

Portrayal of Women in Pakistan Private Sector Television Channels:

By

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Abstract:

The present study was determined the perception of the respondents about the portrayal of women in Pakistan private sector television channels. A descriptive type of the research study was functional so as to signify the contemporary insight or portrait of the respondents at 5 point Likert scale, with a quantitative investigation or method. To comprehensive the research effort direction within the shortest possible period with limited available resources, the study confined only in female participation with a 100 sample size. The population of the study comprised of one hundred female who represent their in existence at private TV channels due to convenience and economic constraints. A simple random sample of 100 female was obtained. The data was analysis by using the SPSS. The results reveal that the information regarding the age of respondents presented which indicates that most (55%) of the respondents belonged to the age category of 21 to 35 years. The majority (73%) of the respondents were master degree holder. However, (4%) of the respondents had 11 to 20 years of experience. The enormous majority (80%) of the respondents had experienced up to 10 years. Whereas (100%) of the respondents were agreed that the reflection of acceptable social attitude regarding sexuality were completely diffused among them as perceived by the respondents and ranked as 1st rank. The majority of respondents were of the view that the religious accepted principles of our society as the major complication in this regard and were ranked 1st with a mean score of (Mean = 4.49, S.D = 0.83). The majority of the respondents perceived that the announcer has "effective" job title and were ranked 1st. The womenfolk are the main pillar in the development process, and her effort is hidden. In this regard, the appearance of women portrayed in the media should not be exposed as cognizant of her optimistic human qualities. Therefore, it should be

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suggested that multidimensional effort could be taken so as to enhance the women portrayed in the media.

Keywords:Portrayal, Women, Balochistan, Pakistan, Private, Television.

Introduction:

The television production as an industry has emerged in the evolutionary process in the country in the last six decades (i.e. 50 years) beginning with the initiation Pakistan Television (PTV) in the years of 1964 (Huda et al, 2015). Pakistan Television Limited first on tracks its broadcast from the Lahore, Punjab in during the years of 1964, then next Dhaka Bangladesh, afterwards Rawalpindi and Islamabad respectively. The Karachi transmission was started in the years of 1966 (Baig, 2012). During the years of 1971 the Pakistani government procured overall control of Pakistan Television over the nationalization process (Baig, 2012).

Pakistan Television Limited (PTV) had initially in progress with black and white broadcast, but quickly promoted its amenities to transmission color program (Rasool, 2014). The TV content was formerly grounded on live transmission because of absence of recording medium like audiovisual material, cassette recording systems and so forth. Utmost of the initial Pakistan Television dramas, theaters, performances, productions, spectacles and comedies were also “achieved” as it were live phase inventions as it was disseminated in actual period deprived of some deletion or improvements. The first soundtrack medium in the year of ninety seventies (1970s) was the unique move slowly spool arrangement which chronicled comprehensive and electronic moving pictures as a collective stream on an attractive demo medium. Nevertheless, owing to absence of assiduousness on a part of the Pakistan Television documentation division fifty (50%) of the old archived contented has been vanished because of the nonexistence of air-conditioning amenities in the archival rooms (Abdurab, 2014).

The unique inch magnetic spool encompassing entirely deep-rooted collections were ultimately misplaced and therefore the Pakistani realm misplaced a countless paragon of the first-rate epoch of public dissemination television (Khan and Rahman, 2013). The development in the Pakistan Television Limited as industry sustained with the development process was commerce with the name of the Shalimar Television Network (STN) in the years of 1988 which were considered an the best example of public-private partnership. Shalimar Television Network (STN) started its broadcast in 1990with CNN retransmission

under the agreement Network Television Marketing (NTM) (Paracha, 2014). Pakistan Television Limited (PTV) actors were worn-out of seeing the reproduction portrayal of household arrangements as, “drama serials were exposed to severe restriction owing to male (Abdurab, 2014).

Significance of the Study:

Media is painstaking to be an imperative instrument of alteration (Jha, 1992). Womenfolk need to confirm that media imitates description that matures optimistic and positive role of women folk in the social order so as to alter the destructive stereotypes (Javed, 2005). Keeping this in view above mention facts and information the present study was planned in order to denote the perception of the respondents about media portrayal.

Problem Statement:

Media is regarded as the mediator of societal transformation (Sudarsanam, 2005). It has the authority to captivate us altogether and comparable as the encouragement tool. Beforehand the widespread flow of radicalism, females was omitted from virtually entirely arenas (Steeves, 1987). Media was not an exclusion from this angle. Though females are the essential and indispensable portion of lifespan the object that fastenings our courtesy is the portrayal of women image in the media. Wherever the West achieved to go out of the strongbox and provide females a coincidental to display around a period before, Pakistan is a republic that is still stressed with femininity characters (Simorgh 2003). A vast marginal of the Pakistani populace that is educated has accomplished to continue impartial about femininity matters and womanlike under depiction. But then again, unfortunately a male-oriented and male-controlled society still dominates where the worth of females is nearby to oppressed strata. Because of this probe-rooted history of Pakistan, the media are frequently working on portraying femininity fanaticism that strengthens the prevailing undesirable appearance that inclines to the oppression of females. Even after positive radical activities and social progressions the subject of females still leftovers biased and good for nonentity because of the social taboo that adheres to them. Media is measured to be an occupation of men where females are measured powerless owing to being an inferior gender and sex biases, man's frame and clarify media programs, instructions and instruments in Pakistan. Women are not apprehensive by grave matters and the substance of their chief curiosity is typically matrimony.

