

IMPACT OF PAKISTAN TELEVISION (PTV) DRAMAS ON RURAL CULTURE: A CASE STUDY OF DISTRICT LAYYAH

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ABSTRACT

This study is an effort to investigate the “Impact of PTV Prime Time Dramas on Rural Culture in District Layyah.” The study used the survey method for data collection. A sample of 308 respondents consisting of 154 Males and 154 Females has been taken from the rural areas of district Layyah, using purposive and convenience sampling technique. The findings indicate that majority of overall respondents prefer to watch PTV prime time dramas to gratify their entertainment needs and they follow the mannerism and life style shown in dramas having considerable effect on their cultural patterns. Majority of viewers prefer to watch PTV dramas more frequently than other programs. They are more influenced by modern life style and dressing. Majority of viewers are of the view that new cultural trends in PTV drams is presented through mix gathering, Drinking, Eating, Singing, Dancing, and handshaking. Similarly, viewers prefer to participate in these atmospheres during their daily lives. The findings show that story, music, set design, songs, violence, romance, comedy, dialogue, and suspense used in PTV prime time dramas significantly attract the viewers. Moreover viewers are of the view that modern dresses used in PTV prime time dramas largely affect the native rural culture. On the other hand, viewers significantly prefer to adopt new cultural trends presented in PTV prime time dramas respectively. The findings reveal that PTV prime time dramas also influence the language, dresses, life style, festivals, music, food habits and traditional games of the native cultural trends.

Keywords: Dramas, Prime time, Impact and cultural change.