An Analytical Study of Assessment of Gender Role Attitude through TV Dramas among the People of Pakistan

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ABSTRACT

Media depictions of men and women shape our cultural ideals of them. TV dramas are changing gender roles. TV dramas usually shape gender roles more than other media. This study compares traditional and reformed gender roles in Pakistani TV dramas. Pakistan is a patriarchal society where men rule, make decisions, and are independent, while women are dependent, domestic, and limited. An observational media study using quantitative survey research design. Structure questionnaires are used to gather responses from 1200 married and unmarried 25–50-year-old male and female respondents from Pakistan's five major cities: Islamabad, Lahore, Peshawar, Quetta, and Karachi. Statistical test of Analysis of variance ONE WAY ANOVA for testing study hypotheses. The key findings of the study; TV Dramas preserve and develop gender roles and provide social capital to change society. Pakistani TV dramas show men and women in current and reformed gender roles to promote gender equality.

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1.   Introduction

Pakistani traditional society has a very rigid view on gender roles, which leads to numerous psychological and physical abuses against women. Discriminatory ideas manifest as ingrained practices, customs, and beliefs. Because it is the most appropriate and applicable tool for measuring gender equity perceptions in Pakistan, the Gender Norm Attitude Scale has been used in this survey design. It turned out that most people weren't sure how they felt about gender, that men were more likely to have discriminatory views than women, and that those with more education (those with a bachelor's degree or above) were less likely to be biassed than those with less or no education at all. The majority of participants had advanced degrees, were adults, and were very careful. Nevertheless, their lack of clarity of the potential consequences of gender inequality is concerning and calls for further research (Khalid, 2021). Santoniccolo, Trombetta, Paradiso, and Rollè (2023) the significance of media representations in the production of societal pressures is of significant importance. Despite the advancements made in social and legal aspects of civil rights, it is evident that restricted gender-based representations continue to persist in certain circumstances. The present essay delves into scientific investigations concerning the correlation between media portrayals and gender stereotypes, objectification, and sexualization, with a specific emphasis on their manifestation within the cultural milieu. The findings indicate that the prevalence of stereotyping, objectification, and sexualization in many contexts remains significant. The exposure to stereotypical representations seems to reinforce individuals' views in gender stereotypes and support for gender role norms. Additionally, it has been shown to promote sexism, harassment, and hostility among men and hinder women's job goals. Exposure to objectifying and sexualizing portrayals may lead to absorption of conventional beauty standards, sexism, and body humiliation. Exposure to these representations harms physical and mental health. These

impacts include eating disorder. symptoms, increased body surveillance, and worse body image quality of life. However, various populations have unique paths from exposure to negative well-being effects, requiring further study.

Patriarchal civilizations globally favour male authority and follow feminist and masculine norms (York, 2011). Women in Southeast and South Asian cultures struggle for independence and human rights (Lee & Park, 2011). Pakistan is patriarchal and firmly rooted in gender bigotry and discrimination. Women are considered feminine, while men are stereotypically masculine. Pakistan has gender bias in almost every element of life, spanning all regions and age groups (Akram, 2018). Many religious and cultural norms reinforce patriarchy. Religion is used to maintain women's power in households and strengthen reliance on men. ShekharSingh, Ambarkhane, and Venkataramani (2016) report physical veiling, distinct parts, in houses, schools, professional institutes, training centres, health care complexes, and women-only shopping markets. Pakistani society prioritises family and "honour." This means that women must protect the family's integrity, stability, harmony, and reputation even if it means enduring abuse, injustice, and prejudice. Average and high-status women tend to dominate these conceptual motifs more than below average, rural, and ignorant women (Critelli, 2010). Shah and Baporikar (2013) found widespread gender discrimination in Pakistan. Many women struggle to live independently, pursue their desired jobs, exercise their rights to choice and freedom of movement, oppose men's atrocities, and claim their property rights. In 2017, the World Economic Forum placed Pakistan 148th out of 150 in the gender inequality index and second-to-last. The 1973 constitution grants women the right to property, freedom of movement, education, and marriage with their consent, but societal pressures and traditional norms often prevent them from exercising these rights (Fazl-E-Haider, 2018; OECD, 2010).

