

Media Proliferation: A Study of Patterns of Absorption & Indigenization of Alien Culture

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Abstract

The present exploratory study has examined the effects of media exposure on western enculturation of youth in the urban town of Dera Ismail Khan in context of the debate on New International Information Communication Order (NIICO) in international fora on western cultural imperialism of the developing societies.

The present study proposes the concept of the media use, i. e, exposure to Urdu movies on Pakistan Television and Indian movies on VCR as Independent variables and conative enculturation among the graduate youth community as its dependent variables.

This is a survey, competitive study. We hypothesized that “higher the exposure to Indian movies on VCR, higher the conative Western customary enculturational effects on youth”. And “higher the frequency of watching Urdu movies on PTV, higher the western customary conative effects on youth”.

We have selected randomly 420 respondents (268 male & 152 female) as our representative sample and then selected only graduate youth out of the total sample.

The variables of the study were measured on ordinal level. The respondents were asked to respond to the questions on a liker type scale. The interview schedule was used to collect the data. The collect data were coded in the light of prepared code book. To analyze the data chi-squire distribution techniques were used as a major statistical tool to test these hypotheses.

On the basis of the findings, a significant first hypothesized relation is showed up. This study could not achieve support for the second hypothesis.

Introduction

VCR and television, both media in the developing countries, enjoy in immense popularity among the people. These are easily accessible and present a large verity of entertaining fair). (Sahin and Robinson 1982, Adler, 1981).

By observing the phenomenal increase in the availability of Indian movies, cassettes in scores of video centers in Pakistani/local video market, we may safely assume that most of the people around here watch Indian movies. There are some reasons of this selective behaviour. The language of these movies is also Urdu and their culture has also got some similarities with that of ours. Similarly PTV Urdu films have a great appeal for Western culture in entertaining way and it is also true that PTV viewers have a great interest in watching Urdu films due to their elements like theme, actions, suspense and music etc.

Indian movies and PTV Urdu films not only teach the Western culture directly but also provide a lot of knowledge to their viewers in an entertaining way. This topic is significant in the sense that today every nation is trying its best to preserve its own values and tradition, (Roe, 1983b, Rosengren and S.Windhall, 1972). And to make its culture safer from any other intruding culture has also become a burning issue at various international for a, sponsored by UNESCO. Many third world and socialist countries believe that U.S, U.K. and other Western states have become cultural imperialists as they export increasing number of publications, radio and TV programmes and films to the developing countries. Nationalists in the third world claim these media products are irrelevant, culturally inappropriate and dangerous. And so this is what the extender and carrier of western culture, the Indian and

Pakistani movies are doing in Pakistan. They are affecting the values and traditions of our culture. Morally they are likely to be effecting the youth, (Schneller, R. 1984b, Boyd, and Najai, 1984, Roe, 1983a , Roe, 1983b).

To teach western culture or to know about the western customs, there are also many other sources such as printed material, personal contacts, visits and other electronic media. But among all other sources VCR and television are the most effective (Schneller, R. 1984b, Boyd and Najai 1984). As these are entertaining and effective media and people can be taught a lot through entertainment and they believe the things more attractive and informative when they see them on the mini screen (Kelly, 1982, Himmelweit, et.al 1958, Rosengren, and S.Windhall 1972). They become more involved in the entertainment fair and learning takes place in both high and low involvement modes (Mills, 1969). so it is very interesting and important to explore, is it watching Indian movies on VCR Urdu movies on PTV that effect the culture or not?

Study's Rationale / Significance

In any applied study like the present one, problem solution is a chief motivation, which propels the whole research process. Our youth are effected by various sources of the Western culture (Erikson, 1968, Sebald, 1977). Television and VCR are the most important sources playing an effective role in the western enculturation (Brown, Cramond and Wilde, 1974, Roe, 1983a). It should be noted that both the TV and VCR influence cognitive, affective and conative aspects of the personality. We are interested comparing behavioural influence of TV and VCR.