Objectives:

1. To find out the biographic information of the respondents.
2. To examine the female characters portrayed by private channel of traditional role as a positive projection.
3. To assess the female typescripts are portrayed about making-decisions.
4. To developed recommendations for the planners for future planning purposes.

Materials and Methods:

The main purpose of the present study was the portrayal of women in Pakistan private sector television channels. Furthermore, present research also was sought to explore the participation of womenfolk in Pakistan private sector television channels. A descriptive type of the research study was functional so as to signify the contemporary insight or portrait of the respondents at 5 point Likert scale, with a quantitative. To comprehensive the research effort direction within the shortest possible period with limited available resources, the study confined only in female participation with a 100 sample size. The population of the study comprised of one hundred female who represent their in existence at private TV channels due to convenience and economic constraints. A simple random sample of 100 female was obtained. The researcher through e-mail and personally visited and interviewed from those 100 females with the help of a well-structured questionnaire through simple random sampling. The purpose of the present study was also to determine that how female of private TV channels influencing audience's perceptions. For quantifying the female perception there was an essential to choice suitable research approaches so that researcher designated survey technique for directing research. Initially the data were arranged and organized in the coding system. By using the coding sheet, after the coding of collected data, all the data were tabulated, summarized and analyzed through SPSS (Statistical Package for Social Science) Computer Software. Frequencies, mean, standard division and rank were calculated by using SPSS program.

Results and Discussions:

Present chapter reveals the outcomes of this research that has been performed to know the female perception about their participation, contribution, involvement, engrossment, immersion portrayal and constraints in which they faced at a private TV channel juncture. Present chapter was divided into three sections; (a) Demographic information and results, (b) general information as the dependent variable.

Demographic Information or Results:

The demographic characteristics of the female in the present study such as age, educational qualification and the experience of the respondents.

The results are given as follows.

Table.1. Age group as composition of the respondents

Category	Frequency	Percent
Up to 20 years	1	1.0
21 to 35 years	55	55.0
36 to 50 years	35	35.0
51 and above	9	09.0
<i>Total</i>	<i>100</i>	<i>100.0</i>

The collected information regarding the age of respondents presented in table-1 indicates that most (55%) of the respondents belonged to the age category of 21 to 35 years, while (35%) belonged to 36 to 50 years, 9% belonged to 51 and above years and only 1% belonged to the age category of up to 20 years.

Table.2. Educational qualification of respondents

Category	Frequency	Percent
Matriculation	1	1.0
Intermediate	3	3.0
Graduate	5	5.0
Master	73	73.0
M. Phil	6	6.0
Others	12	12.0
<i>Total</i>	<i>100</i>	<i>100.0</i>

Table-2 indicates that majority (73%) of the respondents were master degree holder, 12% of the respondents were belonged from other categories, 3% of the respondents were intermediate certificate holder and only 1% of the respondents were matriculation. However, 5% were graduate level education.

Table.3. Experience of the respondents

Category	Frequency	Percent
Up to 10 years	80	80.0
11 to 20 years	4	4.0
21 to 30 years	10	10.0
31 years and above	6	6.0
<i>Total</i>	<i>100</i>	<i>100.0</i>

Table-3 shows that the vast majority (80%) of the respondents had experienced up to 10 years. While (10%) of the respondents had 21 to 30 years of experience. Whereas (6%) of the respondents had 31 and above years of experience. However, (4%) of the respondents had 11 to 20 years of experience.

General Information:

Television relics on uppermost due to its excessive capability to influence masses in a straight line and promptly. The TV delivers a platform to raise queries and share ideas, segmentation of tough and point of view, it also formed complications (Joshi, 2002). The respondents were asked to rank the level of statements used in the questionnaire on a Likert type scale (1= Not diffused, 2= partially diffused, 3= moderately diffused and 4= completely diffused). All the information regarding to the level of complexity was presented in table-4.

