is very useful tool to get a wide range of knowledge in every aspect. But it proves us readymade information's that are why we are forgetting the art of reading. Before the arrival of internet, we use to read books, think upon it and after a deep study we could get the desired information. This process helped us to self thinking and self decision making and we got real satisfaction. Today the youth generation gets the readymade source of knowledge through internet. So they are not so aware for deep thinking upon any matter. They might be taking everything so lightly because they have not to work hard to collect the desired information. When you get anything easily, without hard work, you don't know the importance of it. This is the negative impact for internet users. We can overcome this by depending minimum possible on the readymade knowledge.

It is how people use the internet which determines whether it is positive or negative and it is not just the youth. It could be people of any age group. A simple example is yahoo answers. You get replies for a specific question from various people which helps you decide the problem for the Q you rose. Yes there are negatives which are quiet small in number to the positives. This is because the negatives get hyped and also get unwanted media coverage. The negative impact of internet among youth is that people become net addicts and the other is that of pornography which results in sexual indiscipline, eve teasing, extra marital affairs and rapes.

CHAPTER # 5

CHANGES DUE TO ELECTRONIC MEDIA

5.1 Changes Due to Media

More than half of the respondents between age group 16-25 years change their style through dressing. Every respondent want to look very beautiful by wearing stylish dresses. The young girls were mostly impressed by the glamour of media. The female respondents in 15-20 years age group showed their interest towards the glamour programs of different channels like Geo, ARY, Star Plus, Indus TV, and etc. The age between 18-25 years was the age of show off. Every respondent wanted to look more beautiful than other in this age. It was psychological factor. Every one wanted to attract the other. One of the respondent's mothers said, "I always scold my daughter due to her dressing", but respondent whispered, "Who cares".

Some respondents who were educated and mentally matured selected colors according to their complexion, physique and trendy colors, which enhance the beauty of their personality. The respondents in age limit 15 to 20 years selected trendy and bright colors like red, blue, black, yellow and etc, which was the demand of their age. The unmarried respondents those who were going to get married soon usually watched TV to select colors and texture of dresses. One of the respondents said that stuff of the dress enhance the beauty of the color and design.

As season changed, electronic media showed different fashion shows. The models wear latest color combination and along this texture also changed. The respondents in the age limit of 15 to 25 years accept and adopt this change very quickly. All the respondents in younger age group reported that they like to change their dress pattern, make up, sandals and hairstyles, while those in the old age were less attract towards these trends. Many of the respondents mentioned that they change their hairstyle every month.

5.2 Cultural Impacts

TV is playing a vital role in changing the society. Every thing is being changed due to the blessings of TV. We are in the process of being influenced. Our dress pattern, food pattern, living style and language every thing is under the process of change. There are two types of cultural impacts on our society. These two types are given below.

- **Positive Impacts**
- **Negative Impacts**

5.2.1 Positive Impacts

Now the people are more aware about the social norms and values. They are more lawful than past. Now they are connected with the communal process through media. Politically the environment is cool and calm. People know the reality. So they react according to their own judgment. Economically the society is being developed due to the awareness about modern techniques of business.

5.2.2 Negative Impacts

Research has shown that, for many reasons, risk of overweight increases as time watching television increases. Children are inactive while watching TV. Advertisements encourage consumption of high-calorie snacks and beverages. Many kids snack while they watching TV. Just because a food product is advertised on television or in the other media does not necessarily mean that they eat it themselves either.

5.3 Impact of New Media Technology on Society

The exponential rate of technological change that has transformed media and communication structures globally is reflected in the degree of attention paid to the convergent media nexus by the international community. With the rapid growth of

new media technology including the Internet, interactive television networks, and multimedia information services, many proponents emphasize their potential to increase interactive mass media, entertainment, commerce, and education. Media experts also recognize that there is a revolution in media industry everywhere in the world brought by new media technology or convergent media that changes the way of communication in society.