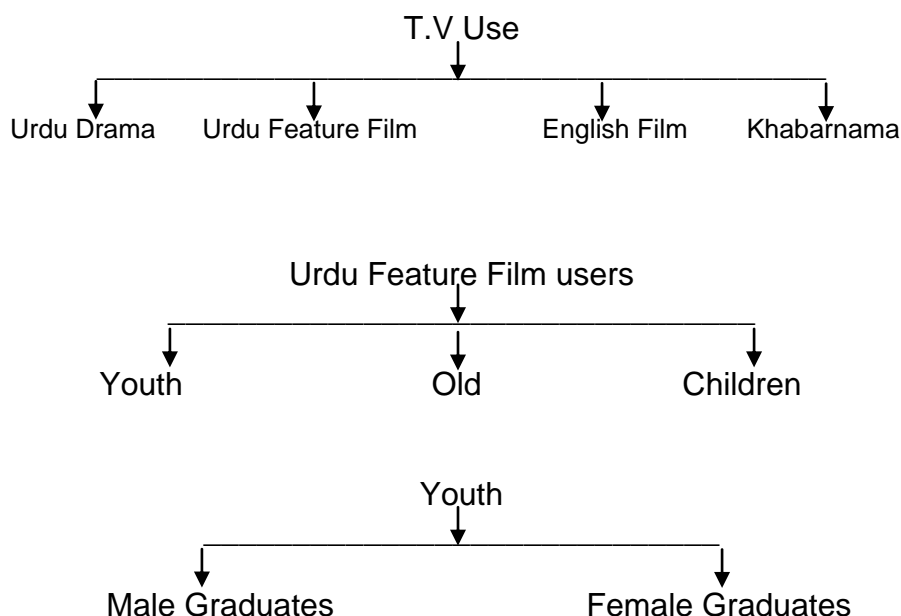
This paper also shows the uses and effects of TV and VCR among the graduate students of D.I.Khan. The study is an attempt to examine the impact of exposure to PTV Urdu films and exposure to VCR Indian movies on the behavioral level of youth in D.I.Khan.

DEFINITIONS OF VARIABLES

CONCEPTUAL DEFINITIONS OF INDEPENDENT VARIABLES

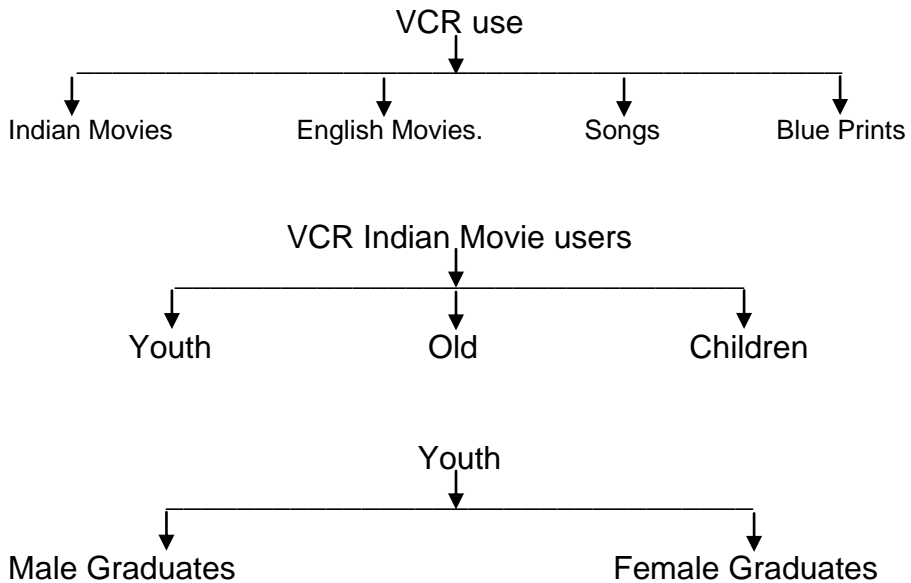
In this research, frequency of watching TV Urdu films is first independent variable. It is a planned exposure not accidental because viewers spend their time on watching Urdu films on PTV.

