

EFFECTS OF ENTERTAINMENT CHANNELS ON WOMEN'S PERCEPTION REGARDING WOMEN RIGHTS

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Abstract

This research intends to examine how Pakistani entertainment channels affect women's perception regarding women rights. It explores the level of awareness of women rights generated by Pakistani entertainment channels: HUM, ARY and GEO, among rural and urban women. Data was collected through semi structured questionnaire using survey research method. A sample of 120 women was drawn from the Gujranwala district, by using stratified and systematic random sampling techniques. The data was statistically analyzed to explore entertainment channels' effects the on female audience's perception regarding women rights. The results show that majority of both the localities agreed to the fact that entertainment channels are providing basic awareness regarding their rights and are the foundation of social, behavioral and cultural changes. It was also found that majority of female audience perceived the concept of women rights in the terms of having all human rights which male do enjoy in the society. Study determined that female audience belonged to rural areas were also well aware regarding their rights.

Keywords: Women Rights, Feminism, Entertainment channels, Perception, Social change.

1. Introduction

Pakistan has been facing financial, social and administrative revolution regarding the place of a woman in society since the past few decades. The Pakistani women have risen from unawareness and inequality in the past to the well-educated and leading women of present. In past Pakistani society was male dominated and women's rights had little importance but with the passage of time women's rights came on the frontline. This was not a sudden happening, it was a phenomenon that took years to establish via the propagation of Human Rights at earlier stage as per UNO agenda and reformations. Human rights got attention at the international level after Second World War, when millions of lives were destructed and it shocked think tanks. (Sills, 1968).^{*} Members of the United Nations (UN) took a pledge to take measures for the achievement of universal respect for and observance of human rights and fundamental freedoms for all.(Viljoen,2009).[†]

Hillary Clinton's famous remarks in the 1995 UN Fourth World Conference on Women Plenary Session are still resounding. She famously said: "Men's rights are women's rights— women's rights are human rights. Please don't forget that the right to speak freely and the right to be heard is one of those rights."(Eidenmuller, 2017)[‡]. Addressing the same issue, Song Xiuyan, Vice-President and First Member of the Secretariat of the All-China Women's Federation spoke during her speech this March at the 59th session of the UN Commission on Women's Status at the UN Headquarters, New York, "the system China improves continuously of women's rights laws and regulations and promotes the equal exercise of women's democratic rights in conformity with the law, equal participation in economic and social development and equal enjoyment of the fruits of reform and development." The Chinese Government has developed laws and regulations to protect women's rights, encouraged the development of the women's rights movement and given the administration of justice, played a greater role in guaranteeing women's rights; Women NGOs play a greater role in the protection of women's rights and women

^{*} David K Sills edited first Encyclopedia of Social and Behavioral Sciences

[†]Frans Viljoen is Director, Centre for Human Rights, Faculty of Law, University of Pretoria, South Africa.

[‡] Michael E. Eidenmuller compiled Top Hundred Speeches, for American Rhetoric.

awareness regarding protection of legal rights continues to increase as a result of relevant laws and human rights education. (Zhao, 2015).[§]

After the dissemination of human rights concept, “Feminism” that is generally defined as fighting for a woman’s rights and the freedom of choice rather than the obedient cultural norms was spread among developing countries like Pakistan. The roots of this revolutionary concept of feminism were planted in early Pakistan development era when Quaid e Azam introduced his sister Ms. Fatima Jinnah to the females of Pakistan as their role model. (Zia, 2018). But if one takes a deeper insight it can be seen that the basis of women’s’ rights and equality was laid in the era of our beloved Holy Prophet (PBUH), where Hazrat Khadija R.A played the role of financial support of Islam and many women were encouraged by His (PBUH) hadiths to gain education as well as to help their men in wars or wherever they can. Prophet (PBUH) said “every Muslim should get education as it is stated that “Knowledge is obligated to every men and women” (Ibn Majah, 224)**.

Feminism is a political movement that govern the lobbies for the rights of women in a society by men, where men make the laws that determine these rights. Goal of feminism is for girls also considered boys with equal opportunities. To achieve this goal, male supremacy must give way. Feminism is a vast term which deals with the rights of women and men both, and if just women rights is considered, it constitutes the inner part of feminism. (Harp, 2017)^{††}.

