



Impact of Pakistani Dramas on Women Empowerment: A Challenge to Patriarchal Norms

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Abstract

Pakistani dramas have always been popular for their sophisticated production and selection of sensitive topics. These dramas have also powerful impact on society. Audiences relate their life with these dramas. The present study evaluates the role of Pakistani dramas in women empowerment and investigates if these dramas challenge the patriarchal mind set. “Udaari” and “Cheekh” are selected as case study for the study. Both dramas give lesson that women are no less than men. They also raise stand for their own self as well as right to the freedom of expression. The survey method was utilized and an online questionnaire of 9 questions was administered to 250 respondents who saw both dramas. The result shows that Pakistani dramas empower women in this age and may challenge to patriarchal society. Thus, the role of Pakistani dramas is very prominent in raising their voice against violence.

1. Introduction

Media is the plural medium of communication in which we disseminate news, music, movies, education, promotional messages and other data. It includes physical and online newspapers, magazines, television, radio, billboards, telephone, internet, fax or mail and billboards (Ahdiani, 2009). Media provide us various platforms through which we communicate in society. When we discuss our topic and share a message to large audience it's called mass media.

Media has basically many types but there are two main and old type which is radio and



broadcast, which come onto the scene at the beginning and middle of the 20th century. Most of the people still get their news from T.V and Radio broadcast but in current age people gets knowledge through social media in few seconds (Ahmed, 2009).

Broadcast media played important role in convey our message to large audience, we use broadcast media. It is the primary means of communication to reach the majority of general public (Gripsrud, 2004). Television is the form of education we discuss critical topic and issues of society in very convenient and light way Stewart & Alexander (2016). Visual images make concept more accessible to a person then text media. Images and pictorial representation help us learn, image whenever we see a pictorial presentation, we analysis the situation in a very short time, knowing the meaning immediately. Drama involves the feelings and emotions of viewers and it allow participating, demonstrating and observed in a controlled environment.

Pakistani dramas topics are highly focused on to speak up when you're victimized, raped and tortured. Never zip your mouth. Women are the subject of most of dramas where they are tortured, killed, murdered, harassed and bad treated. Patriarchal society means in which men hold the system. Father, Brother and husband have the authority of leadership (Abbas, 2018). Patriarchal societies give priority to men and refer to male domination both in public and private sectors. Pakistani drama industry is talking for women rights that women are not inferior. Some of Pakistani dramas inspire women and challenge to the male dominant society. Women face every challenge with the same courage as men. Our dramas tell us how to bravely fight for justice for our rights. In this age, women are doing all the work that men do.

The best example of women empowerment dramas that also part of my research are "Cheekh" and "Udaari.". Cheekh exposed numerous flaws in the current justice system, patriarchal ideas that covered the male ego and insecurities, abuse of human rights by the elite, and much more. Cheekh was a 2019 Pakistani drama television series created and produced by Fahad Mustafa and Dr Ali Kazmi under their production house explosion Entertainment.

The serial began on ARY Digital on January 5, 2019 and end on August 10; 2019. The numbers of episodes of Cheekh drama are 30. This is the drama about how to raise voice against the wrong and break silence. Saba Qamar Zaman (Mannat) played the role of Nanyab friend who is the victim and killed by Wajih (her brother-in-law). Mannat played by the powerhouse of expressions Saba Qamar is strongly headed, she stood strongly against injustice. In this drama, Mannat faces a lot of hurdles while fighting the case, she loses everything (her mother, husband and child) fight, but at the end of drama she wins the case. She fought against harassment (Zaheer, 2020).



Another drama "Udaari" that is to speak about child abuse and role of mother. Udaari is an Urdu and Punjabi language social Pakistani television series that was conceived and co-produced by Mumina Duraid with Kashf foundation for Hum tv it was aired from April 10 2016 to September 4, 2016. The number of episodes is 25. This show is written by Farhat Ishtaq and directed by Muhammad Ehteshamuddin. Samia Mumtaz (Sajjo) who is the mother of Zaibo's (victim). Sajjo leaves her second husband when she finds out, he is abusing her daughter. This is the drama in which child rape very sensitive topic discussed. In this situation, what should women do?

2. Objectives of the study:

1. To examine that Pakistani dramas inspire and made confident young girls and force them to raise voice against violence.
2. To examine the impact of dramas in changing the point of view of people about male dominant society.

3. Hypothesis

H1. Pakistani dramas can change the perceptions of people and break stereotypes.

