



Depiction of Culture in Pakistani Dramas: A Study of Trends & Effects

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Abstract

In the late 19th century, culture plays a significant role in our drama industry. It was visible in the language, dresses and the body language of drama characters on PTV. There wasn't any kind of foreign influence on our language, dresses and wearing styles. However, with the passage of time the depiction of culture has not remain the priority of directors of television dramas due to which the young generation are not much familiar with their own cultural values and traditions. Limited research has been done to examine the effect of changing trend in the depiction of culture in Pakistani drama industry where there is dominance of private television networks on youth. Hence, this research study is based on identifying the impact of cultural depiction presented by the Pakistani dramas on the youth life style. Furthermore, it will also examine how significantly the dresses, language and cultural transitions in Pakistani dramas are impacting our young adults. In this regard, this research has followed the quantitative methodology and adopt survey method to collect responses from 416 respondents. A closed-ended e-form questionnaire was made on google forms and shared among the target sample. The outcomes have revealed a significant impact of Pakistani dramas on the young adults' language, dressing and cultural understandings.

Keywords: *drama industry, body language, wearing style, dresses, cultural dipiction, youth.*

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1. INTRODUCTION

Culture is not just something people experience in their everyday lives. It is also something that is constantly being shaped through media. In today's world, especially with television and digital platforms, people often understand other societies and cultures more through screens than through direct interaction (Hall, 1997). Because of this, television dramas have become an important source of cultural learning and interpretation.

The history of Pakistani dramas comes from 1964, when PTV was the only television channel and was the first broadcast in the country by the government of that time. That was the time when Pakistani dramas were reaching at the top. Public loved to watch and understand the moral of any program, drama, or show. The cultural representation in those dramas. The language, costumes and the content everything was up to the mark, even dramas of that time became famous and recognized globally. One of the well-known drama series "Khuda ki Basti" got launched in 1969, this was the drama which gave an exceptional place to Pakistani drama industry. It was liked by the immigrants of the world. It is essential to keep the ethical and socio-cultural ethics in consideration before presenting/ portraying the content on air. Shaikh, 2007 revealed in his study conducted on the impact of satellite form of television entertainment, the switch of culture can be clearly seen as their traditions, customs, celebrations, festivals, faiths were shifting into the new ways. This mass shift can become the ethnic and cultural disaster. Everything got adopted from the media instead of educational awareness (Amin et al., 2018).

Pakistan television PTV was the first channel in Pakistan to telecast the dramas in which the depiction of cultural values was top priority of the directors. This channel telecasted the dramas that follow the moral and cultural values to educate the younger generation. PTV was the most popular entertainment in Pakistan at that time. The nation was keen to watch its dramas. The 1970s & 1980s are considered to be the golden era of Pakistani serials.

In Pakistan, television dramas hold a strong position in the media industry. Channels like HUM TV, ARY Digital, and Geo Entertainment produce content that is widely watched across different age groups. These dramas usually reflect different aspects of Pakistani society such as family relationships, traditions, gender roles, and social issues. Even with the rise of social media and streaming platforms, television drama viewership remains very high in the country (Pakistan Electronic Media Regulatory Authority, 2024).

In recent years, TV channels have begun to tackle social issues. Pakistan's television industry is known for its diverse range of dramas. Some dramas are based on true events and some are depicting social issues. The variety of topics like social injustices, honor killing, and taboos has created awareness in public. Pakistani dramas are highlighting the socially sensitive and socially dark issue. Over time, the themes and storytelling styles of Pakistani dramas have changed quite noticeably. Older dramas mostly focused on family values, emotional stories, and moral lessons. In contrast, recent productions between 2023 and 2025 are more open to

discussing issues like mental health, toxic relationships, women empowerment, and class differences. This change shows that dramas are slowly adapting to modern social concerns and audience awareness.

On the other hand, some Pakistani dramas also show immoral content in the guise of taboos. Research in media studies suggests that television content does not only reflect society but also influences how people see and understand it. According to cultivation theory, repeated exposure to media messages can gradually shape a viewer's perception of reality (Gerbner et al., 1986). Similarly, social learning theory explains that people can learn behaviors, attitudes, and social norms by observing characters in media (Bandura, 2001).

At the same time, the impact of drama representations is not always straightforward. While some dramas help highlight important social issues and create awareness, others may reinforce stereotypes or exaggerate emotional situations for entertainment purposes (Hussain, 2021). With the increasing use of YouTube and online streaming platforms, these portrayals now reach even wider and younger audiences than before (Digital Pakistan Report, 2024).

