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Depiction of Women and Islamic Teachings in Pakistani Drama:

By

¹Babrak Niaz

Abstract:

Media has strong influence over its audience and it plays significant role in shaping public opinion and changing perceptions. New media is popular form of media and it has great impact on their everyday life and engaged them in different activities positively and negatively. But traditional media still has its prominence, especially in rural areas where new media is still struggling for its popularity. Pakistani Television drama is known for its classic contents historically but private sector television drama has changed its notion. Women in these dramas are negatively portrayed and depicted them as a product. Role of women in these dramas are given negative, they are shown weaker and dependent. On the other side, drama script writing also needs some serious attention. Most of the time script writers forgets the basic teachings of Islam. The current study will evaluate how women are depicted in Pakistani drama and how script contents violates basic teachings of religion. For this purpose, content analysis method was used for data collection. On the basis of data collection suitable recommendation are proposed.

Keywords: Women, Pakistan, Drama, Islamic Teachings, etc.

Introduction:

TV is one of the most dominant sources in this digital age which is known to shape the assessment and frames of mind among the general population, significance of TV would not be thought little of in this cutting edge world where it is assuming a mystical multiplier job during the time spent the advancement. Quickening the procedure of advancement by convincing, changing, including individuals and it has been demonstrated that TV is one

¹Assistant Professor Department of Media Studies University of Balochistan Quetta Pakistan

of the most significant instruments of social change in Pakistani society. Since with the presentation of TV in 1964 Pakistani dramatization began and shows given us a great deal of remarkable serials, for example, Dhoop Kinaray, Khuda ki Basti, Tanhaiyan, Dhuwan, Parchaiyan, Aankahi and some more. These dramatizations were famous in Pakistan as well as over the fringes however with the progression of time it has lost its heritage because of content and plots nature of the shows, old shows depicted genuine image of the general public though late dramatizations are not depicting the genuine image of our general public, the language, cosmetics, and dressing speaking to another culture of Pakistani society uncommonly concentrating on female character.

Media is the fourth pillar of the state and it plays important role in shaping and disseminating information to the masses. News media has the capacity to produce and uphold a particular discourse. A discourse can be elaborate as set of statements that offers constructive meaning and evolution of the society as whole. A discourse has interaction with other discourse that produces streams of meaning to the society. (Hall, Stuart. (1992)

Nurullah explains that clash between Islam and west is historical phenomenon and historically, events has proved this phenomenon. The Muslims involvement in the major events, which changed the world order endorsed the west perspective about Muslims. The International media openly links terrorist's activities with Muslims, which reflects their preconceived stereotypes. (Nurullah, 2010).

Attacks on Twin Towers has changed the media discourse totally about Muslims and Islam. Even before the event of 9/11 the media discourse was not in favor of Islam and Muslims. Media content is usually based on sensationalism and when it comes to coverage to Islam and Muslim media propagative negatively by linking violence and terror to them. It results very negatively on to the mind of the audience, as primary source of information for the audience is media. Australia society is not directly linked to the Muslim society because Muslim population is in very small number. People in Australia are forced to have mediated image of Muslims and Islam. (Said, 1997)

Islam and Muslims increased unmistakable deceivability in media and open talk and in scholastic research since 1990s with dominantly negative undertone. (Mertens, 2016). The deceivability improved to an exceptional level after the 9/11 psychological oppressor assaults in America. A short time later, 7/7 London bombings, Bali assaults, Madrid bombings, Mumbai

assaults, Brussels shootings, Charlie Hebdo shootings and so on achieved discusses Islam and Muslims under spotlight and gave phenomenal negative and unwelcoming deceivability to Islam and Muslims in Europe. (Tsagarousianou, 2016)

Throughout the years' ladies job has been changed in a few fields around world like legislative issues, scholastics, publicizing and so on. Ladies are likewise separating themselves as experts in different backgrounds, however changing occasions with better approaches for communicating social power is being formed which for the most part focus on the flimsier segment of society which is ladies. Ladies have been anticipated contrarily which brought about confining negative depiction of ladies (Sharma, 2012). Choice and style of exhibiting certain generalizations presumption with respect to ladies' status and job in the general public which influences the way ladies are depicted in media particularly in TV.