However, in the present era, women’s rights awareness has brought to light by the efforts of many NGOs and mainly the media. Media is a mirror of any society that reflects its social, moral values, beliefs and norms. By the virtue of media people are well aware about the fact that education can help their daughters to establish bright future.(Sadiq, 2012)^{‡‡}. Media production in Pakistan covers music, films, dramas, advertisements, stage shows, cartoons and many other segments seen in every corner of the globe. Mediated content has provoked women to fight against

[§] Frank Zhao is editor at www.womenofchina.cn

^{**} [Ibn Majah Book of Sunnah. Hadith No 224](#)

^{††} James Leland Harp, UC Berkeley grad, Stanford alum, Harvard fellow, former professor and director

^{‡‡} Sadiq’s Mphil Thesis evaluates the role of media in persuading rural community towards female education

violence and to be independent in every step of their lives (Andrew, 2014)^{§§}. Before the emergence of private channels, PTV social programs, have been portraying a positive image of educated women, which not only led towards persuasion towards female education, yet towards women empowerment also. Since 2002, entertainment channels through their multidimensional content, especially dramas, have been performing a significant role in making women aware of their religious, social and legal rights (Sadiq, 2012).

Feminism concept is a hot issue of current era's social programs, especially dramas. They talk about women rights, women suppression and their importance for society as sister, daughter, wife and mother. *Burka Avengers* a cartoon series based on a young girl who wears burka like any other super hero and is a symbol of women strength and the ability to fight hardships (Anis, 2013).^{***}

Another cartoon series named as "Meena ki kahani" was aired to educate women regarding different social issues. There is a long list of Pakistani Urdu dramas who addressed women rights in different eras. *Nijaat*, *Aahat*, *Meri zaat zra e be nishan*, *Uraan*, *Kankar*, *Yaqeen ka safar*, *Naseeb*, *Hawwa ki beti*, *Bint e adam*, *Zaibunisa*, *Rehaai*, *Dehleez*, *Kash Main Tere Beti Na Hoti*, *Bezuban*, *Janay Kyun*, *Meri Beti*, *Malangi*, *Uraan*, *Zindagi Gulzar Hai*, *Humsafar* etc are all the dramas that shows feminism in their content.

Pakistani media has been improved and has become an influential way since last few decades. The morning shows, dramas, various documentary programs and many such ideas worked in the vision of feminism and created awareness in women that how they can demand and get their legal rights, therefore where a great number of women can set up a role model for the women of Pakistan, on the other hand many women also can be misguided by the media. Since media plays a vital role in changing one's thinking, media has the great responsibility to spread a concept after measuring its all-pros and cons but sadly in our country media goes unchecked and where it produced healthy and beneficial effects it also imposes some unwanted effects (Khan, 2017).

^{§§} Marylou Andrew is Feature writer in Aurora Magazine.

^{***} Ema Anis is social media editor for the web desk at The Express Tribune. She tweets as @EmaAnis

Currently, the Islamic Feminism is a new discourse generated by Pakistani media, which can be considered a result of unsettled arguments regarding Islamic concerns during progressive women movements. The nameless Muslim identity of secular feminists can be charged for redefining feminism strategies by Islamic feminists and media. This scenario can cause a new discussion about good VS bad Muslim woman (Zia, 2009)^{†††}.

The arguments regarding positive and negative interpretation of women rights by media and its impact on women and society stimulates researcher to find out and measure the level of awareness generated by Pakistani entertainment channels: HUM, ARY and GEO, regarding women rights on urban and rural women and application of this awareness in their lives in the terms of their social interaction and perception of their being.

2. Objectives of the Study

Following are the objectives of this study:

- To measure the level of awareness created by entertainment channels regarding women's rights;
- To analyze what concept Pakistani media has engraved in minds of Pakistani women regarding the term "Women rights" ;
- To assess the role of entertainment channels in promoting women rights related concepts as perceived by female audience;
- To record the perception of viewers regarding effects of women rights portrayed by media on social values.

3. Research Questions

The study intends to answer the following research questions;

1. Do the Pakistani entertainment channels play a role in creating awareness regarding basic women rights among different segments of society?

^{†††} Afiya S. Zia is a feminist researcher with a doctoral degree in Women and Gender Studies from the University of Toronto.

2. How the concepts of “Women rights” and “Feminism” presented by media are perceived among female viewers?
3. What is the perception of viewers regarding effects of women rights portrayed through Pakistani dramas?

4. Hypotheses

H₁: Exposure to media creates awareness among Pakistani women regarding their rights.

H₂: Feminism and women rights advocated by entertainment channels are perceived among female audience in the terms of getting more privilege and honor than males.

H₃: Advocacy of women rights has changed social values at different levels in Pakistani society.

5. Literature Review

This research investigates the effects of Pakistani entertainment channels on the perception of women regarding women rights. How much media content is responsible in pursuing women to fight for their rights and to which extent women are responsive towards such content. The level of change occurred in the thinking of urban, and rural woman population may differ from each other. Wherever more awareness prevailed more changes are seen in the opinions of women. Because of media dissemination of information, women are more stable nowadays rather than the women of past decades. They know the magnitude of their voices and the importance of questions that demands equal rights in the globe. Media has ability to transform the behavior, attitude and thinking of masses.