Because of this, it is important to critically examine how culture is being represented in Pakistani dramas and what kind of effects these representations have on audiences today. This study's primary purpose is to analyse the cultural effect of Pakistani dramas on youth. The fundamental purpose of making dramas is to promote education, show entertainment and instilling moral values.

2. LITERATURE REVIEW

As the mass media is the custodian of observing social issues and highlighting towards the resolution for the betterment of general public in order to establish harmony in culture and society (Faiza, 2018).

Mass media is form of communication that pertains to the practice of broadcasting and bartering of "information" by various media zones for receiving the communication (Janardhan, 2021).

According to Volek, Jiráček and Köpplová (2007), media studies refer to "spiritistic and concentrated" that pertain to "societal mass". The study deals with "communication means" from actual linguistic and non-vocal signs of "text, phone and e-mail, newspaper, TV, movies, theatre etc" .

Cole, 2019 also investigated that culture is the idea among social groups as it is sociologically determined that it performs a vital action in society.

The study carried out under Madni, et. al (2014), wherein comparative views of respondents were indicated as TV watching hobby that was all liked to view dramas of TV channel "Hum" as compared to "Urdu 1". Programmes of "entertainment" TV channels grab the attention of the public, no matter whatever the "effects" would be in future. In addition, the technological intervention and incorporation

of tradition limits are made as the erosions, computation, communication and telecasting, information, leisure, promotions etc. Broadcasting of channel for the coverage of media at global level is very important for presenting the programmes of daily & religious affairs, education & culture promotions, news etc... People were to watch black and white (B & W) television units. On the other hand colored TV held lower quality and technology. However, the era was known as “Golden Age of Television” (Straubhaar & LaRose, 2002).

The Nation, (2021) is of view that environment presented by Pakistan’s electronic media (e-media) industry is still delivering traditional and old trends.

Nowadays, e-media avail various options for broadcasting its productions to its enormous users/viewers (Zubair, Masood & Awan, 2016). According to Asika & Alufohai (2018), TV being e-media had been an influential mean in living of “children”. It was TV that had been guiding them about socialization. The media is regarded as well-known mean of knowledge and leisure. As the e-media has modified the social environment of man and discovered new types of “communication” (Juni et. al, 2014).

According to Juni et. al (2014), the age of pakistani media is nearer to the creation of Pakistan. As initially a public sector television channel was introduced in 1964, named as Pakistan Television (PTV) Corporation at Karachi with “black and white transmission” and then turned into “Colored” in 1976. In early 1990s, “Shalimar TV Network (STN)” and “Network TV Marketing (NTM)” were established being private channels. A variety of TV channels transmission were begun to watch since 2001 with the inception of successful cable channels networking system. Zia (2014), has also pointed out that when young people observe such a “glamorous life” in dramas and fail to avail that life, they become frustrated.

According to the thesis research of Zingg (1950), the dramas were randomly produced for the viewers which were known as “Plays of the Problem”. In view of Zia (2014), “PTV” channel belongs to public sector and is accountable to the “state” in spite of regulatory authority; its countrywide coverage is claimed for about 100 percent. Bilal (2018) has further elaborated the “drama” as it is driven from Greek word “dran” which means “to do, to act, to perform”. He also referred as “drama” as “people under action – Aristotle”.

In the context of Pakistani society, television dramas are not only a source of entertainment but also a reflection of social values and everyday life experiences. Many studies in media suggest that audiences often form emotional connections with drama characters because they are shown in familiar cultural and family situations (Hussain, 2021; Ali & Khan, 2020). This familiarity increases the influence of dramas, as viewers usually relate fictional situations with their own real-life experiences. Research also indicates that television narratives play an important role in shaping how people understand relationships, gender roles, and social expectations in society (Pakistan Electronic Media Regulatory Authority, 2024; Khan & Yasmin, 2018).

