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Public Perception of Morning Shows on Culture Invasion: A Case Study of District Swat

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Abstract	Keywords
Social values are integral parts of every society, and these elements together form uniformity in the complex system of a culture. It is the basic social norm of the people that they follow a specific cultural trait in a complicated and an unexplainable way. This research is an effort to explore how our society gratifies its needs and how much it is dependent on the portrayal of the cultural values regarding 'culture' portrayed in the morning shows aired on TV channels every morning in Pakistan. It is also an effort to scale up the attitude and behavior of the people formed by the morning shows and how these morning shows are following Pakistani culture. Simultaneously, by imitating foreign cultures, how Pakistani morning shows are trying to inculcate the values of their cultures in our society. This study is about how this blind imitation is affecting our society at large and how its negative impact is weakening the roots of our native culture. The answer partly lies in going back to the society and checking the impact of morning shows on a culturally strong area like Swat, Khyber Pakhtunkhwa, Pakistan. The study in hand employed quantitative research method with structured questionnaire as a tool of data collection. The close ended items were designed based on Likert Scale and were filled by university's students ranging from different areas of District Swat. The results revealed that foreign culture has occupied morning shows of Pakistani electronic media thus hushing up the social and cultural values of the native culture	• Social values • Society, • Morning Shows, • Foreign Cultures, • Media

Introduction

In this research, morning shows will be analyzed critically from the point of view of the viewers. Manly women who are adopting foreign culture. This research will explore whether these

morning shows portray our culture in essence and will also explore the impact of morning shows on TV viewers of District Swat, where people follow strict cultural values.

Besides globalization, Pakistani media is growing every day and this enlargement is boosting up the market of investors to launch new outlets, and on-air live morning show is the top most priority of nearly all the channels (Usman, 2015). Nadia Khan, a female anchor, was the first person who hosted a morning show on a private TV channel (GEO TV), which attracted huge viewership among Pakistani TV viewers, thus became the most popular show. As the number of morning shows has increased since then, a competition has started between the channels for upgrading ratings of their channels. The owners get the services of Pakistani top actors and actresses to conduct these shows. Faisal Qureshi, Nida Yasir, Shaista, Wahidi, Fahad Mustafa, Juggan Kazim, and many others are in the race of hosting morning shows with ultimate aim to attract huge transmission rating points for their channels.

The morning shows are a source of brand endorsement as well, and promote luxury brands in our society, thus promoting lavishness and overspending in the country. They also promote brand consciousness among women. These are the common reasons most of the women especially household females watch morning shows with great interest (Riaz, 2019). According to Dr. Khalid Alvi (2015), western civilization and culture will be dominant due to globalization and as the globalization is the main cause of some controversies. People who are exposed to these shows are doing the same blunders in the morning shows, thus violating our ethical values. The policy to introduce western values expanded by international media has been started in Pakistani society. Literally speaking, globalization is the second name of the western culture, which is slowly destroying eastern family life, ethical values and the sense of sacrifice and mercy, and is promoting obscenity and vulgarity, self-centeredness, prostitution culture, and homosexuality. Their main target is the Muslim societies (Alvi, 2015).

Jouhki (2019) believed Pakistani culture has a lot of influence from Hindu and western culture due to British colonial rule and living with Hindus side by side around 800 years, and now they have dominant media and Pakistani media want to compare with them at any cost after the privatization of media. Swat District where people lead their lives according the codes of Islam and Pastoonwali but one thing is worth mentioning that people of Swat have high literacy rate and the content shown on these shows can be adopted at home. If they are not allowed outside their homes the content like Mehendi shown on these morning shows somehow resembles with a wedding culture called Shamee which is a well-known tradition in District Swat.

Public Perception

Kathrin Hilgarter (2020) has revealed that the term public perception is a diverse mental process that one uses to form an impression of other people. This includes how one forms an impression, rather how someone makes a different conclusion other people based upon their impression through cultural portrayal.

Significance of the Study

The audience of these shows are mostly undergraduate housewives, who are exposed to these shows and have become addicted to these shows. Most of the media organizations especially the electronic media outlets broadcast these shows on daily basis and in the race of these electronic media channels to raise their ratings, at times hit cultural taboos or involve in controversial discussion about native society, native culture, norms and even religion. It is an important to explore that these morning shows calming to be depicting our cultural values are in fact promoting foreign cultures, thus becoming agent of the foreign culture in Pakistan.