Explication



The second independent variable is exposure to VCR. Conceptually it can be defined as the extent or amount of exposure to VCR i.e. how frequently a person exposes him / herself to the VCR stimuli. In the present study, exposure to Indian movies on VCR has significant meanings. Because we are relating VCR exposure to the Western culture.

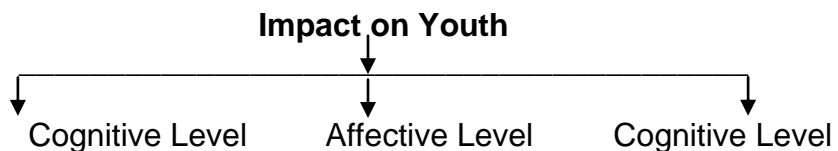
Explication



Conceptual Definitions of Dependent Variable

The dependent variables in the present research study are : to adopt women as leader (A W LEADER), adopt men jobs by women (A JOBS), adopt own choice of life (A LIFESTYL), adopt prefer rich friend (A PREFER) adopt introduce each sex friend to family (A INTFND), adopt women divorce right (A DIVORC). All these dependent variables refer to the behaviour of respondent about Western culture and norm.

Explication



Hypotheses

There are two hypotheses in this study which are:

1. Higher the exposure to Indian movies on VCR, Higher the cognitive western customary enculturational effects on youth.
2. Higher the frequency of watching Urdu movies on PTV, higher the western customary conative effects on youth.

Methodology

Research Question

What is the extent of western cultural effects on youth by frequency of watching Indian movies on VCR and Urdu movies on PTV.

Universe of the Study

The population in this research study included students of different department, affiliated colleges and institutions of Gomal University, Government Colleges and other educational institutions of Dera Ismail Khan. These students were of all educational levels, age groups, income and sex.

Sampling

First the strength of all Gomal University, Government Colleges and other educational institutions was enlisted in a sample then researcher selected the required sample of 420 students (268 male and 152 female) out of the total universe. After during a sample we have interviewed those graduate respondents from the sample who are the users of PTV Urdu film and Indian movies on VCR.

The interview technique is, in a sense, an oral questionnaire. The questionnaires were not handed over to the respondents rather the interviewer put the question on the interviewee and recorded the response.

Before doing this, the researcher conducted a pilot study. It helped the researcher to make clear the meanings of some vague questions clear to the respondents.

Pre-Testing

Pre-testing is the most important and final stage after questionnaire construction. For pretesting the researcher conducted 25 interviews with a smaller sample and then the questionnaire was improved on the basis of responses obtained.

Findings

Table 1

Relationship of exposure to Urdu film on PTV (TU FILM) with the frequency of adoption of women as leader (A W LEADER) among graduates.

TU FILM

A W LEADER	Sometime	Frequently	Row Total
Agree	107 78.7 %	36 87.8 %	143 80.8 %
Disagree	29 21.3 %	5 12.2 %	34 19.2 %
Column Total	136 76.8 %	41 23.2 %	177 100 %

Level of Signification = 0.2826 P = 0.05 n = 177

The table indicates that is non significant difference (i.e. 78.7 % vs 87.8 % with X^2 $P < 0.2826$) between the high users of PTV Urdu film and their level of agreement. It means that there is negative relationship between PTV Urdu film users and frequency of adopting women as leader.

Table 2

Relationship of exposure to Urdu film on PTV with the frequency of adoption of men jobs by women (A job) among graduates.

TU FILM

A JOBS	Sometime	Frequently	Row Total
Agree	114 83.2 %	31 77.5 %	145 81.9 %
Disagree	23 16.8 %	9 22.5 %	32 18.1 %
Column Total	137 77.4 %	40 22.6 %	177 100 %

Level of Significance = 0.5536 P = 0.05 n = 177

The table indicates that there is non significant difference (i.e. 83.2 % Vs 77. 5%) with $X^2 P < 0.5536$ between the high users of T.V Urdu film and their level of agreement. Therefore there is negative relationship between PTV Urdu film users and frequency of adopting men jobs by women.