In recent years, especially from 2023 to 2025, there has been a noticeable shift in Pakistani drama content towards more complex and socially sensitive themes. Topics such as mental health, divorce, women empowerment, emotional abuse, and toxic relationships are now shown more frequently than before (Raza & Farooq, 2022; Shah & Mahmood, 2023). This change seems to be connected with the rise of digital platforms and social media, where such issues are openly discussed and debated. At the same time, some researchers argue that while these dramas help raise awareness, they may also lead to exaggerated storytelling and sometimes blur the line between reality and fiction (Bandura, 2001; Gerbner et al., 1986). Recent media consumption reports also show that younger audiences are now mostly watching dramas through YouTube and streaming platforms, which further increases their cultural influence (Digital Pakistan Report, 2024; Pew Research Center, 2023).

Originally, the dramas were produced as “entertainment”, later on they turned into a powerful mean to present and acquire the behaviors and sentiments of the people and produced a social impact (Latif, Malik & Nadeem, 2021). Bashir et al. (2022) found that Pakistani TV dramas have a significant influence on fashion trends among viewers, particularly women, as audiences tend to adopt the clothing styles shown in television content. According to Zainab, Jabeen, & Noureen (2021), females obtain required knowledge from dramas by their analyses on the performance of the characters, about societal problems which are depicted in our everyday life. Furthermore In Pakistani television dramas, the use of language has changed significantly over time, shifting from formal and Persianized expressions during the state-controlled era to more informal, mixed, and audience-friendly language in modern private productions (Dilmeer and Akram 2026).

The dramas of today are also representing the perceptions and problems of genz. A notable example of language pattern can be seen from the findings of a research paper related drama parwarish highlights that nowadays dramas reflect that genz chooses language that is entirely based on self expression and confidence (Noor and Ali 2026)

2.1 Significance of the study

Dramas are fundamental in molding nation’s minds and attitudes. The people are highly affected by the things shown in the dramas. Pakistani dramas in the classical age were the best dramas ever. PTV dramas and television-plays were understood as the pre-eminent in the subcontinent. Though dramas are never caught going against Pakistan’s ideology, they, on the other hand, hurt public sentiments and violate cultural and moral values. The Dramas plays an immense role in producing violence and sensationalism.

2.2 Problem Statement

Dramas are fundamental in molding people’s minds and attitudes. The people are highly affected by the things shown in the dramas. Cultural effect of Pakistani dramas on the youth of Pakistan. The content shown in tv dramas plays a vital role in

discussing social, cultural and sometime controversial issues. It is against our social and cultural values. It highly affects the people, their beliefs and surroundings. This research topic aims to identify what the Pakistani dramas are representing and what effects and how it is impacting the culture and transforming the youth. Where Pakistani dramas actually leading the youth towards? Pakistani culture supposed to be based on Islamic values and beliefs which all citizens have to adopt and follow, in contrast what our drama industry is portraying and what the public or Pakistani youth is looking at that? All such questions this research study aims to identify and answer.

This research study aims to fulfill some of the gaps that have never been researched or identified by the researchers are the attention of Pakistani youth is increasing by the passage of time which lead the researcher to conduct this research study whether the Pakistani drama industry is valid to be watched by our young adults or not? In this regard researcher has tried to identify the factors which might be significantly effective for Pakistani youth to take influence from it.

2.3 Theoretical Framework

(i) Social Learning Theory

In view of Aslam et. al (2015), Social Learning Theory deals with learning which pertains to “cognitive approach” and also deals with social phenomenon that is based on “observations” or “instant direction”. This may be carried out without psychomotor approach or instant direction. Furthermore, education may also be obtained with strategy of “reward” and “punishment”. Such strategy is known as “Operant Conditioning” in educational perspectives, whereas generally regarded as “Comprehensive Support” while behavior observation. Theory further depicts to “traditional behavioral theory” wherein the conduct is separately managed through strengthening with the insist on the significant responsibility of different internal proceedings to the learners. Referring to Albert Bandura, “Social Learning” or “Observational Learning” is pertaining to organize conduct and feelings with the skill of observation. For instance, a movie scene wherein a famous celebrity is having smoking which may be adopted by the “youth trends” , initially with imitating and later on become habitual.

(ii) Cultivation Theory

Cultivation theory deals with the term outcomes or features such as little, slow, oblique being consolidated and important framework based on the experiences for example low or high audience of TV. However, “social learning theory” talks about that people listen and follow from the “models/celebrity” with their charming, influential and familiar attitude (Aslam et. al, 2015).

2.4 Research Questions

1. What could be the impact of Pakistani dramas on dressing of youth?
2. What could be the effect of Pakistani dramas on the language of youth?
3. How significantly the Pakistani dramas are successful in educating Pakistani youth about the cultural values?