5.4 The Idea of Technological Convergence

The idea of technological convergence generally referees to shifts in the use of different technologies from diverse scientific and technical spheres that have been brought together to create new objects and new uses for those objects. The idea of digital convergence specifically referees to the movement of telecommunications, print, broadcast and computing into new domains fro the purpose of creating products that tie together all of these elements to bring about new forms of communication and information storage.

5.4.1 Convergent Media and Young Generation

What is new is that young people today, and most people in future, will be happy to decide for themselves what is credible or worthwhile and what is not. They will have plenty of help. Sometimes they will rely on human editors of their choosing; at other times they will rely on collective intelligence in the form of new filtering and collaboration technologies that are now being developed. The old media model was: there is one source of truth. The new media model is: there are multiple sources of truth, and we will sort it out.

The obvious benefit of this media revolution will be an explosion of creativity: a flowering of expressive diversity on the scale of the eponymous proliferation of biological species 530 million years ago. We are entering an age of cultural richness and abundant choice that we've never seen before in history. Peer production is the most powerful industrial force of our time.

In brief, researcher would like to say that convergent journalism is more powerful because it reaches more people at more levels, in more ways. Convergence is now an

established industry trend, no longer just an experiment or a fad. Not all of today's journalists and editors will make the transition to working for converged media companies, to thinking in terms of multiple media rather than just their format of specialization. Media managers should be prepared for how they will deal with those who cannot adapt. Convergence should be integrated into hiring, job descriptions, performance evaluations and career incentives, including salary. Media companies should decide up front what their remuneration policies are for cross-media performance to forestall deadlock on this issue. Newsrooms are no more resistant to change than other departments of a news organization. However, it should be remembered that journalists were hired for their skeptical and questioning natures. So it should be expected that they will be skeptical about any change in their own environment that is not well explained and well implemented.

5.4.2 Convergent Media and Democracy

Maximizing free speech and the free flow of information in on-line and interactive media is emphasized in western democracy. Interactive media, unlike mass media, feature abundant bandwidth, diverse programming, and increased control by users over programming they receive and information with which they interact. These characteristics of new media increasingly undermine past rationales and future effectiveness of government speech content restrictions which have dominated the mass media. Interactive media requires alternative, less intrusive, means often relying on technology rather than content regulation for achieving public ends.

5.5 Family Attitudes towards Free Mixing

Media encourages free mixing between men and women very much. As many as 78.4 percent respondents said that their family allowed free mixing while only 21.6 percent respondents thought that their families took this free mixing negatively.

Table No: 5.1

Family Attitudes towards Free Mixing

Attitude	Number	Percent
Positive	98	78.4
Negative	27	21.6
Total	125	100.0

5.6 Attitudes towards Live Together

This tables reveals that 43.2 percent respondents were of the opinion that extramarital relationship (live together) was acceptable while 56.8 percent respondents did not approve it.

Table No: 5.2

Attitudes towards Live Together

Attitude	Number	Percent
Positive	54	43.2
Negative	71	56.8
Total	125	100.0

5.7 Computer and Education

Computing and communication technology continue to make an ever-increasing impact on all aspects of cognition, education and training, from primary to tertiary and in the growing open and distance learning environment. The journal is an established technically based, interdisciplinary forum for communication in the use of all forms of computing in this socially and technologically significant area of application and will continue to publish definitive contributions to serve as a reference standard against which the current state-of-the-art can be assessed. The Editors welcome any papers on cognition, educational or training systems development using techniques from and applications in any technical knowledge domain: social issues and gender issues; curricula considerations, graphics, simulations, computer-aided design, computer integrated manufacture, artificial intelligence and its applications

including intelligent tutoring systems and computer assisted language learning; hypertext and hypermedia; user interfaces to learning systems; management of technological change on campus and in local education; uses of advanced technology information systems, networks, terrestrial and satellite transmissions and distributed processing; and virtual reality in an educational context; state-of-the-art summaries and review articles.