Statement of the Problem

Pakistani electronic media is in its initial stages and adopting a foreign culture which is dominant in nature which is quite harmful for our own culture. Generally, people do believe that nowadays we are losing our culture to the satellite channels and we as an audience adopt those cultures what our media is showing us especially in the morning show. Morning shows are influencing and affecting our native cultures in Pakistan, as we are exposed to western culture, which is a dominant in nature, thus we are under paradigm of cultural domination.

Objectives of the study

- To find out either Morning Shows portray our culture or not.
- To find out whether morning shows affect our attitude and behavior

Research Question

RQ: What is the public perception of the people of District Swat on morning shows regarding culture invasion?

Literature Review

This chapter is an effort to cover the available literature about the culture, cultural invasion; drive time shows impact and the race of commercialization. Culture is central to the way we see, experience, and engage with all aspects of our daily lives and the world around us. Thus, our culture is formed by the historical, political, social, and cultural contexts in which we live and interact (Zimmermann, 2017).

Mukhtar (2018) in her articles has arisen the issues by writing that an aura of ideal morning is artificially created every day where celebrities in a luxurious, cozy chaise longue sip and discuss beauty tips etc. Pakistani Morning TV Shows: What Culture do they represent? Steaming morning beverage in elegant mugs and have frivolous conversations and meaningless exchange of ideas on daily affairs, so, that's the culture, they represent.

Shah (2019) stated that morning shows have become a medium through which designers' clothes are advertised and the makeup artists gain more publicity with forces of advertising working to achieve a desired effect, airing of serious issues become just a formality and the prime purpose is served while the women fall prey and effected to the gleaming world of glamour. And provide these designers an opportunity to activate their weakness of being younger and more pretty to increase their profits which results in the causality and effect kind of relationship in the society which is destroying the very social fiber of this society. With all the glamour shown and if pluralistic theories deem that media holds a mirror to the society, then who says that Pakistan is under developed? If morning shows and fashion industry of Pakistan are the avant-garde of modernization, then where do the impoverished areas lie? In fact, it is the main question which the hosts and the presenters of these morning shows can never answer.

Alam (2020) maintained the legacy of dominate media outlets in world influence their culture to the weaker countries mass mediums. These dominant media outlets discourage the religion as a whole and especially the religious institutions in Muslim countries by marking them irrelevant to the present societal structure, and mocking them as an obsolete and outdated object.

We adopt those culture traits what our media portray to us especially in the morning show which has a lot of influence of other cultures which is dominant in nature and we end up perceiving that specific culture trait as our own (Joye, 2019). The McBride Commission foresees cultural identity endangered by the overpowering influence and the assimilation of some dominant imposed cultures, though these nations may well be the heirs of more ancient and richer culture. Since diversity is the most precious quality of culture.

Theoretical Framework

In this research, public perception and culture assimilation is under consideration, so the research is supported by Culture Imperialism Theory which helps to understand the research study (Brian L. Ott, 2019). A verifiable process of social influence by which a nation imposes on other countries its set of beliefs, values, knowledge and behavioral norms as well as its overall style of life. This theory states that western nations rule and own media around the world which in return has a dominant effect on Third World Cultures by imposing western views and therefore destroying their native cultures i.e., countries periphery and core. Western Civilization delivers the greater part of the media to the world news, movie or comics because they have the resources to do so on the other hand, the third world countries buy those productions because it is cheaper for them rather than produce their own. So, these third world countries are watching media packed with the western world's approach and ideas of living so these developing countries then want to copy the same things in their countries and destroy their own culture, countries then want to copy the same things in their countries and destroy their own culture.

The relevance of this research with culture imperialism is almost the same it holds and supports the research study because the core assumption of this study suggests that culture of a developed country has a great influence on another less powerful country. So, it's important to see this research in the light of "Culture Imperialism Theory" which we at times mistook for our culture.

Research Methodology

In wake of measuring opinion of the respondents from Swat, the researchers have applied quantitative research method while considering it the most appropriate methodology for the study in hand. Generally, we apply quantitative method in measuring 'public perception' about any idea, program or product. Therefore, the researchers designed survey study as a research technique to collect quantitative data. The people of District Swat were chosen as population of the study whereas the sample size was 100 students from the district, including 50 male students and 50 female students. A questionnaire was designed with close ended question following the Likert Scale to collect data from the sample population. The data was analyzed through Statistical Package for Social Sciences (SPSS) version 21.