2.5 Research Objectives

Following are the main objectives of the research.

- 1-To find out impact of exposure of Pakistani dramas on dressing of youth
- 2- To find out effect of exposure of Pakistani dramas on the language of youth
- 3-To find out how significantly the Pakistani dramas are successful in educating Pakistani youth about the cultural values.

1.7 Hypotheses

RH1 – There is a significant impact of exposure to Pakistani dramas on dressing trends of youth.

RH2 – There is a significant impact of exposure of Pakistani dramas on the language patterns of youth.

RH3 - The Pakistani dramas significantly contribute in educating the Pakistani youth about the cultural values.

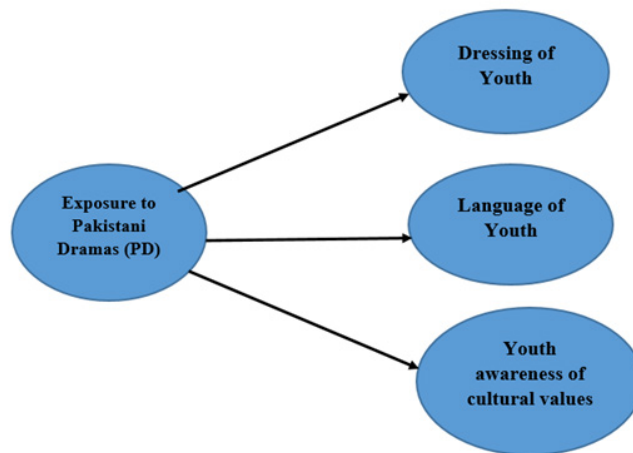


Figure 1: Research model (authors constructed)

3. RESEARCH METHODOLOGY

Quantitative research method has been used in this research in which data is collected through survey research method

3.1 Population

The target population of this research study are the students of undergraduate program who are currently enrolled in any of the higher education institutions of Karachi.

3.2 Sample size

The sample is comprised of 416 students from 2 Public higher education institutions named University of Karachi and the Federal Urdu University of Science, Arts and Technology. The reason behind choosing these two public sector university is their diverse students range and different departments.

The target sample size of respondents comprised of students who were enrolled as the regular students of these both institutions, 208 students from University of Karachi and 208 students from Federal Urdu University of Science, Arts and Technology. Collectively makes 416 of sample of the study.

3.3 Sampling

The convenient sampling method has been used to select the sample for this research study.

3.4 Research Instrument

The self-made closed ended questionnaire has been developed and validated by the expert, comprises of 15 items. The questionnaire is made in the Likert's scale form to provide 5 possible answers to the students from which they have to choose one. This is a type of rating scale which used to measure the opinions, view-points, attitudes, and behaviors. Closed-ended questionnaire limits the respondent to mark or answer with in the given options. The options are also closed type in nature which also provides ease to the participant and participant easily answers with in the available options. (Bhandari & Nikolopoulou, 2020).

3.5 Data Collection

The data has been collected by transforming the questionnaire on Google forms, Google form is a platform which has been used globally for many purposes.. The google form is made with the collaboration of users Google cloud storage which is provided by the google itself with every account signup (Demarest, 2021). The linked shared among higher education students to get data in the form of soft copy. All the data will be transformed in the SPSS (Statistical Package for Social Sciences).In this research, there are two types of variables on which researcher has

worked, that are dependent and independent variables.

Table 1: Description of Variables

VARIABLES		
1.	Dependent variables.	1. Dressing of youth. 2. Language of youth. 3. Youth Awareness of cultural values
2.	Independent variable.	1. Exposure to Pakistani dramas

3.6 Data Analysis

The collected data has been analyzed with the help of SPSS (Statistical Package for Social Sciences) version 22. The regression and percentage formulas have been applied to get the results. Regression formula is applied to know the impact between variables such as the impact of Pakistani dramas on the youngsters dressing, the effect of Pakistani dramas on the language of youth.

3.7 Ethical Consideration

Some of the basic principles prescribed by the BERA (British Educational Research Association) that should be followed by the researchers while conducting any research is given below.

- All disciplines of social sciences must respect the privacy of the individuals, their autonomy, their dignity, their values and diversities of cultures in the research study.
- The ratio of harm over benefit must be low.
- The method of research must be appropriate in the research.
- Inclusiveness of multiple interests, methods, values, and perspectives.
- The researchers must represent their selves as the responsible citizen of the state.

