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**The Role of Pakistani TV Dramas in Shaping  
Gender Perceptions and Promoting Women's  
Empowerment**

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## The Role of Pakistani TV Dramas in Shaping Gender Perceptions and Promoting Women's Empowerment

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### Abstract

As the research uncovers a generally uplifting perspective, it likewise uncovers the tapestry of different opinions concerning the portrayal of women in television dramas by emphasizing the difficulties of this method. Hence, the respondents emphasize a requirement for diverse and nuanced character portrayals. The study highlights the extraordinary impact of television dramas on university students, serving as a catalyst for awareness and change in women's empowerment. These findings provide important experiences for advocates, educators, and content creators looking to harness the capability of the media to manage a positive cultural change (Ali et al., 2021).

**Keywords:** Pakistani Drama, Gender, Media, Women, Empowerment.

### INTRODUCTION

Television series wields an entrancing magnetism that entices viewers of sundry backgrounds and age brackets. For university students, they provide a unique reprieve from the rigors of academia, serving as a conduit for leisure and relaxation (Ghani, 2020). In the fast-paced realm of academic pursuits, characterized by ceaseless deadlines and assessments, these series furnish a cherished diversion and an avenue for unwinding. Furthermore, television series cultivate communal experiences. They serve as catalysts for dialogue, engendering bonds among students as they discuss favored series and the personas that populate them. This collective dimension imparts a sense of belonging and shared identity amongst students, thereby amplifying the resonance of the messages that these series convey. Television series frequently feature formidable female protagonists who defy the constraints of conventional gender roles and anticipations. These characters serve as exemplars for university students,

offering instances of resolve, tenacity, and self-determination (Zhang, 2022). Whether it be a young woman charting her path in a traditionally male-dominated sphere or a mother adroitly balancing her professional aspirations with familial responsibilities, these narratives unveil the manifold ways women can assert themselves and strive for empowerment. The delineation of women's empowerment in television series extends beyond the individual personas they portray. Many series delve into societal ills such as gender-based discrimination, violence against women, and the unceasing quest for equitable rights. Through these narrative threads, university students encounter the intricacies of women's hurdles across diverse societal milieus, fostering a discerning gaze upon these challenges. Television series have the potential to mold and recalibrate our perspectives and convictions. For university students, who often find themselves in the throes of worldview formation, the influence wielded by these series can be profound. Exposure to affirming depictions of women's empowerment can result in heightened cognizance and an augmented reservoir of empathy towards matters of gender equity. As students witness women occupying a spectrum of roles, unburdened by the shackles of conventional stereotypes, they are inclined to question established norms and expectations. They may metamorphose into staunch advocates for women's rights and gender parity, both within the confines of their academic citadels and within the broader societal framework (Jenner, 2016). In this manner, television series can function as catalysts for societal transformation, cultivating a cohort of young adults resolute in championing the cause of women's empowerment. Television series can also serve as educational instruments within the university milieu. Educators and professors can incorporate pertinent episodes or thematic elements from lauded television series into their curriculum, igniting discussions and instigating critical appraisals among students. By forging linkages between these series' theoretical constructs and real-life portrayals, students gain a more profound comprehension of women's empowerment and its relevance within the contemporary societal tableau.

Nonetheless, the influence of television series is not bereft of complexities and contentions. Detractors contend that certain series may perpetuate harmful stereotypes or proffer unrealistic ideals in their depictions of women. It is incumbent upon all to acknowledge that not all televised portrayals of women's empowerment exhibit unequivocal merits, necessitating students to hone their powers of discernment. Furthermore, the aegis of television series should be conceived in collaboration. One strand in the intricate web shapes students' perspectives and beliefs. Family dynamics, peer interactions, educational frameworks, and personal experiences coalesce in molding the individual's outlook. Television series harbor the potential to emerge as potent tools to foment women's empowerment awareness among university students. They furnish an arresting medium for disseminating empowerment

narratives and cultivating a communal experience that prompts discourse and introspection amongst students (Schneider, 2012). Nonetheless, the sway of television series is a variegated tapestry, its efficacy in promulgating women's empowerment prone to fluctuations contingent upon content, context, and individual proclivities. Consequently, university students must contemplate the media they consume, mindful of favorable and unfavorable portrayals of women and gender-related issues.