Table 3

Relationship of exposure to Urdu film on PTV with frequency of adoption of hoteling with each sex friend (A HOTEL) among graduates.

TU FILM

A HOTEL	Sometime	Frequently	Row Total
Agree	51 38.1 %	20 48.8 %	71 40.6 %
Disagree	83 61.9 %	21 51.2 %	104 59.4 %
Column Total	134 76.6 %	41 23.4 %	175 100 %

Level of Signification = 0.2976 $P = 0.05$ $n = 175$ missing=2

This table reveals a non-significant difference (i.e. 38.1 % Vs 48.8 % with $X^2 P < 0.2976$) between the high users of TV Urdu film and their level of agreement. Therefore the relationship is negative between PTV Urdu film users and frequency of adopting hoteling with each sex friend.

Table 4

Relationship of exposure to Urdu film on PTV and frequency of adoption of own choice of life (A LIFESTYL)

TU FILM

A LIFESTYL	Sometime	Frequently	Row Total
Agree	114 85.1 %	33 80.5 %	147 84.0 %
Disagree	20 14.9 %	8 19.5 %	28 16.0 %
Column Total	134 76.6 %	41 23.4 %	177 100 %

Level of significance =0.6472 P = 0.05 n =175 missing =2

This table is showing the non-significant difference (i.e. 85.1 % Vs 80.5% with X^2 $P < 0.6472$) between the high users of TV Urdu film and their level of agreement. So the relationship is negative between PTV Urdu film users and frequency of adopting own choice of life.

Table 5

Relationship of exposure to Urdu film on PTV with the frequency of adoption of prefer rich friend (A PREFER) among graduates.

TU FILM

A PREFER	Sometime	Frequently	Row Total
Agree	69 53.9 %	25 61.0 %	94 55.6 %
Disagree	59 46.1 %	16 39.0 %	75 44.4 %
Column Total	128 75.7 %	41 24.3 %	169 100 %

Level of significance = 0.5403 P = 0.05 n = 169 missing =8

This table reveals the non-significant difference (i.e. 53.9 % Vs 61.0% with X^2 $P < 0.5403$) between the high users of TV Urdu film and their level of agreement. It means there is negative

relationship between PTV Urdu film users and frequency of adopting prefer rich friend.

Table – 6

Relationship of exposure to Urdu film on PTV and frequency of adoption of introducing each sex friend to family (A INTFRND) among graduates.

TU FILM

A INTEFRND	Sometime	Frequently	Row Total
Agree	88 65.7 %	33 82.5 %	121 69.5 %
Disagree	46 34.3 %	7 17.5 %	53 30.5 %
Column Total	134 77.0 %	40 23.0 %	174 100 %

Level of significance = 0.0667 P = 0.05 n = 174 missing = 3

This table is indicating a non-significant difference (i.e. 65.7 % with X^2 $P < 0.0667$) between the high users of TV Urdu film and their level of agreement. This concludes that there is negative relationship between PTV Urdu film users and frequency of adopting introduce each sex friend to family.

Table 7

Relationship exposure to Urdu film on TV with the frequency of adoption of having right of divorce with women (A DIVORC) among graduates.

TU FILM

A DIVORC	Sometime	Frequently	Row Total
Agree	111 28.8 %	36 87.8 %	147 84.0 %
Disagree	23 17.2 %	5 12.2 %	28 16.0 %
Column Total	134 76.6 %	41 23.4 %	175 100 %

Level of Significance = 0.6058 P = 0.05 n = 175 missing = 2

This table also reveals a non-significant difference (82.8% Vs with $X^2 P < 0.6058$) between the high users of TV Urdu film and their level of agreement. This shows that there is negative relationship between PTV Urdu film users and frequency of adopting, having right of divorce with women.