We are pleased to announce that a new electronic submission and handling system, EES, has been implemented for Computers & Education. This 'System' is a web-based system with full online submission, review and status update capabilities. EES allows you to upload files directly from your computer. We strongly encourage all authors to use EES at the following URL when submitting papers to the journal

5.8 Use of Personal Computer of the Respondents

From the Table we see that 27.2 percent young people use computer for 2 hours, 30.4 percent respondents use for 3 hours, 23.2 percent youth use for 4 hours and 11.2 percent youth use 7 hours and above. They use their personal computer only for playing game, chatting, listening to songs or mailing. Therefore, the young generation uses their computer mainly for recreation.

Table No: 5.3

Use of Personal Computer of the Respondents

Per Week (hours)	Number	Percent
Less than 7 hour	76	60.8
7 hour	35	28.0
14 hours and above	14	11.2
Total	125	100.0

5.9 Impact on Body Image

Body image is the way a person sees and feels about his or her body. Thin people are portrayed as ideal and as healthy in advertisements and in shows. These images encourage even grade school kids to diet. Popular media have projected a thinner and thinner ideal body image for women. Men are also held to an ideal that is trim, but muscular.

Research has shown that the more time an adolescent watches the soaps, movies, and music videos. The more, they are unhappy with their body and the more they desire to be thin. In one study, teenage girls felt less confident, angrier, and more dissatisfied with their weight and appearance after viewing commercials that depicted women as unrealistically thin. Fifth grade boys and girls both reported being unhappy with their bodies after viewing a Brittany Spears video or an episode of the TV show "Friends". Parents should talk to their children about realistic body shape.

5.10 Electronic Media and Learning

There are some positive aspects of television viewing. Television does more than entertain youth. It can also teach youth about choices and values like right and wrong, cooperation and selfishness, dependence and independence, health and sickness, understanding and prejudice, and negotiation and violence.

Computers are also very great opportunities for the children and youth to express their ideas by writing (typing) papers, find out more their interests by searching the internet, and communicate and interact through instant messaging and e-mail with friends and loved ones who may not live nearby. Television and media are major influences on the children and youth development and behavior. Therefore, it is important that parents help children and youth to use TV and media in positive ways and to avoid the negative influences.

5.11 Electronic Media and Trade

Today electronic media plays a crucial role in all the domains of the life and has therefore become highly significant. All business needs efficient marketing in order to increase their sales. The traditional ways of trade and commerce were largely dependent upon the system of transportation and slow means of communication. Electronic media has accelerated trade which has brought about economic development and has lowered additional costs. We can conclude that electronic media is a part of a larger social system, whose other components are industry, trade, communication, education, government, administration and etc. It has changed the world forever.

Like tradeshows, Social Media Marketing is about engaging a passionate group of potential customers and turning them into brand evangelists or enthusiasts. So instead of directly selling to a consumer (which you can do as well) you are hoping to indirectly sell them by influencing key influencers within the target market. The goal here is what is referred to as 'viral exposure' of your company's brand and or product to people that will share your company's message peer-to-peer, using the invaluable 'word of mouth' messaging we all strive for. Companies like Coca-Cola, Starbucks and other leading companies have seen outstanding results from their Social Media Marketing campaigns and have pushed social media into their mainstream marketing mix.

5.12 Access to Electronic Media of the Respondents

As most of the respondents had come from well-off families, they were habituated with the modem electronic media like satellite television, internet and personal computer.

Exposure to foreign media programs happens mainly in two ways

- By watching the foreign programs on Bangladesh Television (BTV) or other domestic channels.
- Through foreign satellite networks beaming foreign programs.

As programs shows a very insignificant number of foreign programs the major exposure to foreign programs come through foreign satellite channels. The study has revealed that most of the respondents spend 20 to 40 hours per week in media consumption.