#### **OBJECTIVE OF THE STUDY**

- ✓ To investigate the content taken by TV dramas to increase awareness regarding women's empowerment.
- ✓ To examine the major issues highlighted by the TV dramas regarding women's empowerment.
- ✓ To examine Pakistani dramas as a healthy source of entertainment for university students.

#### **RESEARCH QUESTIONS**

- 1) Do Pakistani dramas take measurements through content to increase awareness regarding women's empowerment?
- 2) Do Pakistani dramas highlight major issues regarding women's empowerment?
- 3) Are Pakistani dramas a healthy source of entertainment for university students?

#### **HYPOTHESIS**

1. Pakistani dramas are highlighting major issues regarding women's empowerment.
2. Pakistani TV dramas are promoting women's empowerment to encourage women in society.
3. Pakistani dramas are a healthy source of entertainment for university students.

#### **LITERATURE REVIEW**

TV dramas can serve as platforms for the portrayal of inspirational narratives wherein women surmount adversity, shatter glass ceilings, and ultimately attain empowerment (Pagaria & Sharma, 2020). These narratives, replete with resilience and tenacity, offer viewers tangible role models who inspire them to traverse the path toward leadership positions and confront deeply entrenched societal norms. Notably, the acclaimed series "The Crown" chronicles the odyssey of Queen Elizabeth II as a potent monarch, defying preconceived gender stereotypes and instigating a surge of motivation among women to excel within roles traditionally monopolized by their male counterparts.

#### **EFFECTS OF PAKISTANI DRAMAS ON UNIVERSITY STUDENTS**

The effect of Pakistani drama serials as a source of entertainment for the students of university might be both negative and positive, depending upon different factors, for example,

consumption habits and individual inclinations. These dramas have frequently become a source of social association and entertainment. Pakistani dramas have likewise helped evaluate a sense of identity and pride among the youth of Pakistan by demonstrating the nation's traditions and culture. Pakistani dramas also frequently depict melodramatic and exaggerated storylines that may negatively influence the student's view of the real world. It might prompt unrealistic expectations about the ways of life, cultural standards, and relationships. Some positive effects of Pakistani dramas on university students are:

Pakistani dramas frequently tackle significant social challenges like medical care, education, and gender equality. Hence, watching these shows might raise the students' awareness of these challenges and urge them to participate in advocacy and discussions related to social change (Hajira Kumar, 2005) . Pakistani dramas frequently portray the country's customs, society, and cultural issues. Viewing these dramas might assist the students in acquiring a superior comprehension of Pakistani society and culture, which is significant for cross-cultural correspondence and cultural awareness. Numerous Pakistani dramas are in Urdu that may assist the students with further improving their Urdu language skills. It can be especially valuable for the students concentrating on Urdu as the language or for those working on their capability in the Urdu language.

Watching the dramas might be a social activity, as the students frequently discuss or watch the episodes with peers and friends. It might allow for building relationships and social bonding. A few Pakistani dramas are also educational, introducing biographical stories and historical occasions. These shows may give an alternate perspective on cultural or historical topics and enhance academic learning. The life of the University might be stressful, and Pakistani dramas might serve as a form of entertainment. Having some time off from academic stress and enjoying drama might assist the students in lessening and recharging stress levels (Mirrlees, 2013).

Some potential negative impacts of Pakistani dramas on university students are as follows:

Excessive drama watching may divert the students from their academic responsibilities. By spending an excessive amount of energy in the dramas, one may hinder their capacity to focus on the coursework and may lead to procrastination. Numerous Pakistani dramas depict unrealistic and idealized scenarios regarding relationships, way of life, and beauty standards. The students who incorporate these depictions might foster unrealistic expectations regarding life that can prompt disappointment and dissatisfaction (Agnes Theuri, 2020) . Continuously watching the dramas might disrupt the students' time management abilities. They might stay

awake until late to watch these dramas, which results in a lack of sleep and adversely influences their academic achievement.