H2. Pakistani dramas can empower and boost women to raise their voices.

4. Significance of the study:

It is quality time to conduct the research on importance of television drama and how Pakistani drama highlights the sensitive topic like women empowerment. When we are discuss about women rights people say it feminism as this is the awareness of how women stand for their own self in the weak time of their life. This research highlight that Pakistani Drama is a way to inspire women. This Research tries to cover the impact of this drama on patriarchal society of Pakistan and how people think about it. And this study also tries to find the reason of challenge to male dominant society.

5. Research Method

The term methodology can be defined as a set of rules used by researchers in a discipline to study a specific procedure or set of procedures and an examination of the principles of inquiry procedure. Research methods are specific procedures for collecting and analyzing data. Developing your research methods is an integral part of your research design. When planning your methods, there are two key decisions you will make.

5.1 Research Design:



The researchers have selected the survey to gain the information regarding "Impact of Pakistani Dramas as challenge to patriarchal norms". A survey was organized among social media users from any age group. This survey is on the role of Pakistani dramas and why Pakistani dramas impact on patriarchal society and how Pakistani dramas changed the perception of society.

5.2 Sample

The research survey will be carried out in specific population. For this need, there is no specific age limit described. But this is some specific for the viewers of “Udaari” and “Cheekh” Dramas. Purposes sampling has been used in this study as the sampling technique. It is used to select people from a large body of population easily available to study. Since this study is looking for respondents who are viewer of Udaari and Cheekh Dramas. The total Number of respondents for this research is 254.

5.3 Tools of data collection:

A questionnaire comprised of the questions related to the current study was used as a tool of collecting data. There were 9 questions related to the research topic —Impact of Pakistani dramas as challenge to patriarchal ideology. Questionnaire were shared among viewers and specific audience of Udaari and Cheekh drama. All questions are based on to analyze the perception and how these dramas impact on women’s life. The data was analyzed through excel.

6. Results and Discussion

In this research, we find the importance of Pakistani dramas in our society and analyzing the impact of these dramas which promotes women empowerment and how dramas motivate women’s. In this questionnaire, mainly asked several questions from people and then discuss their opinions about “Cheekh” and “Udaari” dramas. 254 individuals attempt this survey.

Age	Female	Male	Total
12-21	41 (16.1 %)	69(27.1%)	110(43.3%)
22-31	76 (29.9%)	48(18.8%)	124(48.8%)
32-41	6 (2.3%)	6(2.3%)	12(4.7%)

41 +	3 (1.1%)	5(1.96%)	8(3.1%)
Total	126	128	254

As we see in above table the total number of respondents and the percentage of male and female respondents. We see that male respondent is more than female respondents and majority of respondents are young from 12 to 31 ages. Total number of respondents was 254; female respondents are 126 in numbers whereas 128 are males.

Table 6.1

Should Drama serials like “Udaari” and “Cheekh” be produced?

Yes	87.4 %
No	5.7%
Neutral	6.9%

In this above graph, people like these kind of women empowerment dramas. Most of respondent want this type of dramas more because this drama inspires people and help out to change the perceptions of people.87 percent respondents like “Udaari” and “Cheekh” and want more dramas that empower women in society. Only 6 percent respondent says that they want no more dramas like this whereas 7 percent respondent point of view is somehow these dramas made more. In short, audiences like to watch these women empowerment drama on screen more and more.

Most of the audience answered yes it means people wants to see this kind of drama. And thy think that these dramas is important part of our society as these kinds of dramas influence women. The Pakistani drama industry should be focus on productive content as it will be very helpful for our society because we see that the rape and harassment cases are increasing day by day. There are very less respondents in number who answered that there is no need of these dramas because some of audience didn't think that woman empowerment is important.

Table 6.2

Do drama serials like “Udaari” and “Cheekh” empower women to fight for their rights in

society?

Yes	85.5%
No	6.4%
Neutral	8.0%

“Udaari” and “Cheekh” are the dramas which are based on rights of women and highlight that the place of women in society is important. In the above graph, and we see that the 85 percent respondent says that these kinds of dramas empower women of this age and realize women that they must fight for their basic rights. There is only 7 percent respondent’s opinion that there is no impact of such dramas in our lives, and these types of dramas doesn’t empower women.8 percent respondents says that somehow in our lives these dramas empower women.