The widespread adoption of the concept of social capital is lauded by Adler and Kwon (2002). Social sciences as a whole. An extensive array of social capital attributes have been the subject of scientific investigation. As a result, it serves as a framework for documenting the importance of social factors in understanding a wide variety of individual and collective behaviours, as stated by Lin and Erickson (2008). Social media platforms facilitate cross-border communication by creating a virtual environment. Ellison, Steinfield, and Lampe (2007) assert that the primary purpose of Facebook usage is the preservation and maintenance of social capital. It has evolved into a medium through which cultures are transmitted, thereby eroding boundaries. Emerging phenomena are topics of discussion and debate. It facilitates social gatherings, the formation and strengthening of social bonds, and the observation of social phenomena.

1.1. Problem Statement

The problem statement for current research is "changing gender role and portrayal in media"

1.2. Objectives of the study

Following are the objectives of the study:

1. To examine role of TV Dramas as source of social capital to bring social change"
2. To evaluate the role of TV Dramas in maintaining and constructing gender roles."

1.3. Hypothesis

1. "It is more likely that users of TV Dramas perceive as source of social capital to bring social change"
2. TV dramas are believed to play a role in upholding and shaping gender stereotypes.

2. Literature Review

Agha, Syed, and Mirani (2018) studied the presence of gender role bias in the visual format of textbooks provided to elementary schools in Pakistan. This study involved the analysis of 101 photos depicting men and 71 images depicting women. These images were categorised into 81 pictures and subjected to thematic coding. The findings revealed that women were shown as assistants to males, engaging in domestic tasks, conducting field labour, or providing support to their male counterparts while working at home. The primary factor is that they are not acting based on own volition and inclination, but rather to provide assistance

to the male members of their family, carry out their responsibilities as a woman, and satisfy the expectations of others as a woman. Hussain, Naz, Khan, Daraz, and Khan (2015) examined gender stereotyping and gender roles, a topic of controversy among sociologists, particularly gender sociologists. This study examines how familial upbringing perpetuates gender stereotypes in Pakhtun culture and shapes gender roles. Pakistani state universities in Malakand Division, Khyber Pakhtunkhwa, conducted the study. An interview guide was used to collect data from in-depth interviews. From three regional universities—Malakand, Swat, and Shaheed Benazir Bhutto University Sharingal (main campus), 24 male and female students and lecturers were selected. Purposive sampling was used to sample each university eight times. Qualitative analysis combines primary and secondary data to provide more detail and factual information. The study found that institutional networks, social interactions, and familial ties create and promote gender stereotypes and gender norms. The study found that gender socialisation, familial environment, and parental responsibilities contribute to gender stereotyping and gender roles in the family. The study implies that gender mainstreaming and positive media can promote a gender-balanced household environment and reduce gender stereotyping's impacts on gender and social roles.

The portrayal of both males and females in media shapes our perception of what is considered desirable within a certain culture. In the present era, media is altering our perceptions and anticipations around gender roles. Media commercials typically exert a greater impact on perceptions of gender roles compared to other forms of media programming. This phenomenon can be attributed to the repetitive nature of commercials, which effectively communicate targeted messages. Dramas also depict individuals of both genders within their respective cultural contexts, so playing a role in upholding cultural conformity through the process of socialisation. The aim of this study is to assess the portrayal of prescribed gender roles in media, specifically comparing traditional and reformed representations (Roberts et al., 2021). Adil and Malik (2021) conducted a study employs ethnographic content analysis of advertisements extracted from prominent Pakistani television channels as the foundation for its observational media approach. In order to promote gender equality in society, Pakistan Television advertisements depict men and women in modern and reformed gender roles, according to the findings of the study. In an analogous fashion, the family members also impart diverse gender roles. The expanding influence of the media also contributes significantly to this matter. Hasan (2020) investigated the impact of the shifting media portrayal of gender roles on the societal transition in gender roles. Present-day media portrays gender roles in a manner that deviates from gender stereotypical images. Future researchers may find it beneficial to identify contemporary trends and examine the implications of these variations across various age cohorts. The media has a profound and influential effect on individuals. The media presents varying depictions of gender representations. It shapes gender identity and gender roles through the delineation of distinct appearances, attire, behaviours, game choices, and emotions associated with males and females (Gauntlett, 2008). The media generates a false consciousness in which it exerts a profound influence on the emotions, actions, and thoughts of individuals. The portrayal of males as masculinely dominant and active is facilitated by actors, actresses, models, and performers, whereas females are portrayed as femininely ineffectual and passive (DeFrancisco, Palczewski, & McGeough, 2014).