The dramas frequently depict intense and emotional situations that may prompt the emotional distress of its viewers. Excessive disclosure of such contents might add to the heightened anxiety and stress levels between the students. A few Pakistani dramas promote negative behavior like revenge, deception, and manipulation. The students who imitate these ways of behaving in real life may face ethical and social problems. Pakistani drama serials have revealed insight into different issues related to women's empowerment, from domestic violence to gender inequality, career opportunities, and education. By depicting these challenges through engaging and compelling characters, these drama serials have become useful for advocating a change and advancing awareness of Pakistan's cultural legal structures and attitudes, eventually contributing to women's empowerment in the country. Pakistani dramas might be a sound source of diversion for students when enjoyed with some moderation and as they provide content that lines up with students' preferences and values. As with any type of entertainment, the students should find some kind of harmony among their leisure activities and scholastic responsibilities to guarantee their general well-being.

#### **DOES PAKISTANI DRAMAS ARE PROMOTING WOMEN EMPOWERMENT TO ENCOURAGE WOMEN IN SOCIETY?**

Duerst-Lahti (2002) concluded that television in particular is regarded as having a significant influence because of its functions in promoting patriarchal and other dominant notions that might serve as a catalyst for the exploitation of women. One important component in maintaining women's status in society is the supremacy of the ruling class and the imposition of authority through the hegemony of patriarchy. Television shows in particular can help viewers acquire attitudes about how they should view and value women. The government of Ms. Bhutto approved the broadcast of drama and non-dramatic programmed on common people's socioeconomic issues. As a result, those problems were brought to light through the television drama genre, which has an impact on common individuals and particularly women in Pakistan's traditional culture. Thanapholsart et al. (2023) reported that Drama "Udaari" distinguishes noteworthy in this sense because it dealt the delicate subject of child assault by men. Ameera Majid (Urwa Hocane), the show's strong female supervise, faced up with her attacker and defied the standards of society in search of peace for herself and society. Similar to this, "Khaani" had a woman (Sana Javed) who defied expectations of male domination by opposing a strong guy. The story dealt with issues of retribution, legal services, and the struggle towards fraud, and the female protagonist emerged as a strong, tenacious figure who wouldn't give in.



Misrani et al. (2021) stated that everyone is aware of how useless television is for us as well as its programming. We cannot ignore the reality that TV dramas have a significant impact on our lives. Pakistani television networks including PTV, ARY Digital, and HUM TV are notable broadcasters of different dramatic episodes that have a major effect on women's and men's lives as well as demonstrating numerous cultural characteristics. TV networks are more inclined to distort our Islamic principles by pushing a lot of men to divorce their wives and, most crucially, by showing a poor picture of women. Such material has a harmful impact on people's mentalities and distorts Pakistan's real traditions.

Pasha-Zaidi (2021) observed that the constructive part Pakistani media may play in empowering women. Strong female characters have long been present in Pakistani television serials, which have used drama to educate Pakistani women about their legal rights and highlight the ways in which they can succeed despite their hardships. The foundation for Islamic feminism was built throughout the Prophet's lifetime, but it was eventually torn down by decades of male-dominated norms and practised that still have an effect on modern Muslim countries across the globe. The manners in which well-known female characters in particular Pakistani dramas transmit Islamic qualities and abilities to promote equitable society and challenge male-dominated beliefs and practised. Wickens et al. (2015) reported that the law that might enhance the position of women states that television dramas must be more instructive, future-focused, motivating, and logical. The two women and society will benefit from positive representations of women in the media. The objective of this research was to investigate the impact of women's standing in television dramas. Therefore, the main focus of the study was to explore how television dramas portray the part they play in teaching the public about the significance of closing the gender disparity and creating skill-development systems to boost the percentage of women in the workforce and business.

Fahad et al. (2021) stated that the objective of social program is to benefit those who are disadvantaged in a community. Without a question, women continue to face oppression in our culture. It was released to create a positive perception and inform the public regarding the roles played by women in civilization in order to elevate their position in the media. It is crucial to understand the political situation in which a policy is being implemented. On the other hand, the mainstream press promoted women's liberal roles by updating their lifestyles, fashion, and social mobility. Reforming the culture of possession, however, does not imply that the entertainment industry has demonstrated their privileged position. On the opposite the same direction, the issues of slavery, hardship, abuse, and inequalities between genders are discussed. Ahmed et al. (2021) presented that the press can be a potent vehicle for improvement in society, education, and raising public consciousness about problems involving the mistreatment of