5.13 Media Literacy

Media literacy is the process of accessing, analyzing, evaluating and creating messages in a wide variety of media modes, genres and forms. It uses an inquiry-based instructional model that encourages people to ask questions about what they watch, see, and read. Media literacy education provides tools to help people critically analyze messages to detect propaganda, censorship, and bias in news and public affairs programming (and the reasons for such), and to understand how structural features such as media ownership, or its funding model affect the information presented. Media literacy aims to enable people to be skillful creators and producers of media messages, both to facilitate an understanding as to the strengths and limitations of each medium, as well as to create independent media. Media literacy is an expanded conceptualization of literacy. By transforming the process of media consumption into an active and critical process, people gain greater awareness of the potential for misrepresentation and manipulation (especially through commercials and public relations techniques), and understand the role of mass media and participatory media in constructing views of reality.

5.14 Media Consumption per Week (in Hour)

The researcher has found that the respondents allow too little time to use media for academic purposes compared to entertainment. Most respondents reported that they used to allocate less than 7 hours per week for this purpose. Therefore, it can be argued that most of the respondents use media as a means of entertainment rather than gathering knowledge.

Media Consumption per Week (in Hour)

Time (in hour)	Number	Percent
1-5	4	3.2
6-10	7	5.6
11-15	9	7.2
16-20	23	18.4
21-25	26	20.8
26-30	19	15.2
31-35	13	10.4
36-40	24	19.2
Total	125	100.0

5.15 Mass Media Influences on Sexuality

The mass media are an increasingly accessible way for people to learn about and see sexual behavior. The media may be especially important for young people as they are developing their own sexual beliefs and patterns of behavior, and as parents and schools remain reluctant to discuss sexual topics.

In this area, young people spend 3 to 5 hours each day on average with some form of media. A national survey in 1999 found that one third of young children (2 to 7 years old) and two thirds of older children and adolescents (8 to 18 years old) have a television in their own bedroom. Many of those televisions also are hooked up to cable and a Videocassette Recorder (VCR).

5.16 The Preference for Programs

The study also reveals the types of program the respondents prefer to get for entertainment. It has been found that romance and sex are the most preferred programs (44.8%). Then come adventures, action, drama, and comedy, etc.

Table No: 5.5

The Preference for Programs

Topic	Number	Percent
Romance and Sex	56	44.8
Adventure and Action	22	17.6
Family and Social drama	18	14.4
Comedy	14	11.2
Horror	11	8.8
Information and Knowledge	4	3.2
Total	125	100.0

5.17 Personal Tastes, Preferences and Habits

The effect of satellite TV on the youth is first expressed through their tastes and likings. The influence of satellite programs on the respondents had been categorized under the general and broad headings of food habit, dress and style, linguistic ability, thinking, values, choosing role model etc. In terms of dress, immense consciousness towards its visual effect was highly affirmed and the respondents believed to have been influenced to dress attractively in up-to-date fashion trends and in numerous styles.

It has been observed that the respondents are habituated to taking 'fast food' like burger, sandwich, pizza, fried chicken, French fries, hotdog, pastries etc, which are not really Bangladeshi foods rather are Western foods. Among the respondents, 69.6 percent are used to eating Western 'fast - food' when only 30.4 percent wanted to eat pure traditional food.

Table No: 5.6

Personal Tastes, Preferences and Habits

Types of Food	Number	Percent
Fast Food	87	69.6
Traditional Meal	38	30.4
Total	125	100.0

5.18 Habit of Going to Beauty Parlors among Female

The electronic media created fascination for beauty parlors. Among the women respondents 88.3 percent had the habit of going to beauty parlors regularly. About 6.7 percent female respondents went to the parlor occasionally and only 5.0 percent did not go to the parlor.

Table No: 5.7

Habit of Going to Beauty Parlors among Female

Nature of Going	Number	Percent
Regularly	53	88.3
Occasionally	4	6.7
Never	3	5.0
Total	60	100.0

5.19 Habit of Going Gymnasium

As the youth of this generation has become figure conscious. About 41.6 percent of the respondents regularly went to the gymnasium to maintain their body. Also, 36.8 percent respondents said that as they were too busy they went sometimes in the gymnasium. And 21.6 percent respondents said that they had never seen the gymnasium in their whole life.