Table-4 Level of complexity of the respondents

Level of complexity	Not diffused		Partially diffused		Moderate diffused		Complete diffused		Mean	S.D.	Rank
	F.	%	F.	%	F.	%	F.	%			
Reflect of acceptable social attitude regarding sexuality	-	-	-	-	-	-	100	100.0	4.00	0.00	1 st
Crime and violence against women	1	1.0	9	9.0	-	-	90	90.0	3.79	0.64	2 nd
Portray women as the feebler sex	8	8.0	2	2.0	-	-	63	63.0	3.18	1.10	3 th
Perpetuate undesirable stereotypes of women	19	19.0	1	1.0	5	5.0	58	58.0	3.02	1.23	4 th
Portrayal of women as sex objects or as a homemaker	32	32.0	2	2.0	2	2.0	41	41.0	2.52	1.31	5 th
Women exploit society	58	58.0	4	4.0	-	-	2	2.0	1.46	0.61	6 th

Respondents were further asked to give their insights about the level of density. The table-4: depicts the relevant outcomes, whereas (100%) of the respondents were agreed that the reflection of acceptable social attitude regarding sexuality were completely diffused among them as perceived by the respondents and ranked as 1st. While, majority (63%) of the respondents perceived and agreed that portray women as the feebler sex and rank order remain as 3rd, while 90% of the female perceived that the crime and violence against women information were completely diffused

among them and rank order were at 2nd. Whereas more than half (58%) of the respondents perceived that perpetuate undesirable stereotypes of women information were completely diffused, at the 4th rank. The portrayal of women as sex objects or as a homemaker and women exploit society at the bottom of the ranking i.e. 5th and 6th. However, the overall perception regarding the level of complexity of the respondents was increased.

The respondents were asked to give their perception about the level of complication of women's portrayal role. The responses were accomplished through rating using a Likert type scale (1= Not at all, 2= Some times, 3= Most of times, 4= Almost always and 5= Always). The information about the level of complication of women's portrayal role and protected was depicted in table-5.

Table-5 Level of complication and protect the side of women's portrayal role

Statement	Not all		at some time		Most of time		Almost always		Always		Mean	S.D	Rank
	F	%	F	%	F	%	F	%	F	%			
Religiously accepted principles of our society	1	1.0	3	3.0	7	7.0	2	24.0	6	65.0	4.49	0.83	1 st
Lacking social responsibility	4	4.0	1	11.0	2	25.0	3	36.0	2	24.0	3.65	1.08	2 nd
Idealized images	1	17.0	4	40.0	3	31.0	9	9.0	3	3.0	2.41	0.97	3 rd
Undermine traditions and culture	7	75.0	3	3.0	1	14.0	8	8.0	-	-	1.55	1.00	4 th
Manipulative role	7	78.0	1	1.0	1	15.0	5	5.0	1	1.0	1.50	0.98	5 th
Promote unsafe behavior	8	86.0	2	2.0	8	8.0	3	3.0	1	1.0	1.31	0.82	6 th
Promote conspicuous consumption	9	94.0	6	6.0	-	-	-	-	-	-	1.06	0.23	7 th
Disappoint with exaggerated claims	10	100.0	-	-	-	-	-	-	-	-	1.00	0.00	8 th

Table-5 shows the frequency about the level of complication and protects the side of women's portrayal role in the media. Table-5 shows that the majority of respondents were of the view that the religious accepted principles of our society as the major complication in this regard and were ranked 1st with a mean score of (Mean = 4.49, S.D = 0.83). Lacking social responsibility was ranked 2nd with a mean score of (Mean = 3.65, S.D =

1.08) and idealized images was ranked 3rd with a mean score of (Mean = 2.41, S.D = 0.97). However, the statements such as undermining traditions and culture, manipulative role, promote unsafe behavior, promote conspicuous consumption and disappoint with exaggerated claims were ranked 4th, 5th, 6th, 7th and 8th respectively.

Conclusions and Recommendations:

The television production as an industry has emerged in the evolutionary process in the country in the last six decades (i.e. 50 years) beginning with the initiation Pakistan Television (PTV) in the years of 1964. Pakistan Television Limited first on tracks its broadcast from the Lahore, Punjab in during the years of 1964, then next Dhaka Bangladesh, afterwards Rawalpindi and Islamabad respectively. The Karachi transmission was started in the years of 1966. During the years of 1971 the of Pakistani government procured overall control of Pakistan Television over the nationalization process. The collected information regarding the age of respondents presented which indicates that most (55%) of the respondents belonged to the age category of 21 to 35 years. The majority (73%) of the respondents were master degree holder. The vast majority (80%) of the respondents had experienced up to 10 years. The majority of the respondents perceived that the announcer has “effective” job title and were ranked 1st with a mean score of (Mean = 4.18, S.D = 0.84). Based on an achievement results following recommendation was suggested. Subsequent are the recommendations made for enlightening the spitting image of females: The womenfolk are the main pillar in the development process, and her effort is hidden. In this regard, the appearance of women portrayed in the media should not be exposed as cognizant of her optimistic human qualities. Therefore, it should be suggested that multidimensional effort could be taken so as to enhance the women portrayed in the media. The women portrayed in the media should not lionize the philosophical attitude assumed by women, therefore, it should be suggested that the government could be accelerated the women passive and acquiescent role. Media can play a significant role in jutting positive image of womenfolk. It should be suggested that public and private TV channels to promote the norms and traditions of the womenfolk with the context of Pakistani culture so as to promote the impressive gender role.

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