women. It is capable of preserving, documenting, and defining human heritage and culture. However, because the makers or material tend to be insensitive, stereotypes of women are often projected. It is also advised that problems with the infringement of female liberties should be brought out in the stories of television dramas. The purpose of including females in television dramas should be to increase understanding of the problems that lead to violence against women and violations of female liberties in Pakistan. Women's difficulties and positions in society should be depicted in a favourable light in order to promote women's empowerment. Wang et al. (2021) expressed the social networks scholar looks on how multimedia can be used to improve opinions and behaviour. Effective psychology's impact on media research has changed the focus from focusing just on the adverse impacts of the press can to recognizing the manner in how media serve as an indicator of motivation, induce personally favourable states, create feelings of significance, and enhance human potential for beneficial. Powerful female characters have long been present in Pakistani television serials, which have used drama to educate Pakistani women about their legal rights and highlight the methods in which they can succeed despite their hardships. The foundation for Islamic feminism was built throughout the Prophet's lifetime, but it was later destroyed by decades of male-dominated norms and practised that still have an effect on modern Muslim countries throughout globe. Pakistani dramas promote Islamic qualities and abilities to promote equitable treatment and challenge gender stereotypes and practised in Pakistani society.

Butt et al. (2021) examined administration agents "spin doctor" a tale in order to make the principles of the state's workers and legislators identical for the public, while the real issue still exists in the first place. This government seeks to modify the values of society. The government intends to instill in people such principles that they will accept ladies in "modern get alternatives to the old power system". In Pakistan, it has been a power struggle among liberal and conservative governments about how to treat women. These two ideas clash, and neither is able to forge a connection that would improve the condition of women in Pakistan. Therefore, it is claimed that by using the press as a tool for knowledge, education, and interactions, the standing of women within society may be enhanced. A more favourable representation of women's standing in society would allow the government to evaluate the the nation's the female policies more effectively and decide what changes could be made to better meet the needs of women.

#### **TV DRAMAS AND THEIR MEDIA INFLUENCE**

Television, as a potent mass medium, exerts its influence across a broad and variegated demographic. It wields the potential to mold public opinion and shape attitudes regarding a gamut of issues, including those tethered to gender roles and the empowerment of women.



The research conducted serves as a compelling testament to the idea that media portrayals of women have the power to sway individual beliefs pertaining to gender roles, thus assuming a pivotal role in molding societal perspectives. Over the course of time, the portrayal of women in TV dramas has undergone a profound transformation. In the nascent stages of television, women often found themselves relegated to subservient and stereotypical roles, reinforcing the status quo. However, recent years have borne witness to a pronounced shift toward multifaceted, empowered female characters who challenge established norms concerning gender. A study conducted (Jenner, 2016) unearthed compelling evidence that viewers exposed to strong, assertive female characters exhibited an augmented propensity to express progressive attitudes concerning the roles of women within society.

Many TV dramas deliberately incorporate intricate storylines that thrust gender-based challenges into the limelight, compelling viewers to confront pressing issues such as workplace bias, domestic abuse, and gender inequality. These storylines have the potential to catalyze discussions concerning women's rights and empowerment, effectively bridging the chasm between the fictional world and real-life societal concerns. The research conducted by a student revealed that viewers exposed to dramas featuring storylines that revolved around social issues displayed a heightened propensity to partake in discussions pertaining to these matters, underscoring the profound potential of TV dramas in engendering awareness and fostering dialogue.

While TV dramas can be potent instruments for nurturing awareness concerning women's empowerment, they are open to scrutiny and apprehension. Some contend that media perpetuates detrimental stereotypes or endorses unattainable beauty standards (Schneider, 2012). Additionally, not all TV dramas consistently uphold the tenets of accurate and conscientious depictions of women's experiences and empowerment. It is paramount to acknowledge these limitations and, in the spirit of responsible representation, endeavor to present narratives that are both balanced and considerate of societal complexities. The repercussions of TV dramas on the awareness of women's empowerment can exhibit pronounced disparities across cultures and regions. Disparate societies adhere to distinctive norms and values relating to gender roles and empowerment. Different studies and analyses embarked on an exploration of how Korean TV dramas shaped perceptions of women's roles within South Korea, spotlighting the role of cultural context in fashioning the impact of TV narratives. This underscores the importance of considering cultural factors when appraising the influence of TV dramas.