Table No: 5.8

Habit of Going Gymnasium

Frequency of visit	Number	Percent
Regularly	52	41.6
Sometimes	46	36.8
Never	27	21.6
Total	125	100.0

5.20 Relationship with the Parents of the Respondents

As the youth tends to be busy with media entertainment, they pass less time with their families compared to the peers. However, the boys and girls are becoming easier in their relations with parents as compared to the past. The table shows that 44.8 percent respondents considered their relation with their parents to be easy and 34.4 percent respondents were very close to their parents. Only 20.8 percent respondents said that they were not at all easy with their parents.

Table No: 5.9

Relationship with the Parents of the Respondents

Type of Relation	Number	Percent
Easy	56	44.8
Very Easy	43	34.4
Not so Easy	26	20.8
Total	125	100.0

5.21 Obedience to Parents of the Respondents

It has been found that more than half of the respondents did not obey all the orders of their parents. Table shows that only 17.6 percent of the respondents were always obedient to their parents whereas 25.6 percent respondents listened to their parents sometimes and 56.8 percent respondents were rarely obedient to their parents.

Table No: 5.10

Obedience to Parents of the Respondents

Type of Obedience	Number	Percent
Always Obedient	22	17.6
Sometimes Obedient	32	25.6
Rarely Obedient	71	56.8
Total	125	100.0

5.22 Preference for Western Dress

This table shows that 76.8 percent respondents reported that western outfit such as trousers, shirts, jeans, dress pants and ties to be comfortable in workplace and also comfortable at home. On the other hand only 23.2 percent respondents thought that western dresses were not suitable to our culture.

Table No: 5.11

Preference for Western Dress

Attitude	Number	Percent
Comfortable	96	76.8
Not Comfortable	29	23.2
Total	125	100.0

5.23 Performing Religious Activities of the Respondents

Researcher collected the data on the religious activities performing by the respondents in different ways. This table shows that most of the respondents performed religious activities occasionally, meaning the males only offer *Jumma* prayer on Friday and also said their prayers on EID Day, girls said that their prayer on occasions like *Shab-e-Barat*. Only 20.8 percent respondents were regular in their prayers.

Table No: 5.12

Performing Religious Activities of the Respondents

Frequency of Performance	Number	Percent
Always	26	20.8
Occasionally	91	72.8
Sometimes	8	6.4
Total	125	100.0

5.24 Tendency of Getting Sexual Experience

The current picture of sexual behavior of the youth in the sample. The table shows that extramarital relations are highly acceptable among the young generation. Therefore, after an oral commitment or without any commitment, they engage in physical relationship with in a very short time. More than half of the respondents reported that to engage in physical relationship with someone of the opposite sex with in a week. Others also expected to enter into such relations with in a very short time. It means that tendency of getting sexual experience is at very high level among the youth of this area. This is a bad experience for our new young generation.

There is growing concern about young people's exposure to sexual content through television and other electronic media and about its potential effects on their sexual attitudes, beliefs, and behaviors. Researchers have documented the growing prevalence of sexual talk and portrayals of sexual behavior in televised media, as well as associations between adolescent viewing patterns and their sexual activities

5.25 Source of Sexual Knowledge

It had been reported that respondents gathered sexual knowledge from various sources. As the table shows that 84.0 percent respondents knew about the sexual knowledge from western movies and English music videos, because the easiest source reached and which reached at every home very easily. And 91.2 percent respondents said that they learn about sexual knowledge from their friends. About 71.2 percent respondents confessed that time to time they visited internet pornography section and by this they came to know about sexual knowledge. And 68.0 percent respondents said that they read female magazines out of curiosity and learnt about sexual knowledge. Collecting adult C.Ds or X rated sexy videos to gather knowledge about sex from this source.