3. Theoretical Framework

The theoretical foundation for the examination of television Dramas in relation to culturally constructed gender roles: social learning and the cultural theory of gender are noteworthy. To begin with, social learning theory posits that individuals attain masculine and feminine characteristics through the process of imitating the responses and behaviours of others. Children begin to emulate the actions and reactions exhibited by their parents, siblings, instructors, and through television. This reinforces the child's predilection for engaging in such behaviours (Kunkel, Hummert, & Dennis, 2006). Thus, social learning theory states that girls and boys learn good behaviour from others. Given that media shapes their socialisation, computer games and TV shows that reward boys for macho and girls for feminine activities reinforce gender norms. A programming that praises a man for caring for his family and children reinforces the idea that men can raise children (Jamieson and Romer, 2008). The gender schema theory, which focuses on the age at which children create gender identities through schemas, is the second important hypothesis. Schemas store knowledge and expectations about social roles, events, and behaviours in a specific environment (Bem, 1981). This study examines gender role schemas' effects. TV programmes may alter gender role

preconceptions since they promote gender roles. Gender roles in a society are essential to cultural theory of gender. A role has established and expected behaviours and values. Gender roles, in which women are expected to care for others and do various domestic duties, dominate the social lives of men and women in a culture. According to this view, society and culture teach women to care for others and be supportive, whereas males are expected to succeed in the job and public sphere (Romer, 1950).

4.   Methodology
A stratified sample procedure used to classify the demographic characteristics of the respondents in order to classify the demographic features of the viewers. Before sampling, a population is stratified by placing its members into roughly homogeneous groups called strata. By lowering the level of sample error, this method has the effect of improving the representation of a sample (Babbie, 2020).

4.1.   Sampling Technique for Survey
The second step involves the creation of a survey instrument to gather data from individuals who watch Pakistani TV dramas. A sample of 1200 active viewers was picked using a Two-stage stratified sampling procedure.

4.2.   Two-Stage Stratified Sampling Technique.
4.2.1. Selection of Primary Sampling Units (PSUs)
Pakistan's five largest cities—Karachi, Lahore, Islamabad, Peshawar, and Quetta—were chosen as Primary Sampling Units after its partition into four provinces. We chose cities based on their ability to support large metropolitan populations. PSUs were selected from diverse urban population strata and sub-strata in each province's major cities using the Probability Proportional to Size (PPS) sampling method.

4.2.2. Selection of Secondary Sampling Units (SSUs)
Secondary sampling units (SSUs) were 240 married and unmarried urban Facebook users from Karachi, Lahore, Islamabad, Peshawar, and Quetta. After classifying married and unmarried men and women, purposive sampling was used to obtain data from the Simple Size (N) of 1200.

4.3.   Population
And the target population for the survey method are the married and unmarried viewers of Pakistani TV Dramas of big cities of the four provinces and Islamabad excluding military restricted areas.

4.4.   Sample Size
Sample size of 1200 for the survey research of current study is selected. 315 respondents of different age groups from 25 years to 50 years, Married and unmarried respondents are surveyed from each city through structured questionnaire.