4. DATA ANALYSIS

4.1 Demographic Data

The researcher asked the respondent to share their demographic information in two ways, one is age of the respondent and the second is the gender. The calculation of its analysis is given below.

Table 2: Age of respondents

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25	301	71.8	72.4	72.4
	25-30	71	16.9	17.1	89.4
	30-35	19	4.5	4.6	94.0
	35-40	12	2.9	2.9	96.9
	40-Above	13	3.1	3.1	100.0
	Total	416	99.3	100.0	
Missing	System	3	.7		
Total		419	100.0		

Table 4.2

Table 2 is the frequency table of Demographic information that is age

Table 3: Gender of respondents

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	276	65.9	66.3	66.3
	Female	140	33.4	33.7	100.0
	Total	416	99.3	100.0	
Missing	System	3	.7		
Total		419	100.0		

Table 4.4

Table 3 is the frequency table of Demographic information that is gender.

The reliability of Independent Variable Pakistani Dramas (PD)**Table 4: Reliability of respondents**

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.782	.780	4

The table 4 has shown the reliability of the independent variable that is exposure to Pakistani dramas that is 0.782. The reliability represents the consistency of the construct in which the values 0.6 or above is considered as the acceptable and reliable (Ursachi et al., 2015).

The reliability of dependent variable dressing**Table 5: Dressing style**

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.684	.682	5

The table 4.6 has shown the reliability of the dependent variable that is Dressing (D) that is 0.684. The reliability represents the consistency of the construct in which the values 0.6 or above is considered as the acceptable and reliable (Ursachi et al., 2015).

The reliability of dependent variable language**Table 6: Language**

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.722	.714	3

The table 6 has shown the reliability of the dependent variable that is Language (L) that is 0.722. The reliability represents the consistency of the construct in which the values 0.6 or above is considered as the acceptable and reliable (Ursachi et al., 2015).

The reliability of dependent variable Youth awareness of cultural values

Table 7: Youth awareness of cultural values

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.784	.785	4

The table 7 has shown the reliability of the dependent variable that is 0.784. The reliability represents the consistency of the construct in which the values 0.6 or above is considered as the acceptable and reliable (Ursachi et al., 2015).

4.2 Hypotheses testing

Analysis and Interpretation

= There is a significant impact of Pakistani dramas on dressing of youth.

Table 8: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.566 ^a	.321	.319	3.27513

a. Predictors: (Constant), PD

Table 4.9

The table 4.9 has shown the value of R square that is 0.321 is below the threshold value 0.7 or 0.9 which shows a lower correlation between variables.

Table 9: Coefficients

Model	B	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		Beta				Tolerance	VIF	
1	(Constant)	5.669	.636		8.907	.000		
	PD	.685	.049	.566	13.983	.000	1.000	1.000

a. Dependent Variable: DR Table 4.10

The statistics shows that R square value is 0.321. It shows that the variation in youth dressing is 32.1 percent explained by exposure to Pakistani dramas. The accepted alternate hypothesis and the beta value is 0.566 which means there is positive relation between exposure to Pakistani dramas and dressing. The value of VIF is also below than 5 which shows that there isn't any multi collinearity issues. According to Sarstedt et al, (2017). The threshold value of VIF is less than 5. The values of VIF in the construct are less than 5 which is fall in the line of acceptance. It proves that the regression results will be reliable of this construct. Furthermore, p value is less than 0.05 The significant value is $0.00 < p < 0.5$ means the hypothesis has been accepted, hence it has been proved that there is a significant impact of Pakistani dramas on the dressing of Pakistani youth.

Analysis and Interpretation

There is a Significant Effect of Pakistani dramas on the language of youth.

Table 10: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.676 ^a	.457	.455	2.11243
a. Predictors: (Constant), PD				

Table 4.11

The table 4.11 has shown the value of R square that is 0.457 is below the threshold value 0.7 or 0.9 which shows a lower correlation between variables.

Table 11: Coefficients

Coefficients ^a								
Model	B	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	Std. Error	Beta					Tolerance	VIF
1	(Constant)	1.868	.411		4.551	.000		
	PD	.590	.032	.676	18.648	.000	1.000	1.000

a. Dependent Variable: L

Table 4.12

The table 11 has represented the VIF that is 1. According to Sarstedt et al, (2017). The threshold value of VIF is less than 5. The values of VIF in the construct are less than 5 in table 11, which is fall in the line of acceptance. It proves that the regression results will be reliable of this construct. The significant value is $0.00 < p < 0.5$ means the hypothesis has been accepted, hence it has been proved that there is a significant effect of Pakistani dramas on Pakistani youth language. The accepted hypothesis is

there is a significant effect of Pakistani dramas on the language of Pakistani youth.