The task of quantifying the impact of TV dramas on awareness regarding women's empowerment poses several challenges. Researchers commonly resort to surveys, content

analyses, and studies on audience reception to gauge the media's sway on attitudes and behaviors. It is imperative to take into account the long-term consequences and the interplay between TV dramas and other media and societal factors. Assessing the extent of TV dramas' impact on women's empowerment awareness constitutes a convoluted and multifaceted undertaking (Velte, 2017). Scholars have drawn upon a myriad of research methods, ranging from surveys and in-depth content analyses to exhaustive investigations into audience reception. It is of paramount importance to acknowledge the enduring and far-reaching consequences emanating from these televised narratives. Moreover, comprehending the intricate interplay between TV dramas and various other forms of media, as well as the omnipresent influence of broader societal factors, is indispensable in attaining a thorough comprehension of how these dramas mold public attitudes and behaviors.

Beyond the realm of nurturing awareness, TV dramas bear the potential to serve as catalysts for substantial societal transformation. A multitude of television series have ignited fervent discussions and galvanized activism concerning profound issues, including but not limited to the gender-based wage gap and the widespread predicament of sexual harassment. The indomitable #MeToo movement, whose momentum was primarily sustained by revelations within the entertainment industry, stands as a vivid testament to the capacity of TV dramas to transcend their conventional role as sources of entertainment. They metamorphose into formidable instruments of change, leaving an indelible impact far beyond the screen. TV dramas are endowed with the potential to wield a substantial influence in cultivating awareness concerning women's empowerment. Through the representation of empowered female characters, the conveyance of inspirational narratives, and the portrayal of gender-related predicaments, TV dramas possess the capability to significantly mold public attitudes and discussions concerning the roles of women in society. Nonetheless, it is imperative to acknowledge that the impact of TV dramas is intricate and can fluctuate across cultures. Further research remains imperative to garner a more profound insight into the nuanced manners in which TV dramas contribute to the awareness of women's empowerment and to address concerns relating to harmful stereotypes and unrealistic portrayals. Altogether, TV dramas endure as a potent medium for molding perceptions and fostering affirmative change concerning women's empowerment.

#### **ASSURANCE OF RELIABILITY**

Ensuring the reliability of research findings assumes paramount significance. This section will expound upon the measures undertaken to bolster data dependability. It shall encompass elucidations concerning survey tool design, strategies implemented to uphold uniformity in data acquisition, and any statistical or methodological techniques deployed to assess reliability.

Preceding the finalization of the survey, an indispensable phase entailed pilot testing, overseen in close collaboration with a project instructor. This phase played a pivotal role in quality control, entailing an appraisal of the survey's content vis-à-vis relevance, transparency, and import. Its underlying objective was to discern and rectify biases or potential issues that might imperil data integrity. Pilot testing served as an indispensable quality assurance mechanism, ensuring the survey's cohesiveness and the integrity of the data gleaned.

### **RESEARCH PROCESS**

This research endeavor undertakes a comprehensive exploration of the multifaceted effects of TV dramas (Alazazi, 2017). It constitutes a convergence of both primary and secondary data collection methodologies. A multitude of articles, journals, and authoritative sources have undergone rigorous scrutiny and analysis to inform this study. Furthermore, our research methodology has been meticulously designed to encompass the deployment of questionnaires as a primary data collection tool. A plethora of articles, journals, and authoritative sources have undergone exhaustive scrutiny and analysis to inform this study.

Additionally, the participant pool for our study was meticulously curated, exclusively drawing individuals from the university students. This focused approach ensures a targeted and sector-specific investigation, thereby enhancing the relevance and applicability of our study's findings to this particular industry.

### **DATA ANALYSIS**

Content analysis shall be employed as the method of choice for analyzing the data culled from primary as well as secondary sources in this research study. Participant responses shall be subjected to analysis, and thematic patterns shall be discerned to facilitate the formulation of conclusions for the research study.