Narayana & Ahamad (2016) analyze the powerful and positive role of media in the empowerment of women and gender equality. They identify the way that many authorities including government and non-government organizations have provided the basis for gaining women’s right without any discrimination. In this research paper “Role of media in accelerating women empowerment” researchers suggest how media can perform a powerful role in this regard. They define that role of media in developing such revolutionary phenomena is remarkable and it also poses great responsibility on media to guide the masses in correct direction. Today, the media constitute a big part of our lives. Media enforces a strong mean to disclose one’s ideas, concepts and goals regarding women empowerment.

Researchers conclude that media must disseminate the healthy concepts regarding significance of women performance in different fields of life. It can contribute through its properly designed campaigns to communicate the concepts of gender equality and women empowerment by sharing success stories' examples from real life.

Another study "Portrayal of women in Pakistani Media" (Huda & Ali, 2015) aims to find out the portrayal of women in media keeping in view historical perspective that Pakistani women have majorly been oppressed and they are depicted in same way through media. Study claims that even the recent advents of feminism and social progress has not modified the social behaviors regarding women and they are still perceived the weaker sex. The study concludes that regardless of taking part in media and playing an active role in the progress of media development, Pakistani women are still objectified, blackmailed and harassed in media organizations. Researchers suggest that media being an opinion leader must be unbiased and should perform its responsibility to dissolve the stereotyped image of women and should provide women with the facilities to prove their selves as an active and useful member of society.

A vast number of studies have been carried out on media and its effects on women. Asif (2013) discusses the situation of women belongs from different social divisions and the impact of media on these divisions. The core assumptions of this study was too checking the perceptions of people belongs to dissimilar social classes regarding the empowerment of women, impact of social, cultural and religious values on women empowerment and the role of media for uplifting the status of women in society. Researcher observes that media is playing a fundamental role in the low literate divisions where most of the masses are not able to learn or write. It educates women concerning their rights and their importance in society. Through interviewing 200 people researcher tried to know the views of women regarding empowerment and the role of media in upgrading the status of women. The result of the study claim as the women with high socio-economic status and families are more authorized and empowered rather than the women of moderate and low socio-economic statuses and families. Men associated to upper and middle class status and families favored the concept of women empowerment whereas the women belong to Wadera system and low class families has the awful condition they are treated as slaves. Educated females favored the role of media for highlighting their issues and

problems while educated males were of the view that media can provide positive content regarding women rights and their empowerment.

Media should play healthier role for the development of women and TV channels must emphasis women issues in their various segments. Majority of people consent that women should be empowered and should be independent as it is very important for the development of a country. Education also can play an important role to make women independent and empowered. Sadiq (2012) finds that media can play an important role in motivating women to get independence and empowerment through education. While recording the effects of PTV social programs in persuading rural community towards female education, she concludes that media has performed very persuasive role in this regard. A sample of 300 respondents was drawn from three rural communities of district Gujrat. Study aims at to explore impact of different types of social programs of PTV in persuasion towards female education and the extent of difference in terms of behavior regarding female education of two categories of viewers: Family Heads and Girls themselves. Researcher also intends to study the level to which different strategies of mediated messages e.g. representative, direct and both are succeeded in persuading viewers. Findings of the study approve the hypothesis “More the persuasive message in PTV social programs more the change in behavior towards female education.” Regarding the role of PTV, majority of respondents expressed their views that no doubt PTV has played an important role in this regard but some other factors are also involved in this process and PTV must modify its strategy and messages must be get more improvement. Anyhow they awarded PTV’s persuasive messages through symbolic and direct method. Direct representation of educated females as anchors, program hostesses and guests were appreciated mostly. It was also found that girls are more dedicated, interested and have decisive power towards female education. Whereas among family heads the most dedicated views are from the fathers who got just secondary education.

Ashraf and Beenish (2011) examine the depiction of women portrayed by Star Plus in their study “Portrayal of Women by Star Plus Soap Operas: A Feministic Perspective”. The main objective of this study is to determine the type of feministic approach (liberal, socialist and radical feminism) being favored by these operas and also to check how women are portrayed by soap operas whether in a civilized form or as a sexual entity. Moreover, the study evaluates the proficiency of women in accordance of decision making or vice versa. To check the feministic approach

content of eight soap operas is analyzed. Findings recorded portrayal of 75% women as playing dominant role in decision making whereas 25% of males has the same. Almost 3% women are depicted as sexual entity, 82% women are expose as stereotype roles whereas 14% women are playing both type of characters in soap operas. 23% of women in these dramas are showed as a sufferer of violence, 76% women are not categorized as the victims of cruelty. 14% women portrayed in soap operas took legal action whereas 11% females do not take authorized action to punish the guilty. The study also reveals that these operas are favoring the radical type of feminism to portray women characters. On the whole the study illustrates that these operas present women in an influential, authoritative, powerful and dominant as well as a decent.