Table - 8

Relationship of exposure to Indian movies on VCR (VCR FREQ) with the frequency of adoption of women as leader (A W LEADER) among graduates.

VCR MOV			
A W LEADER	Sometime	Frequently	Row Total
Agree	35 57.4 %	153 89.5 %	188 81.0 %
Disagree	26 42.6 %	18 10.5 %	44 19.0 %
Column Total	61 26.3 %	171 73.7 %	232 100 %

Level of Significance = 0.0000 $P = 0.55$ $n = 232$ missing =2

This table indicates that there is significant difference (i.e. 57.4% Vs 89.5% with $X^2 P > .0000$) between the high users of VCR frequently and their level of agreement. It means that there is positive relationship between Indian movie users and frequency of adopting women as leader.

Table – 9

Relationship of exposure to Indian movies on VCR and frequency of adopting men jobs by women (A JOBS) among graduates.

VCR MOV

A JOBS	Sometime	Frequently	Row Total
Agree	44 72.2 %	147 86.5 %	191 82.7 %
Disagree	17 27.9 %	23 13.5 %	40 17.3 %
Column Total	61 26.4 %	170 73.6 %	231 100 %

Level of Significance = 0.0192 P = 0.05 n = 231 missing =1

This table indicates that there is a significant difference (i.e. 72.2 % Vs 86.5 % with X^2 $P > .0192$) between the high users of VCR frequently and their level of agreement. It means that there is positive relationship between Indian movie users and frequency of adopting men jobs by women.

Table 10

Relationship of exposure to Indian movies on VCR (VCR MOV) and frequency of adopting hoteling with each sex friend (A HOTEL) among graduates.

VCR MOV

A HOTEL	Sometime	Frequently	Row Total
Agree	11 18.3 %	88 51.8 %	99 43.0 %
Disagree	49 81.7 %	82 48.2 %	131 57.0 %
Column Total	60 26.1 %	170 73.9 %	230 100 %

Level of Significance = 0.0000 P = 0.55 n = 230 missing =2

This table is showing a significant difference (i.e. 18.3 % Vs 51.8% with X^2 $P > 0.0000$) between the high users of VCR frequently and their level of agreement. Therefore there is positive relationship between Indian movie users and frequency of adopting hoteling with each sex friend.

Table – 11

Relationship of exposure to Indian movies on VCR (VCR MOV) with frequency of adopting own choice of life (A LIFESTYL) among graduates.

VCR FREQ			
A LIFESTYLE	Sometime	Frequently	Row Total
Agree	44 72.1 %	148 88.1 %	192 83.8 %
Disagree	17 27.9 %	20 11.9 %	37 16.2 %
Column Total	61 26.6 %	168 73.4 %	229 100 %

Level of Significance = 0.0070 P = 0.05 n=229 missing =3

This table reveals that there is significant difference (i.e. 72.1 % Vs 88.1 % with $X^2 P > .0070$) between the high users of VCR frequently and their level of agreement. It means that there is a positive relationship between Indian movie users and frequency of adopting own choice of life.

Table 12

Relationship of exposure to Indian movies on VCR (VCR MOV) with the frequency of adopting prefer rich friend (A PREFER) among graduates

VCR MOV			
A PREFER	Sometime	Frequently	Row Total
Agree	15 26.8 %	108 64.3 %	123 54.9 %
Disagree	41 73.2 %	60 35.7 %	101 45.1 %
Column Total	56 25.0 %	168 75.0 %	224 100 %

Level of Significance = 0.0000 P= 0.05 n= 224 missing =8

This table is also indicating a significant difference (i.e. 26.8% Vs 64. 3% with $X^2 P > .0000$) between the high users of VCR frequently and their level of agreement. So there is positive relationship between Indian movie users and frequency of adopting prefer rich friend.

Table 13

Relationship of exposure to Indian movies on VCR (VCR MOV) with the frequency of adoption of introducing each sex friend to family (A INTFRND) among graduates.