We know that patterns of media use differ dramatically by age, gender, race/ethnicity, and socioeconomic level. Girls and women typically choose softer music, and more relationship-oriented television programs, movies, and magazines, while boys and men prefer more action and activity-oriented media and sports programming, heavier

rock and rap music, action and adventure movies, music, and sports magazines. Thus, it is important to consider the media's effects on sexuality within subgroups: All people will not be seeing the same set of sexual messages some will see much more than others, some will be seeking out the sexual content, some will try not to be exposed to it.

<div align="center">Table No: 5.13</div>

<div align="center">Source of Sexual Knowledge</div>

Source of knowledge	Sometimes (%)	Never	Total (%)
Western Sexy Movies	84	16	100
From Friends	91	09	100
Porn Websites	71	29	100
Books & Magazines	68	32	100
C.Ds and X rated Movies	74.4	25.6	100

5.26 The Impact of Advertisements on Youth

The advertisement industry has a tremendous impact on our youth. What some people see on television, they take for truth. They tell us what to wear (because everyone is wearing it), what to eat (because everyone is eating it), what to do (because everyone is doing it). The advertisers know how to appeal to our senses. They use peer pressure very heavily. "You need to wear these tennis shoes because (add a big name sports star) is wearing them and everyone else is going to wear them. You want to be cool don't you?" They have told our youth that sex is a recreation to be shared by all because, "Everyone is doing it". You have to have a fast car that can go 120 mph even though the speed limit is set at about half that. They have confused our youth with the difference between "need" and "want. Ok, I've said my piece. Have a blessed day and turn off the TV.

It is my opinion that most advertisements towards youth are either harmful or giving them false ideas. What I mean by false ideas is by claiming that wearing certain clothing or having this type of product will make you cool, accepted and so forth.

There really is not much positive advertisement for today's youths. "Today's youth are no fools and are far more sophisticated than they were 20 years ago. Marketing to the youth is a delicate issue. Because of the combination of color, sound and action, television attracts more viewers than any other medium (with the exception of cinema). TV is perceived as a persuasive medium of communication. Moreover, the youth is treated 'special' audience. Besides these, gender-focus, gender-orientation are used as advertising techniques and strategies. These factors have provided the motivation to write this research paper.

5.26.1 Impact of Advertisements on Women

Advertising is the engine of modern economies, and one of the crucial factors influencing the behavior and lifestyles of modern societies. Advertisements portray men, women, and children irrespective of the product advertised. Since the Indian woman plays a dominant role in the purchase activities, nowadays, many marketers are targeting women and are increasingly portraying them in their advertisements. With the passage of time the role of Indian women has witnessed a transformation - from that of a homemaker to prime purchaser. Indian women consumers have become more demanding. With the growing importance of women in the existing scenario, an attempt has been made to understand how women respond to TV advertisements and what kind of impact these advertisements have on them. This paper focuses on the of impact advertisements on women with special reference to those of the Fair & Lovely products.

5.27 Sex and Violence

That romance often has a darker side. As, the media infantilize women, portraying them as child-like, innocent and vulnerable. Being vulnerable is often closely linked to being a potential victim of violence. Ads like the Fetish scent ad (right) imply "women don't really mean 'no' when they say it, that women are only teasing when they resist men's advances." The ad's copy reads: "Apply generously to your neck so he can smell the scent as you shake your head 'no.'" The obvious implication here is, "he'll understand that you don't really mean it and he can respond to the scent like any other animal." sex in the media is often condemned "from a puritanical

perspective there's too much of it, it's too blatant, it will encourage kids to be promiscuous, etc." But, sex in the media "has far more to do with trivializing sex than with promoting it. The problem is not that it is sinful but that it is synthetic and cynical. We are offered a pseudo-sexuality that makes it far more difficult to discover our own unique and authentic sexuality."

CHAPT ER # 6
SUMMARY AND CONCLUSION

6.1 Summary

In the present study the researcher was interested to find out the impact of electronic media on the youth. The research hypothesis was greater the exposure to electronic media was taken as independent and modern orientation as dependent variable. Daily hours spent on viewing television was the single indicator of exposure to television whiles the opinions about co-education, female employment, women liberation and parental authority were used in measuring in the modern orientation.