Feminism has been an important topic for researchers of different disciplines and people have written inspiring and thought-provoking books. Book “Feminist Film Theory” focuses on the work done by three feminist theorists- Laura Mulvey, Teresa De Lauretis and Kaja Silverman explored and opened the realities associated with issues such as male gaze, the female voice, gender bias in technology usage and many other discriminating specs practiced in our society. This book gave an insight to the roots of these concepts and how present women need to tackle them. (Chaudhuri, 2006).

Rana (2005) admires role of media in her research report on “Women and Media” in the words that media has considerably contributed for the purpose of women development under the guidance of UN and its different projects which have been in action for the betterment of women since decades . With the new advances in the technology media has been used widely for networking, information exchange and promotion of women’s organizations and has immensely increased the worth of new tools such as emails, websites etc. to gain a better understanding of the conditions. For many women and women’s organizations, new technologies have been the means to expand their access to knowledge and information. ICTs (Information and Communication Technologies) have also enabled many organizations to exchange information with others, to gain a higher profile and to disseminate their views more quickly and widely. The above mentioned report was presented in annual session of Platform for Action , Rana being convener also defines Platform for Action’s set forth strategic objectives for media which focus on its contribution as a distinct acute area of apprehension. Report highlights establishment of regional, national and international associations and networks of

women in the media as another development in this regard. Writer concludes that women participation in various departments of media has been increased which is due to workable strategies opted by UN and its sub sections.

Media is an influential tool that provides never-ending effects on the people's beliefs, norms, values, behaviors and on their attitudes. It molds and changes the perception of masses. Keeping in mind this aspect and in the light of all studies researcher has tried to find out the women perception regarding women rights portrayed by entertainment channels.

6. Theoretical Framework

The basis of this study was developed on Feminist Theory which defines the concept of Feminism i.e. giving a woman the right of her choice and fighting the society to give the woman her due respect and place in society. This theory reflects the main idea of this study that the feminism-oriented content shown on media and dramas creates awareness among females and also promote the further seeking of their valid rights like to live, to vote, to get educated, to work, family spacing and planning and many more (Chodorow, 1991).

Feminism theory talks about political, economic and social equality of women. This is the core of feminist theory that the women are equal to men in rights. The theory does not subscribe to differences between men and women or similarities between men and women, nor does it refer to excluding men or only furthering women's causes. Most of the branches of feminism do but the prominent part of the theory highlights and focuses that the women should be treated equal as men in the society (Huilman, 2002)^{***}. The theory explains that there are fundamental personality differences between men and women, and rights of them must not be decided according to their hard or soft personalities. This theory of feminism supports the notion that there are biological differences between men and women. For example, "women are kinder and gentler than men," leading to the mentality that if women ruled the world there would be no wars". So it made the mindset of the society that women should not be given the political rights. There should be no separation in the society on the base of sex and there must not be any separate celebration of women's special qualities, women's ways, and women's

^{***} Beckey Ropers Huilman is Editor of *Gendered futures in higher education: Critical perspectives for change*.

experiences, often believing that the "woman's way" is the better way. Suppressed patriarchal philosophies are harmful to women, they emphasize the need to dominate and control unruly females and the unruly wilderness, so the theory believes that matriarchal societies must be considered in which females are the center of the societal roles and structures (Freedman, 2001). Research paper in hand studies the effects of Pakistani entertainment channels on audience's perception regarding women rights. Entertainment channels focus on liberating women by improving their material condition. Programs focus around taking the burden of women in regards to housework, cooking and other traditional domestic house jobs. The study tends to assess women how they perceive discrimination, either they believe that the ideals of the feminist movement are viable or these female audience view feminism as overbearing and too overt. It is being viewed as the moderate feminist's ideals do not accept or want the label of feminist.

Although Feminist theory has provided the basic framework for this study, yet as it addresses the perception of female audience regarding the concepts of feminism and women rights, so perception theory is added to get support regarding the concept that mediated contents are for some perceptions. Perception can be defined as our way to recognize and interpret information we have gathered through our senses. (Williams, 2003)^{§§§}. This also includes how people respond to a certain situation when they are given information regarding any stimuli. Behaviors and mental processes make the perception, while audience perception is that how do they react to content of those information providing channels that they attend.(Démuth , 2012)^{****} The study in hand deals with the concept that how audiences perceive the information provided by entertainment channels regarding women rights. People receive feminist information from entertainment channels and reevaluate the information from the mediated world to the brain. Audience use their senses to detect and recognize the women regarding information which then allows them to process the information and discover the effects and react to the situation. Audience try to develop better understanding of women rights, feminism, emotions and other equal states mostly by concluding them from viewing the similar behaviors or the situations in which the behaviors occur lively in the television

^{§§§} Youlinda Williams is Professor of Psychology.