Result and Discussion

The study has presented a quantitative survey study under the topic "Public Perception of Morning Shows on Culture Invasion: A Case Study of District Swat" where the universe of the study was District Swat with the sample size of 100 respondents, the researchers used questionnaire as a tool of data collection at random sampling. The purpose of this research was to measure public perception of district Swat, the objectives were achieved in following fashion.

Justification of Objectives

The study's first objective was "To find out either Morning Shows portray our culture or not"

Morning shows portray our culture	Percentage of Male students	Percentage of female students
Strongly disagree	02	04
Disagree	12	16
Neutral	36	20
Agree	42	36
Strongly agree	08	24

The above table explained the objective that as our channels on-air those shows which display foreign culture with the lens of native culture so the majority of the respondents agree or

highly agree that these morning shows portray our culture. Total 8% of male and 24% female are highly agreed that these shows portray our native culture while 42% and 36% of male and female respectively respondents are agreed that these morning shows portray our culture. And the figure shows that 36% of male respondent and 20% of female respondent are partially agreed that weather these shows portray our culture or not it's because they don't even know what their real culture is. And only 14% and 20% of male and female respondents respectively think that these shows don't promote our native culture.

The second objective of the study was "To find out whether morning shows effect our attitude and behavior"

Morning shows effect our attitude and behavior	Percentage of Male students	Percentage of female students
Strongly disagree	06	04
Disagree	10	14
Neutral	18	16
Agree	46	30
Strongly agree	20	36

The above table illustrates that weather morning shows affect our attitude and behavior or not. Attitude and behavior is a relatively enduring organization of feelings, beliefs, and behavioral tendencies towards socially significant groups, objects, symbols or events. Most of the respondents suggested that the morning shows left a good impact on them, but at the same time commented rather suggested that it left a bad impact on the rest of the society so they suggest that the people of Swat are under the third person effect as (Talwar, 2020) suggests that people move to perceive that mass media messages have a greater effect on others than themselves,. The Third-person effect hypothesis often manifests itself through an individual's overestimation of the effect of a mass communicated message on others, or an underestimation of the effect of a mass communicated message on themselves. So in the response to the question about that weather these shows affect our attitude and behavior, total 20% of male, 36% of female highly agreed and 46% of male and 30% of female respondents agreed with the statement that 'yes' these shows affect our attitude and behavior, whereas only 16% and 18% male and female respondents respectively disagreed or highly disagreed with the statement.

Conclusions

The entire study surrounds form the premise that the increasing number of morning shows on TV channels in Pakistan are immensely affecting the household of Pakistani society especially Swat. It's true that most of the people are educated in Swat but the notion of gratification and dependency cannot be ignored altogether. The negative impact of the morning shows by depicting a culture that does not belong to Pakhtoon culture in particular, Pakistan in general in any way has effect, and is still influencing the society largely without letting the people know the reality. The interesting figures which came out during the research which further widened this premise is that most of the respondents suggested that the morning shows left a good impact on them, but at the same time, they suggested it leaves negative impact on rest of the society. This point can be broadened and can be used for further extensive research in the region to solve. Also, the psychoanalytical approach can be adopted for further research in the area regarding the morning shows that how much they are working as a catalyst to implement traditions and cultural notions of a region which doesn't belong to the native culture of Swat.

Recommendations

- It is suggested that more extensive research is needed to measure the impact of the morning shows on the minds of the people in the region.
- A proper research is needed within the society and within the TV channels to find out the real reasons behind on airing the morning shows.
- The PEMRA is recommend to strictly monitor the content of the morning shows especially related to controversial issues.
- Research studies can be conducted over the hosts of the morning shows about their awareness from the native cultural notions and about their awareness from the religion and political issues.
- It is also important to know that which section of society is the major target audience of these morning shows.
- A strict code of conduct is needed to be devised for the morning shows and should be implemented and being worked on by the government through a regulatory body and then imposed them on the TV channels for uniformity.
- During the research it was explored that most of the morning shows are on-aired for commercial purposes, thus leaving behind and ignoring the cultural values and giving rise to cultural conflicts, a thorough study is needed to analyze this aspect.

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