The study has been done on Gulgasht colony where youth has been severely affected by different modes of media, especially T.V which is present in almost every society of this area. They have access to many channels local and international due to cable network, but majority of them has been owned by our neighboring country like India. Media has shaped up perceptions of people due top which their norms and values have also undergone change.

Deviation from studies and inclination towards the disapproved behavior has come after watching such programs which are based upon such themes. With the help of this research, I have also found that what communication media has the strongest influence on the youth that is T.V. With the trend of commercialization, media has become more a source of entertainment and less source of education .with out being aware we are following their culture because at the back of our mind and we have started to adopt their cultural values. It is often said that if you keep on watching something wrong or negative continuously ,with the phase of time you would not feel it to be wrong any more .Same is case with media as well, when we keep on watching vulgarity of and on we do not realize it to be immoral any more. Perhaps this is a major reason why people have got so many connections and why they do not feel they are doing wrong.

So we can see that although individuals they have exposed their children to media so much. Media has inversely affected our young minds, due to portrayal of violence, vulgarity, nudity, immorality etc for two main reasons. First, media is responsible for all this as it is available to all in any form, but most importantly media has catalyzed the changes that have ever occurred in the humane history just in last one decade. People generally watch Indian movies and sometimes Pakistanis Punjabis movies also. Most of the do not liken or permit their daughters and sisters to watch movies or televisions. But women watch television frequently when their husbands or fathers are not at home or sleeping in other room.

It should be noted here that the media content has a very strong influential roll in shaping the behavior of its audience. Pakistan television has created an audience which likes glamour and entertainment programs. People interpret television as the source of entertainment only

6.2 Conclusion

Thus the study reveals that most of the respondents are more used to having western 'Fast Food' compared traditional foods. The respondents prefer trendy cloths, western movies and music. Watching TV is mostly the way in which the respondents pass their leisure time. A large number of respondents said that they are very close to their school and college friends, compared to their family members, and they discuss mostly about sex, fashion, and show-biz world.

Again, almost half of the respondents wish to practice events shown in the foreign programs in their real lives. They want to be as romantic towards their beloved ones as the lovers are in the films or dramas. They sometimes want to revolt against their parent's restriction as they see in the films or serials. In the report we have seen that 43.2% young people support "live together" around 70% like western food, music or dress, 67.2% support nuclear family and 64.8% are highly interested to settle down in the west culture in the future. These are all signs of the influence western culture. With this we, with the above mentioned references from the writings and surveys of various authors, can conclude that electronic media produce modern trends and generate modern effects on the youth.

Results include that youth of the Gulgasht colony have modern views and effects, but it is independent from the time allocated for programs, as the results clearly show that young generation of this area have modern views about different issues such as co-education, women liberation and parental. It is difficult to say whether these modern views are due to electronic media programs or due to some other factors. The other important indicator of modern orientation was female employment. Research findings support the views about this burning issue. Female ratio favors working of women side by side with men. This shows that even educated males are reluctant to accept the females as their co-workers. This ratio declines for both sexes at the issue of employment on television which clearly indicates that even highly educated population of our society is stereotyped to television profession. The results clearly indicates that majority of the youth have motive for entertainment, behind television watching. Although many respondents said that mostly media is fail to present such programs which could be regarded as important, informative and problem solving.

Cable TV is one of the most popular electronic media in this area. It has been very successful in taking the attention of the people and creating the process of thinking, knowledge and learning. The advent of cable TV brought changes in behaviors, language style, food pattern, dress pattern and habits. People interpret gestures, postures and expressions which they watch on it in the form of adoption.

Though the issue as to what changes have been brought up by media is a debatable one, but the study conducted has shown that media is catalyzing agent that has intensified the pace of socio-cultural changes. The positive aspect of these changes include the awareness regarding education and health care but many times I have observed that media does telecast such programs which are designed specially to brings about the positive changes but many times it becomes an end in itself; the narcotizing dysfunction. So people just pay their duty by listening to the message telecasted and they do not get time to act upon what they have absorbed.