Media causes individuals to make conclusion about any theme. For instance, the individuals who don't have appropriate mentality about legislative issues then they acknowledge the political feeling by media. Same as over these mediums additionally influence religious lessons. Media impacts people who don't have solid constructive or pessimistic methodology towards religion. (Furat, 2009)

Bollywood motion pictures are prominent in India as well as everywhere throughout the world and furthermore in Pakistan. For the most part these motion pictures are centered on sentimental stories, yet they have baffling concealed implications in it. Religious conflict among Muslims and Hindus is an infamous issue and conflict among India and Pakistan is additionally the subject of these motion pictures. (Ali, 2012)

As per Khan and Bokhari (2011), this article contends "Portrayal of Muslim in Indian Cinema from 2002 to 2008". When 9/11-episode Indian media depicts negative picture of Muslims. After 9/11 Muslims are appeared as psychological militants. Indian film misrepresents by making motion pictures in which Muslims are exhibited as psychological oppressors. Through this examination the specialist needs to watch that how and at what level Indian film is forming. (Khan, 2011).

Television is one of the most powerful sources in this cyber age which is known to shape the opinion and attitudes among the people, importance of television would not be underestimated in this modern world where it is playing a magical multiplier role in the process of the development.

Accelerating the process of development by persuading, transforming, involving people and it has been proved that television is one of the most important tool of social change in Pakistani society. Television is effective and powerful tool for shaping the mindset of audience (Ali et al. 2015). Television is not only known as mirror of a society but it is an instrument of economic, political, social and cultural change. Television aim is not only to spread ideas of people and thought, feelings, expression and other aspects but also helps to eradicate discrimination, race, gender, color, inequality, social evils and other source which create violence in society. (Adhikari, 2014).

Mass media is playing key role and it is a powerful tool of interpretation, enjoyment, surveillance. This research tries to find out whether women are sensationalized and trivialized in Pakistani dramas. According to Gallagher (1981) media treatment about women can be best described be as a narrow since women's interest and activities in general go no further than confined of the home and family, essentially women are characterized as romantic, active, and fictional material in electronic media.

Pakistan came into being in the name of Islam and it was aimed and idealized to establish independent Muslim state where people can maintain their distinctiveness and practice religion with freedom. Media in Pakistan especially entertainment side contents are against the social and Islamic morals.

The content of drama section in Pakistan presenting very bluntly purposely or accidentally many things that has challenged our cultural values in one or in other way. The interest of difficult with something that does not symbolize our Islamic values and progress is fearful and should be tended to on a dire basis since it controls the psyche of our young age. Pakistani shows were contemplated with different measurements like its effect on social qualities, urban life and so on. This examination centers around substance of Pakistani dramatizations in regards to the Islamic lessons.

Moreover, Pakistani private television dramas are portraying the women's image, which are seen to be in dual image of orientations, either audience are bored with the good and positive portrayal of women or it is thwarted with portrayal of negative and bad image of women in drama. The characters do have a dominant role in drama but mostly end up with death, mishap, and disaster. They are portrayed as successful and beautiful but unlike the main leading characters they are shown evil.

These days surprisingly more dreadful thing of our TV channels is that they indicate things in straight refutation, social and Islamic ethics. From pregnancies to premature births, from separations to halala, from youngster maltreatment to assault, from additional conjugal undertakings to illicit kids, they uncover everything on the name of enjoyment. Indeed, even decent connections are not sheltered. Incalculable dramatizations have the story line that a kid becomes hopelessly captivated with his niece or his little girl's companion or a young lady begins undertaking with her brother by marriage. Male utilizes explicitly misuse their female house keepers. Spouses are not genuine in their connection and subsequent to giving separation; they understand their misstep and power their wives to do halala with the goal that they can wed once more.

Dramas are big source of entertainment of mass media and it has capacity to educate and affect audience. The diversity of the drama content gives its audience diverse directions to follow. Pakistan is rich in different colors of culture and every ethnic group follows the basic teaching of Islam in their own culture. The problem of Pakistani drama content is that they are portraying western and Indian culture rather than true picture of Islam to the society. Consequently, the audience (women, youth and children) are adopting whatever they observe in drama. Now the question remains that weather these dramas are presents the Islamic teachings in dramas or not? Is it intentionally or not?

Agenda-Setting Theory:

Agenda-setting theory says media is seen for setting agenda for the modern society all the way through downplaying, highlighting, excluding and constantly focusing on any issue, thus such an issue turning into a public agenda. Theory posits a large number of influence by media on audiences by the choice which stories and how much space and prominence are given to that or them, hence influence the public opinion. This theory also argues that “media influences people not too much in regard to what they think but in regard to what they think about.” In this manner, media is accountable for the pictures in eyes of the eyes of their audiences. Media always sets an agenda for people what to think about and order of importance of such thoughts.