^{****} Andrej Démuth is Professor of Philosophy in University of Tranava

programs. During making certain kind of feminist perception in the mind of audience, an individual think that the patriarchal system is best for society and is against the matriarchal views, it doesn't change anything unless the entertainment channels endorse the feminist view and sense the new information in that individual's mind so that he may react in the favor of women.

7. Methodology

To check the effects of entertainment channels on women perception regarding women rights, survey research was used as research design. Gujranwala district was selected as universe of study. A semi structured questionnaire was designed to collect data from women audience. Using stratified sampling and systematic random sampling techniques, a sample of 120 women was drawn from two residential areas: Gujranwala city (Urban) and Dhonkal (rural). Inclusion criteria involved women who had access to media via television, laptop or mobile. One questionnaire per person was the unit of analysis. A detailed semi-structured questionnaire was developed for data collection. Written informed consent was obtained from all the respondents and face to face interview was conducted. Questionnaire was translated into local language. All the data was collected by the interviewer herself. SPSS computer software version 16 was used for entry, compiling and analysis of data. For quantitative variables, frequency and percentage distribution tables were generated. Data was presented using bar graphs.

8. Findings

This survey attempted to identify the effects of Pakistani entertainment channels on the women's perception regarding their rights and role in society. A total of 120 respondents were included in the survey from Gujranwala district Pakistan. This survey generated the following results

Number of 120 respondents was equally divided in two strata: Rural and Urban. It was systematic sampling but education level was found high among urban women than those of rural areas. However, regarding exposure to TV it was found that regular TV watching ratio was almost same among rural and urban women (52.5%). Whereas irregular TV watching ratio in urban areas was found lesser than those of rural areas, and there was only 2.5 % urban women who rarely exposed to TV programs, while this ratio was 7.5% among the rural areas. Regarding liking of Pakistani entertainment channels, it was found that Pakistani entertainment channels

were almost equally liked among all women, even not a single woman from both area, committed that she never liked to watch these channels. 58 % urban women like to watch Pakistani entertainment channels whereas this ratio is 70 % among rural women. 27.5 % rural women sometimes like to watch these channels and 37.5% urban women fall in this category.

Regarding the concept that how much Pakistani entertainment channels publicize women rights the findings show that rural women believe that these channels almost prefer to publicize women rights and interestingly percentage of rural women who have the above mentioned perception is more than urban area women. Findings show that 40 % urban women believe that entertainment channels publicize women rights, ratio of same opinion is 52.5% among rural women. 55 % of urban women believe that these channels sometimes publicize women rights whereas this ratio is 45 % in rural areas. Among urban women, only 5% show their point of view that these channels do not publicize women rights whereas the percentage of rural women is 2.5 in this regard. Details are shown as under:

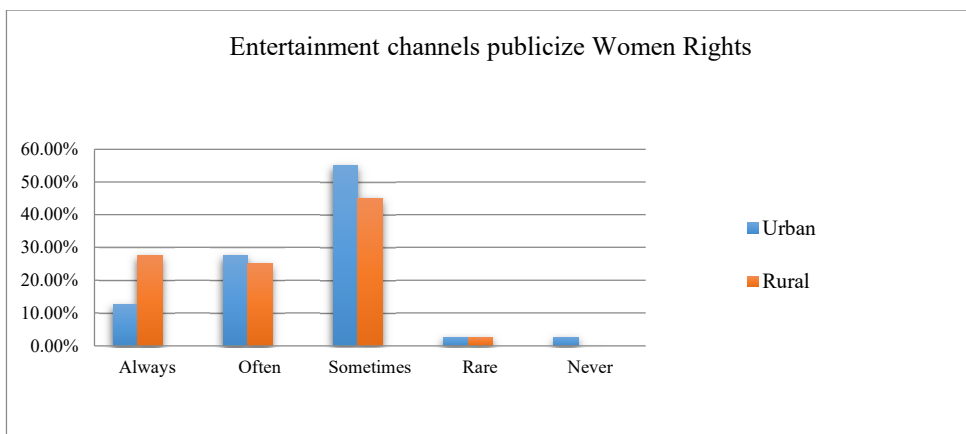


Figure 1: Entertainment Channels Publicize Women Rights

It was core objective of the study to assess the perception of audience regarding the provision of basic women rights awareness by Pakistani entertainment channels. Figure below shows that audience belonging to both strata believe that Pakistani entertainment channels are positively providing awareness regarding basic women rights. Further details are shown under:

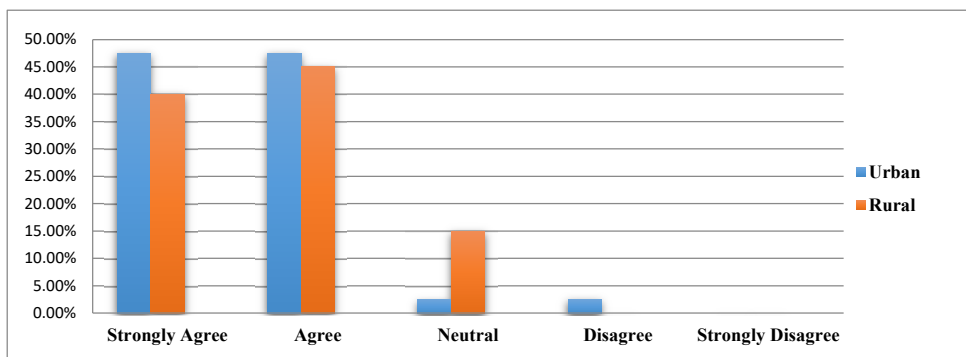


Figure 2: Pakistani Entertainment Channels Provide Awareness about Basic Women Rights

The assessment of perception of women right created by the media was the main research question of the study. Findings show that 15 % urban women, and 22.5 % of rural woman think women rights means that women must be treated as human beings. 2.5 % urban women and 5% of rural women think women rights means that they must be favored in some cases as they are physically weaker. Around 10% of urban women and 5 % of rural women believe that women rights mean that they must be honored more than males as they work harder. 20 % of urban women and 30 % of rural believe women rights means that they must be independent in their decisions regarding their self, 52.5 % urban and 37.5 % rural women believe women rights means that they must have as equal rights in all aspects as men have, 0 % of the urban and rural women believe that women right means that they must have some extra privileges. No one from all respondents believe women rights means that there must be no restrictions for them and special rules must be formed for them.



Figure3: Defining Women Rights

Regarding the perception of feminism, findings show that 25 % women belonging to urban community think that feminism is denying of religious values, 50 % women think that feminism is emphasis on equal rights, 25% women think that feminism is making women empowered whereas 0 % among urban community is of the view that feminism is publicity of women issues and objectification of women. Almost same views are shown by respondent belonged to rural community.20% think that feminism is denying of religious values, 7.5 % women having view that feminism is publicity of women issues, 47.5 % women think feminism emphasizes on equal rights, 22.5% women take feminism to make women empowered whereas not a single rural woman think that feminism is objectification of women. Figure below shows the details:

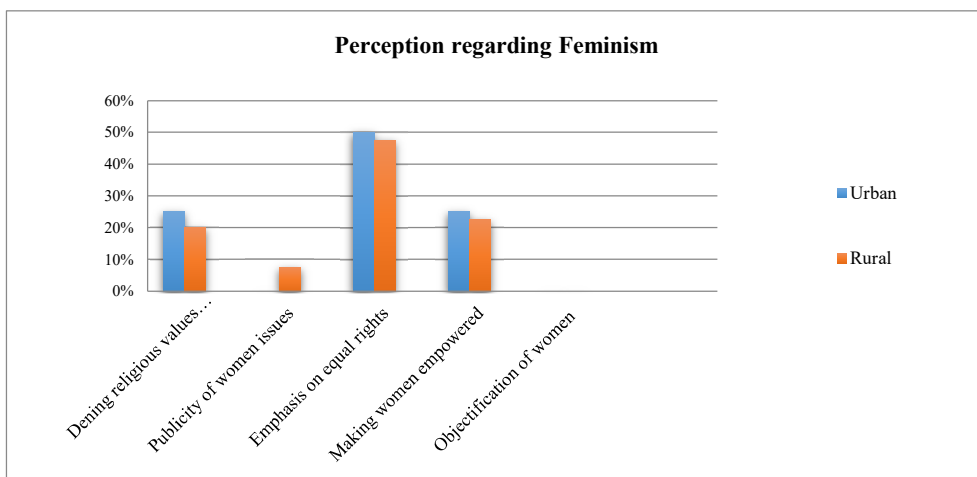


Figure 4: Perception regarding Feminism

Regarding the impact of women rights and feminism portrayed by entertainment channels' programs, findings show that most of audiences perceive this impact as a positive change on all the three levels of audience: individual, family unit, society as a whole. Analysis indicates that 82.5% urban women believe that depiction of women rights and feminism through entertainment channels have brought a positive change on individual level, while 12.5 % are of the view that no change is occurred there, whereas 5% say that this depiction has posed negative change on individual level. Rural women show a different opinion in this regard. 57.5 % women from rural community are of the view that illustration of feminism and women rights through these channels brought a positive change at individual level, whereas 37%

say that no change occurred and only 5% are of the view that it has posed a negative change on individual. Figure below shows details.