### **ETHICAL CONSIDERATION**

Throughout the intricate journey of our research, we have remained unwavering in our commitment to upholding the highest ethical standards. Our data was diligently sourced from reputable and trustworthy outlets, leaving no room for compromise in terms of data integrity. Participants in our research project have been approached with the utmost transparency, each presented with a consent form that firmly places the reins of participation in their hands, empowering them to exercise the prerogative of withdrawal at any juncture. Furthermore, the individuals participating in our research have done so of their own volition, their contributions to the study being an act of free will. We pledge to guard the confidentiality of their information with the utmost rigor, ensuring that data remains shrouded in secrecy, with unauthorized disclosure standing as a non-negotiable prohibition. Data security occupies the epicenter of our

endeavors, with all information being securely stored on a laptop fortified by robust password protection, thereby guaranteeing the highest levels of data confidentiality and security.

**QUESTION 1: "WOMEN'S ISSUES CAN BE IMPROVED THROUGH STRONG CHARACTER PORTRAYAL BY TV DRAMAS."**

- 74.7% of respondents agree or strongly agree (38.7% agree, and 36% strongly agree).
- 14.7% are neutral.
- 17.4% disagree (10.7% strongly disagree, and 6.7% disagree).

This data suggests that a substantial majority of respondents believe that strong character portrayal in TV dramas can contribute to improving women's issues.

**QUESTION 2: "PAKISTANI DRAMAS ARE PORTRAYING STRONG AND INDEPENDENT FEMALE CHARACTERS."**

- 67.7% of respondents agree or strongly agree (34.7% agree and 33.3% strongly agree).
- 17.3% are neutral.
- 15% disagree (8% strongly disagree and 6.7% disagree).

The data indicates that a significant majority of respondents believe that Pakistani dramas portray strong and independent female characters.

**QUESTION 3: "PAKISTANI TV DRAMAS ARE HELPING WOMEN IN MAKING THEIR MINDS TO BRING POSITIVE CHANGE IN SOCIETY."**

- 67.5% agree or strongly agree (37.8% agree and 29.7% strongly agree).
- 16.2% are neutral.
- 16.3% disagree (12.2% disagree and 4.1% strongly disagree).

This data suggests that a significant majority of respondents believe that Pakistani TV dramas positively impact women, encouraging them to bring about positive change in society.

**QUESTION 4: "PAKISTANI DRAMAS ARE AN EFFECTIVE TOOL TO EDUCATE AND INFORM FEMALES ABOUT FEMALE RIGHTS."**

- 73.9% agree or strongly agree (41.1% agree and 32.9% strongly agree).
- 15.1% are neutral.
- 11% disagree (8.2% disagree and 2.7% strongly disagree).

The data indicates that a substantial majority of respondents believe that Pakistani dramas are an effective tool for educating and informing females about their rights.

**QUESTION 5: "PAKISTANI TV DRAMAS ARE TAKING NEGATIVE STEPS THROUGH THEIR CONTENT TO DISCOURAGE WOMEN EMPOWERMENT."**

- 62.2% disagree or strongly disagree (35.1% strongly agree and 27% agree).
- 23% are neutral.
- 14.9% agree or strongly agree (10.8% agree and 4.1% strongly agree).

The data suggests that a majority of respondents do not believe that Pakistani TV dramas are taking negative steps to discourage women's empowerment.

**QUESTION 6: "UNIVERSITY STUDENTS ARE CHANGING THEIR PERCEPTIONS REGARDING WOMEN EMPOWERMENT AFTER WATCHING TV DRAMAS."**

- 81% agree or strongly agree (43.2% agree and 37.8% strongly agree).
- 10.8% are neutral.
- 8.1% disagree (5.4% disagree and 2.7% strongly disagree).

The data indicates that a significant majority of respondents believe that university students are changing their perceptions regarding women's empowerment after watching TV dramas.

**QUESTION 7: "PAKISTANI TV DRAMAS ARE HIGHLIGHTING WOMEN'S ISSUES IN A NEGATIVE WAY THROUGH THEIR CONTENT."**

- 65.9% disagree or strongly disagree (32.4% strongly disagree and 32.4% disagree).
- 17.6% are neutral.
- 16.5% agree or strongly agree (13.5% agree and 4.1% strongly agree).

The data suggests that a majority of respondents do not believe that Pakistani TV dramas highlight women's issues in a negative way.