H_3 Analysis and Interpretation

H_3 = The Pakistani dramas are significantly successful in educating the Pakistani youth about the cultural values.

Table 12: Model Summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.636 ^a	.405	.403	2.83494	.405	281.390	1	414	.000

a. Predictors: (Constant), PD

Table 4.13

The table 4.13 has shown the value of R square that is 0.405 is below the threshold value 0.7 or 0.9 which shows a lower correlation between variables.

Table 13: Coefficient

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		Beta						
Std. Error						Tolerance		
						VIF		
1	(Constant)	2.783	.551		5.051	.000		
	PD	.712	.042	.636	16.775	.000	1.000	1.000

a. Dependent Variable: CL

he table 13 has represented the VIF that is 1 which is less than the threshold value of 5 so it is accepted. It proves that the regression results will be reliable of this construct. Furthermore, the significant value is $0.00 < p=0.5$ means the relationship between the Pakistani dramas and the youth awareness about cultural values has a significantly positive relationship, hence the relationship between Pakistani dramas and the cultural representation is found positive.

The researcher has applied the formula of regression to test the hypothesis of the research study to find out the impact, effect and relationship among variables. The 1st hypothesis has been accepted as the significant impact of Pakistani dramas on Pakistani youth dressing style is found. Meanwhile on applying the regression test on the 2nd hypothesis the null hypothesis got rejected as the alternate hypothesis has been accepted where the significant effect of Pakistani dramas on Pakistani youth language is found. However for 3rd hypothesis regression has revealed the positive relationship between the exposure of Pakistani dramas and the awareness of youth about cultural values

4.3 Results Summary

The results have been revealed by analyzing the collected data from a target sample N=416. The data has been run by using SPSS (Statistical Package for Social Sciences) version 22. The analysis has clearly demonstrated that the data comprised of 276 males, whereas 140 females. As this can be easily estimated that the purpose of the study was not to discriminate the level of impact/effect among male and its female counterparts. The primary purpose of conducting this research is to know how significantly an independent variable is effecting the dependent variables. The findings of this research study are,

- The significant impact of Pakistani dramas on the dressing of Pakistani youth has been found.
- There is a significant effect of Pakistani dramas on the language of Pakistani youth.
- The relationship between exposure to Pakistani dramas and the youth awareness of cultural values is found positive.

5. CONCLUSION

This research has been concluded by investigating/testing of its objectives proposed in the beginning. The variables are interrelated with each other as the Pakistani dramas is the independent variable has put impact on the dependent variables dressing of youth, language of youth, cultural values of the country. These variables were explained in the objectives in a way to find out the impact of Pakistani dramas on the dressing of youth, the effect of Pakistani dramas on the language of Pakistani youth, and the relationship between the Pakistani drama content and the presentation of cultural values of the Islamic Republic of Pakistan. These are the objectives of the research on the basis of which the hypotheses were formulated to find out the significant impact, effect and relation among all variables. This study is conducted to find out the changing trends in young adults dressing sense, language they speak and the diversification/modernization in cultural values has far more effected by the Pakistani dramas. The research model of this research study has very nicely represented engagement of variables between each other.

5.2 Recommendations

This research has revealed some of the recommendations to implement to overcome all these effects of media on the young adult generation of Pakistan are given below. It has been found in results that media has put great emphasis on the country's youth so here comes the responsibility of the drama industry to make sure the rules and regulations has been prescribed by PEMRA has been undertaken effectively or not while portraying the content.

Here comes the responsibility of parents that they must look at their children what makes them look socially and religiously acceptable for the society. The way they communicate and interact with the people also matters.

Government authorities need to play their role here as the policy makers and

implementing bodies on the media industry.

The results has shown each and every individual is responsible in this regard that how to make something impact on us; negatively or positively that completely depends on one's own level of perceiving things.

Pakistani drama industry need to stop integrating the western culture in our national culture.

The responsibility of our educational sectors also applies here as the teaching and practices about social, religious and cultural norms must be taken in practice to let the students know about their true culture and identity.

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