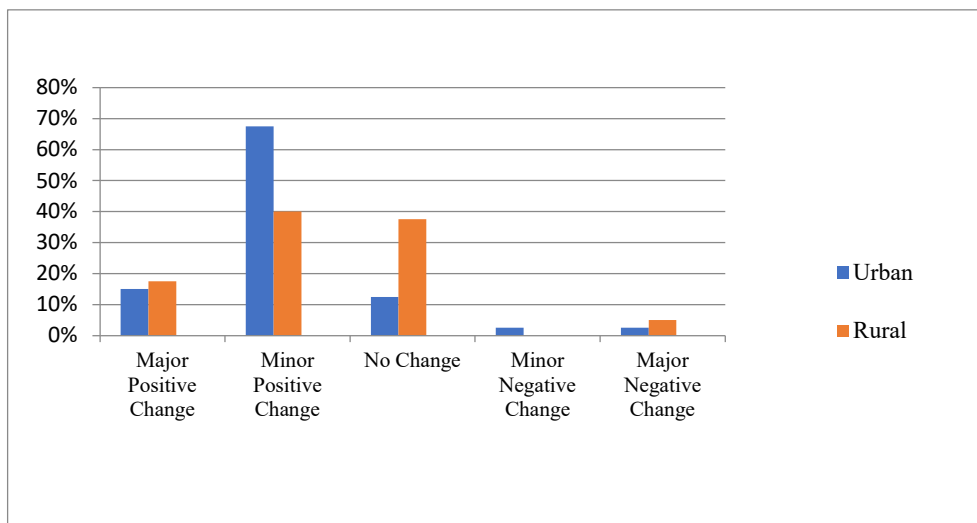


Figure 5: Effects of Women Rights Portrayed by Entertainment Channels on Individual Level

Regarding impact on family level 60% of urban respondents presented the view that it has casted a positive change while 27.5% said there is no change at all. 13% urban women are of the view that women rights portrayed by entertainment channels have casted negative impact on family level. Whereas 42.5% women belonged to rural community think that at family level positive changes are occurred, 40% women having the view that no change is occurred, whereas 17.5% women show their opinion that minor negative change is occurred due to this content.

Regarding impact on society, 40 % women belonged to rural community show their opinion that a positive change is occurred due to publicizing women rights and feminism through entertainment channels at society level. 12.5% women negate this view by expressing that no change is occurred, whereas 47.5 % women are of the view that this change is on negative side. 25% from urban audience perceive that depiction of women rights and feminism has brought a positive change on society level, whereas 5% expresses that no change occurred in this regard and almost 70 % are of the view that all this portrayal has brought negative change at society level. Figures below show the effects of women rights as perceived by both the communities on family level and society level.

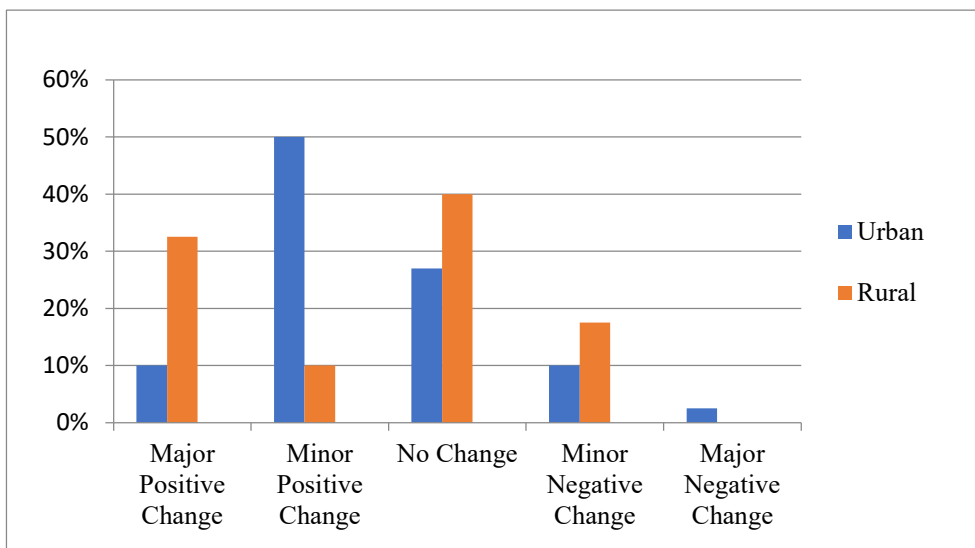


Figure 6: Effects of Women Rights Portrayed by Entertainment Channels on Family Level