**QUESTION 8: "PAKISTANI DRAMAS SHOULD TAKE MORE STEPS TO ENCOURAGE WOMEN TO TAKE A STAND FOR THEIR RIGHTS IN SOCIETY."**

- 79.7% agree or strongly agree (37.8% agree and 41.9% strongly agree).
- 10.8% are neutral.
- 9.5% disagree (5.4% disagree and 4.1% strongly disagree).

The data indicates that a significant majority of respondents believe that Pakistani dramas should take more steps to encourage women to stand up for their rights in society.

**QUESTION 9: "PAKISTANI TV DRAMAS ARE PORTRAYING DEPENDENT WOMEN AS MISERABLE AND PITIABLE WOMEN IN SOCIETY."**

- 66.2% disagree or strongly disagree (32.4% strongly disagree and 33.8% disagree).
- 20.3% are neutral.
- 13.5% agree or strongly agree (9.5% agree and 4.1% strongly agree).

The data suggests that a majority of respondents do not believe that Pakistani TV dramas portray dependent women as miserable and pitiable.

In summary, based on the data, it appears that the majority of university students in the sample believe that TV dramas, particularly Pakistani dramas, can have a positive impact on women's empowerment and the portrayal of female characters. However, there are varying opinions, and some respondents hold neutral or opposing views on these issues.

The statistical analysis of the data was done that is shown below.

Question Number	N	Minimum	Maximum	Mean	Std Deviation
11	75	6.7	36	25.1	11.17
12	75	6.7	34.7	29.8	11.37
13	74	4.1	37.8	21.3	10.47
14	73	2.7	41.1	22.8	11.16
15	74	4.1	35.1	20.1	10.69
16	74	2.7	43.2	23	12.33
17	74	4.1	32.4	18.6	9.94
18	74	4.1	41.9	23.6	12.43
19	74	4.1	33.8	21.3	9.87

**RESEARCH QUESTION 4: "DO PAKISTANI DRAMAS TAKE MEASUREMENTS THROUGH CONTENT TO INCREASE AWARENESS REGARDING WOMEN'S EMPOWERMENT?"**

Based on 82.7% of respondents, Pakistani dramas faithfully represent the struggles women face in society. The majority of respondents think that Pakistani dramas are doing something through their content to promote women's empowerment. This lends credence to the idea that Pakistani dramas are measuring women's empowerment.

**RESEARCH QUESTION 5: "DO PAKISTANI DRAMAS HIGHLIGHT MAJOR ISSUES REGARDING WOMEN'S EMPOWERMENT?"**

For a total of 73.4% of respondents, women's issues are highlighted in the story lines of Pakistani dramas. The results of the survey show that a significant number of respondents believe that Pakistani dramas significantly address issues related to women's empowerment. This supports the theory that important problems related to women's empowerment are being highlighted in Pakistani TV dramas.

**RESEARCH QUESTION 6: "DOES PAKISTANI DRAMAS ARE A HEALTHY SOURCE OF ENTERTAINMENT FOR UNIVERSITY STUDENTS?"**

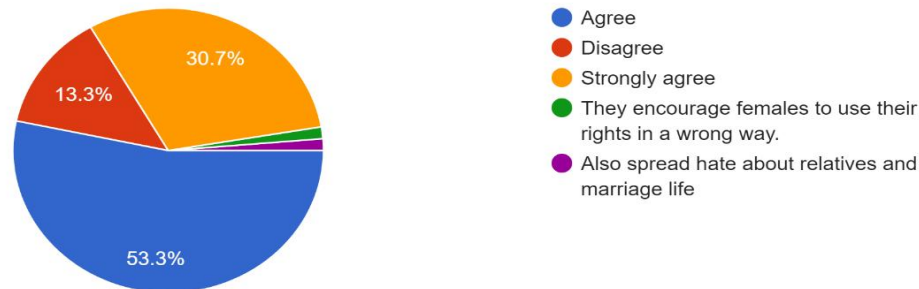
Pakistani dramas are viewed as a positive form of entertainment for women's empowerment by the majority of respondents (65.4%). The information supports the idea that Pakistani dramas provide learners at universities with a good form of entertainment.



### APPENDIX 3: RESPONSE OF THE PARTICIPANTS

Pakistani dramas play an important role in creating awareness to encourage females to take participate in different field of life.

75 responses



**Figure 1: Pakistani dramas play a role in creating awareness**

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