Hence media in this case becomes just an end in it self and individuals failed to achieve their ends through media. In most of cases, media provides reinforcement for socially accepted behavior but in some cases also leads to deviance; the attractive portrayal of foreign culture and their rituals cast a wide spread influence on the local audience. Such media tactics have captured a lot of attention paid by the viewers. It is not just about media being a sovereign agent, men control media.

In many ways, young people today are proposing new and innovative paths to navigate a media-saturated society. They are highly conscious of the seductive impact of television, the Internet, film and radio on them, their culture and even on political processes. But rather than passively accepting the negative influences of media, young people actively engage in testing the strengths and limits of different forms of media. Even on the most local, grassroots level, young people the world over are creatively and resourcefully employing a variety of media tools to explore their identities, creatively express their thoughts and opinions, and amplify their political voices. They are not doing this in isolation, and their ideas, ingenuity, and resourceful spirit will resonate throughout their communities for generations to come.

Still, young people recognize that media can also play an educational role. As the information highway becomes faster, cheaper, and more accessible, young people the world over are finding new ways to educate themselves and some schools are taking advantage of media as a supplemental resource.

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GLOSSARY

Gutter:	Sewerage.
Naala:	Pour out for polluted water.
Sadaat:	Members of syed family.
Nazim:	Managing head of a Tehsil or District.
Hikmat:	Parallel biomedical culture.
Hakeem:	Qualified expert in Hikmat.
Patwari:	The person appointed by Government to keep records land, its type and owner.
Shalwar Kameez:	National dress of Pakistan.
Bhai chaara:	Brotherhood.
Brailvies, Deoobandies:	Muslim sects.
Urus:	Yearly function celebrated in memory of Muslim spiritual leaders.
Baradari:	Kindred.
Tail:	A south Asian festive occasion celebrated 5 or 7 days before a wedding.
Dholki:	When relative and acquaintances gather and sing, especially on wedding.
Mehndi:	A day prior to wedding.

Seharabandi:	A wedding day ritual.
Baraat:	Marriage day.
Valima:	Wedding reception feast.
Muklava:	4th day ritual after marriage.
Goad Bharai:	South Asian wedding ritual for fertility of women.
Aqeeqa:	Feast and sacrifice given at birth of a newly born in Muslims.
Janaza:	Mortuary and funeral rituals.
Quran khawani:	Recitation of Holy Quran.
Qull:	3rd day mortuary ritual.
Kalmaas:	Holy verses.
Jumairat:	Thursday rituals.
Chehlam:	40th day after death.
Ghazal:	A kind of poetry.
Mujraas:	A kind of dance.
Handi wala namak:	Iodized salt.
Roti:	Bread made of wheat.
Nai:	Barbar.
Shadmana:	A type of band group
Gaghra:	A type of kameez for women.
Chola:	A type of kameez for girls and boys.
Pajaama:	Trouser.
Purdah:	Wale.

Burqa:	Shuttle cock.
Jowaar:	Barley.
Shakar:	A type of sugar.
Chadar:	A piece of cloth.
Lungi:	A piece of cloth for men.
Satowara:	A ceremony after the 7th day of the marriage.

Socio-Economic & Census Survey Form

Sr. No.	Name	Age	Caste		Sex	Family System			Total Family Members	Marital Status		Remarks
			Main	Sect.		Joint	Ext.	Nuc.		Single	Married	

Sr.No.	Educational Level					Religion			Type of Income			Remarks
	Literate	Primary	Matric	Intermediate	Graduate	Sunni	Shia	Others	Daily	Monthly	Annually	

Sr.No.	Type of Media Used				Occupation			Place of Work			Remarks
	T.V	Radio	Cable TV	Others	Govt.	Private	Others	Inside	Outside	Others	