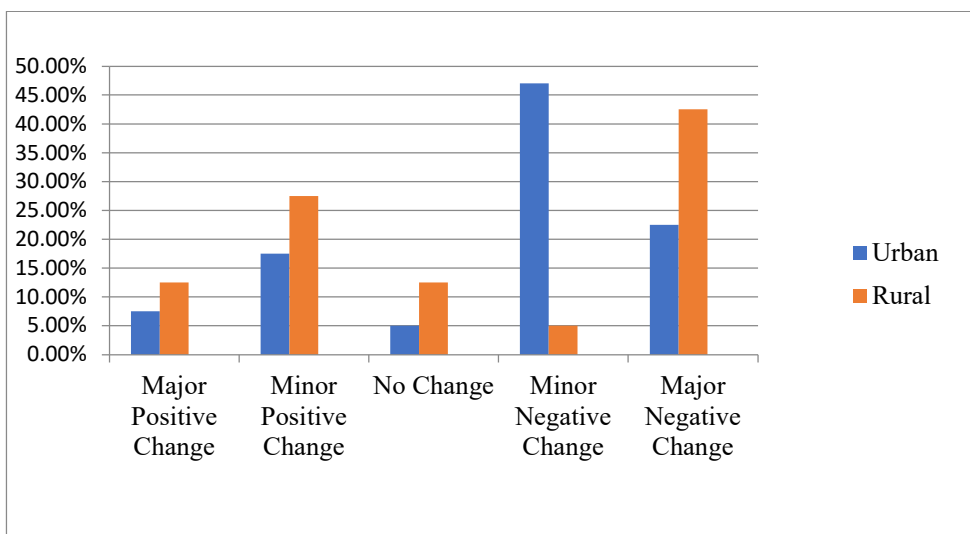


Figure 7: Effects of Women Rights Portrayed by Entertainment Channels on Society Level

Details of overall opinion from both communities and for the said three levels are shown in table below.

Table 1: Effects of Women Rights and Feminism Portrayed by Entertainment Channels

Terms of Effects	Terms of Levels Types of Respondents	Individual Level		Family Level		Society Level	
		Urban	Rural	Urban	Rural	Urban	Rural
Major Positive Change		15%	17.5%	10%	32.5%	7.5%	12.5%
Minor Positive Change		67.5%	40%	50%	10%	17.5%	27.5%
No Change		12.5%	37.5%	27%	40%	05%	12.5%
Minor Negative Change		2.5%	0%	10%	17.5%	47%	05%
Major Negative Change		2.5%	5%	2.5%	0%	22.5%	42.5%

9. Discussion and Conclusion

The core objective of the study is to assess the level of women rights' awareness generated by entertainment channels. The rationale of this assessment lies under the popularity of entertainment channels among Pakistani women. As the urban women have better exposure and more access to other sources of information than the rural women, so comparison of perception regarding women rights of both the segments of society is also aimed at. From the above findings it is established that Pakistani entertainment channels are providing awareness about women rights and feminism and coverage of women concerning issues and propagation of women rights are perceived positively by female audience. Female audience appreciate media role in providing awareness regarding basic women rights. As for as perception of women rights is concerned, female audience from all residential areas perceive women rights in the sense that women should have basic human rights, they must be independent to make their decisions and they should have all the rights equal to men. Impact of these media content was a major concern of the researcher and it is found

that audience are of the view that publicizing women rights and feminism concept has brought positive changes on all the three assessed levels e.g. individual, family and society. It might casted no changes but audience didn't perceive negative changes due to this illustration. Interestingly, rural women show more concern about the effects of entertainment channels in providing awareness about women rights and majority of rural women consider that Pakistani media publicize women rights and this policy casts major impacts not only on micro level but on macro levels also. Majority of rural women are of the view that interpretation of women rights through dramas of entertainment channels are responsible for a minor positive change on individual level, as the individuals now consider themselves as a respectable and worthy member of family and society, but on society level these content have casted negative impact as the socio- moral values are going to reshape. As for as urban women are concerned, they consider media as a source of minor changes. They are of the view that media has brought minor positive changes on individual and family levels and minor negative changes on society level. Their opinion shows that they are well aware about other sources of change also so they are of the view that media content can be interpreted irrespectively. Remarkably, women from both the communities consider that media has greater positive impact on individual but with same negative intensity on society. This concern shows that women consider media has provided them with such a greater amount of awareness that has groomed them with better understanding of their rights. This point of view could be considered as the reason behind rejection of second hypothesis which depicts upon their perception of women rights in the terms of more privileges and honor than male members of society. Concept of feminism is perceived mostly in the terms of emphasis on equal rights, making women empowered and to some extent it is perceived as denying religious values. So in this way, the study in hand supports first hypothesis "Exposure to media creates awareness among Pakistani women regarding their rights and social importance" and third hypothesis "Propagation of feminism has changed social values at different levels of society". Whereas the second hypothesis "Feminism and women rights illustrated by entertainment channels are perceived among audience in the terms of getting more privileges and honor than males" is not supported. So it can be concluded that the entertainment channels have made women perceive the concept of gender equality in the terms of equity.

10. Recommendations

The study in hand contributes analysis of media content in the terms of policies and strategies opted for women rights awareness and its effects on women's perception. It is anticipated that the findings from this study would provide clear insights on how the Pakistani entertainment channels are providing basic women right information to the rural and urban women. This research would help entertainment channels, content writers to utilize entertainment channel to modify the strategies used for propagation of concept and would help women also to watch media content as a learning tool for better perception of feminism and women rights.

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