Figure 1: Simple size for the Survey Research

Marital Status			
Cities	Married	Unmarried	Total
Karachi	120	120	240
Islamabad	120	120	240
Lahore	120	120	240
Peshawar	120	120	240
Quetta	120	120	240
Total	600	600	1200

N=1200

4.5.   Data Collection Procedure
The data for this study's survey were obtained utilizing a structured questionnaire in a face-to-face, personal interview setting to assure the acquisition of correct replies. The items on the questionnaire were closed-ended, and it included a variety of question formats with a variety of response choices, including categorical (Yes or No), Likert scale, and quantitative questions.

5.   Findings and Result Analysis

Respondent's perception regarding Gender role could be shaped by social capital gained through TV Dramas Table 2 indicates the results of one way ANOVA indicated that value of sum of squares is 16.550 and value of mean square is 8.275 further the p value 0.000 as highly significant which shows respondents from the sample of 1200 perceived that social capital gained through TV Dramas are significant and powerful medium to bring change in society.

Table 2: One Way ANOVA social capital gained through TV Dramas

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.550	2	8.275	9.673	.000
Within Groups	1922.126	1197	.855		
Total	1938.676	1198			

5.1.   Male as in role of bread earner is liked more than his caregiver role by the viewers

The results of the variance analysis are displayed in Table 2 ANOVA, which examines the level of agreement among respondents about the superiority of males in breadwinner roles compared to their carer responsibilities. Based on the given information, including a p-value of 0.881, a sum of square values of 0.277, and a mean square value of 0.138, it can be inferred that the respondents do not perceive dads as superior in the normative role.

Table 3: One Way ANOVA Male as in role of bread earner verses caregiver role

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.277	2	.138	.127	.881
Within Groups	2452.490	1199	1.091		
Total	2452.766	1200			

5.2.   Females along with housewives role are also successful in new role of working business women

Table 3 represents a unidirectional relationship. ANOVA is an analysis of variance about the extent to which respondents agreed that females in the traditional role of housewives are preferable to their new role as working business women. The root mean square value is 192.523, while the sum of the squares value is 770.09. The p-value of 0.000 indicates that respondents consider both roles to be prominent.

Table 4: One Way ANOVA Females along with housewives role verses working business women

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	770.091	4	192.523	247.526	.000
Within Groups	1746.133	1198	.778		
Total	2516.224	1200			

6.   Conclusion

Research results has demonstrated that social capital from TV Dramas engage users in the learning new gender roles. The study examines the ever increasing effects of TV Dramas in the Pakistani society and how it helps and contribute in bringing change in gender roles. Respondents of the current study showed that they believe TV Dramas to be significantly influential. 83% of those who were polled provided a "Yes" response, indicating that 83% of the total sample size of 1200 individuals consider TV Dramas to be an important and influential media. Raza, Qazi, and Umer (2017) identified TV dramas as a means of fostering social capital development among university students. The findings indicate that TV dramas are seen to have a favourable and significant influence on bridging social capital and supplying social currency in terms of social self-efficacy. Furthermore, the observation that TV dramas contribute to the establishment and sustenance of social connections offers valuable perspectives on the youth's engagement with TV dramas and information sharing. The study examines the idea that users of Facebook are more likely to consider posts as a source of social capital for promoting social change. TV dramas have seen a growing role in this phenomenon. The findings from Table 5 and Table 5.3 provide further evidence supporting the notion that "TV dramas play a role in upholding and shaping gender roles." The current study suggests that a person's identity is constantly influenced and modified by the social, cultural, and technical surroundings. Therefore, it is necessary to consistently examine the process of evaluating gender identity in various cultures and time periods. This study aims to enhance readers' understanding of the

issue by offering an analysis of how TV Drama viewers' various gender roles are shaped and presented through the platform.

6.1. Further Research Recommendations

1.   The need to create various media products verifying the notion of gender role reforms.
2.   The need to instil the concept of gender role reform in digital media in addition to conventional media TV programmes including mini films, discussion shows, etc.
3.   To arrange trainings on gender equality for media professionals, including authors, producers, filmmakers, etc.

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