Agenda-setting theory's fundamental argues is the transfer of vital items on mass media agendas to public agendas, thus influencing people's worldviews and perception (McQuail and Windhal, 1993) as illustrates in

figure 1. Agenda-setting theory hypothesized that issues displayed prominently and emphasized frequently in mass media which will be regarded very much important by media consumers. It seems the most a woman is portrayed in a drama, the more importance it seems to public.

Agenda-setting theory has suitably explained why people with parallel media exposure will place importance on same issues. Though different individual may feel different about issue at hand, most of the individual feel the same issue is important, nevertheless, public agenda can influence media too. Alike, agenda-setting theory is somewhat circular by nature.

Based on such theoretical paradigm, the study significantly analyzes the electronic media about portrayal of women in Pakistani dramas context. (Batool, 2006). For example, how the women are portrayed in electronic media in Pakistan? What position women do hold in drama and how this reflect true picture on ground and society? Who control and owns the media market?

Concentrate found that regardless of whether ladies' portrayal in dramatizations ascend above with the progression of time however depiction stays same that characterizes the picture either completely malicious or awful, or impeccably great. Somewhat chose Pakistani private area TV dramatizations have demonstrated various strengthening components that can reflect through prevailing depiction of ladies which indicated solid will ladies where they battle to remain to their own qualities and convictions. This examination additionally discovered, ladies' activity status, social class and status, character qualities and level of instruction are delineated unbiased more than previously, in any case the depiction of supporting characters in dramatizations introduced cliché, for the most part supporting characters of ladies have negative directions.

Content Analysis as Data Tool:

The researcher used the technique for "Content analysis" for research reason. Scenes of Dramas were coded into various classes, as per the introduction of Islamic educating in dramatizations. Six dramas were selected through purposive sampling. There were a few scenes that displayed more than one class in one scene that is the reason they fall in at least two than two classifications. After Completion of the entire Research scientist found that in every one of the seven dramatizations which I chose

as my Sample, are not exhibiting the Islamic lessons. Seven shows were taken for subjective examination in which diverse sort of introduction came into thought subsequent to viewing. The examination infers that a large portion of the scenes are displayed adversely.

By assessing these dramas, it is seen that on the name of learning and opportunity of articulation the off-base subject is being introduced to group of spectators through the media and questions are being raised against such lessons and these lessons/Orders are being censured and derided.

Dressing is also a main issue in Pakistani dramas all dramas are promoting western and Indian dressing due to this our youth is going far away from our own culture and Pakistani dressing. Dressing in dramas has left a negative impact on our youth.

Mostly in all dramas they are showing mixed gathering which is not allowed according to our religion. But dramas are promoting this culture. Pakistani dramas are influenced by the foreign Culture.

The investigation broke down that our media, exhibiting the lessons of Islam in their shows in a negative manner. Among the aggregate of 151 scenes, 36 were positive, 28 were nonpartisan whereas 86 were negative. So the idea of most scenes goes under the negative class. This demonstrates the acknowledgment of the theory by the chi-square test which was "introduction of Islamic lessons in Pakistani TV dramatizations is negative"

Conclusion:

Pakistani shows should base on Islamic culture and pursue Islamic standards. The dramatization business should. Pakistani dramatizations ought not to advance outside culture and religions.

We have to tell the world that hijab is certifiably not an awful thing or the beard men are not hurtful and that Jihad does not mean fear mongering as there is a major contrast between a Jihadist and psychological militant.

"Portrayal of Islamic lessons in Pakistani TV shows is negative portrayed" but there were few scenes scientist discovered a few scenes that are sketched emphatically and a few scenes are exhibiting nonpartisan.

Recommendations

- The state machinery should have check and balance on to the content of TV dramas. The PEMRA role in this connection needs to be more active and vigilant.
- The dramas writer needs to follow the Islamic teachings and there should not be a single line in the script that contradicts the Islamic teachings.
- The entire drama team needs to be improve their knowledge about Islam and Islamic laws.
- The drama writer needs to focus on the women strengths rather than focusing on their weaknesses.
- The subject of the dramas needs to be changed, as there is trend of romantic script writing for drama.
- There ought not to be any indecency and profanity in dramatization. Ladies ought to be demonstrated working in broad variety profession settings.

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