VCR MOV			
A INTFRND	Sometime	Frequently	Row Total
Agree	22 37.9 %	135 78.9 %	157 68.6 %
Disagree	36 62.1 %	36 21.1 %	72 31.4 %
Column Total	58 25.3 %	171 74.7 %	229 100 %

Level of Significance = 0.0000 $P = 0.05$ $n = 229$ missing =3

This table is also indicating a significant difference (i.e.37.9% with $X^2 P > .0000$) between the high users of VCR frequently and their level of agreement. It means it means that there is positive relationship between Indian movie users and frequency of adopting introduces each sex friend to family.

Table – 14

Relationship of exposure to Indian movies on VCR (VCR MOV) with the frequency of adoption of having right of divorce with women.

VCR MOV

A DIVORC	Sometime	Frequently	Row Total
Agree	40 67.8 %	157 92.4 %	197 86.0 %
Disagree	19 32.2 %	13 7.6 %	32 14.0 %
Column Total	59 25.8 %	170 74.2 %	229 100 %

Level of Significance = 0.0000 p= 0.05 n = 229 missing =3

This table indicates that there is a significant difference (67. 8% Vs 92.4% with X2 P> . 0000) between the high users of VCR frequently and their level of agreement. It means that there is positive relationship between Indian movie users and frequency of adopting having right of divorce with women.

Conclusion

This research study was initiated with the motive for probing into the (a) relationship between “TV Urdu Film” (TU FILM) use and its behavioural impact on graduate youth and (b) relationship between “ exposure to Indian Movies on VCR (VCR mov) and its behavioural impact on users. The objective of study was to explore” which medium is more effective in influencing the behaviour of graduate youth community.

It was a comparative media effects study of “TU film” and “VCR mov” in adoption of Western customs by youth. After data reduction for computer analysis, the researcher teased respondents’ frequency of watching “TU film” and “VCR mov” and its impact on behavioural level about Western customs.

“TU film” and “VCR mov” were taken as independent variable while dependent variables were : AW Leader (Women as leader), a jobs (adopt mens’ jobs by women), A Hotel (adopt hoteling with each sex friend), A LIFSTYL (adopt won choice of life), A PREFER (adopt prefer rich friend), a INTERND (adopt introduce each sex friend to family), A DIVORC (adopt having right of divorce with women).

	<u>Variable</u>	<u>Media</u>	<u>Percentage</u>	<u>Level of Significance</u>
1.	AW Leader	VCR	57.4 Vs 89.5	0.0000
		TV	78.7 Vs 87.8	0.2826
2.	A Jobs	VCR	72.2 Vs 86.5	0.0192
		TV	83.2 Vs 77.5	0.5536
3.	A Hotel	VCR	18.3 Vs 51.8	0.0000
		TV	38.1 Vs 48.8	0.2976
4.	A LIFSTYL	VCR	72.1 Vs 88.1	0.0070
		TV	85.1 Vs 80.5	0.6472
5.	A PREFER	VCR	26.8 Vs 64.3	0.0000
		TV	53.9 Vs 61.0	0.5403

6.	A INTERND	VCR	37.9	Vs	78.9	0.0000
		TV	65.7	Vs	82.5	0.0667
7.	A DIVORC	VCR	67.8	Vs	92.4	0.0000
		TV	82.8	Vs	87.8	0.6058

Table indicates that there is a negative relationship between “TU film” and all and all seven dependent variables. It means that TV Urdu film has not produced its effects on the behavioral level graduates about the Western customs.

The table also reveals that there is a positive relationship between “TU film” and all seven dependent variables. It means that exposure to Indian movies on VCR is causing behavioral effect on graduates about the Western customs.

So it is concluded that first hypothesis of this study which was “Higher the exposure to Indian movies on VCR, higher the conative Western customary enculturational effects on youth” is strongly supported by the findings. While the second hypothesis i.e. higher the frequency of watching Urdu movies on PTV, higher the Western the Western customary effects on youth, is strongly rejected by the findings.

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