Most of the respondents answered yes, they answered that these dramas empower today’s woman to fight for their rights. Women empowerment dramas that highlight the issues of women harassment, rape cases and fight for all this issues in injustice situation. These dramas empower all women and girls that how to fight for their freedom.

People in Pakistan watch Tv dramas to spend their spare time and these kinds of dramas not only empower women but its an education that how to stand for yourself and how to raise voice against any thing which is violating the basic rights of any human.The main moto of “Udaari” and “Cheekh” is women empowerment. Most of our respondent’s answered yes that after watching these drama serials women empowerment is increases and people get more aware that it is crime to do such thing like child abuse.

Table 6.3

“Cheekh” is the drama that boldly addressed the murder after rape and the meaning of consent do you agree with it?

Yes	84.7%
No	6.5%
Neutral	8.5%

Cheekh is the drama that prominent the issue of harassment, rape, murder, and power of criminal. In this above graph we see that 85 percent respondents agree that Cheekh is one of those drama which defines the real meaning of consent and rape. only 7 percent respondents believe that this drama not



highlight the rape cases and 8 percent population says that somehow Cheekh describe the real meaning of consent.

Most of the respondents answered that Cheekh is the drama that addressed the main issue of our society which is sexual harassment and rape and reveal the real meaning of consent. This drama gives lesson to our society that raises voice against rape and murder. We all are humans and have same rights. Audience agrees that this drama is full of lesson for today’s generation. There are empowerment of victims and lesson for those people who think that they do rape because they have power money.

There are very less respondents who disagree by this above statement. They maybe think that there is addressing for rape cases although we see that cheekh is based on women who fight for right for her friend (victim).

Table 6.4

Are there any women who are less educated and not financially strong but run their household efficiently?

Yes	90%
No	4.4%
Neutral	5.6%

In our society, mostly women are household as well as we see those women who are run their house and play the role of men in family. In this above graph, we see that most of the population response that women weather they are less educated and less educated but run their house very nicely. 90 percent respondents answer yes that those women who are not financially strong run their homes. Only 4 percent respondents answer is no and 6 percent respondents answer some women run their house efficiently if they are less educated and their income is less.

We see that most of the respondent’s strongly agree with my statement. They answered that many women run their houses efficiently with in low income. We see that most of our women of this generation doesn’t rely on men. They do some work for not only for independency but manage their houses and distribute expenses for give better lifestyle to their families. Most of the woman’s are educated and those who are not educated also run their houses efficiently. As we seen in Udaari drama how Samia Mumtaz stand for her daughter and run house.



There are very less respondents in numbers who think that those women who have less income and not educated can't run their houses. May be these respondents have examples of women who face hurdles.

Table 6.5

Does this type of dramas change our society perceptions?

Yes	79.7%
No	6.5%
Neutral	13.8%

“Cheekh” and “Udaari” are the dramas that made for change the point of view of society and also highlight the issues of society like harassment, rape cases and murder etc.80 percent respondent’s say yes that this drama change the perception of society. People believes that these dramas educate us that women are not less than men. Only 6 percent respondents answer is no that there is no impact on people’s mind. And 14 percent peoples believe that somehow in our lives these dramas change the perceptions of society.

We identity that most of the respondents believe that these type of women empowerment dramas can change the point of view of our society. These dramas force us to think about the women empowerment and breakout our stereotypes. Those days are gone when women only hold house only now, the society and perceptions are changed. Most of the audience are educated they believe in women independency and empowerment. Media also play important role to change the proceptions of people. There are very smaller number of audiences says that there is no changing in perception’s, people are remaining same.

Table 6.6

Do you think women-oriented dramas have more viewership?

Yes	85.4%
No	4.5%
Neutral	10.2%

Current Pakistani dramas mostly made for the purpose of women rights. Pakistan women like

those dramas which is relate to their real life. Women oriented dramas have more viewership than other dramas. There are 85 percent viewers they believe that women-oriented dramas have more viewership. As we see in graph that there are only 5 percent respondents who believe that there is viewership of women-based dramas, 10 percent people believe that somehow women-oriented dramas have more viewership.

Audience likes to watch women-oriented dramas and we see our Pakistani drama industry highlight women in various way. House women's see dramas in their free time and they build a link with their relevance character. In short, audience loves to see women are bold and prominent. There are very less respondents who believe that woman-based dramas have no viewership.

Table 6.7

Do these dramas give lesson for those who consider that women are inferior?

Yes	85.5%
No	6.4%
Neutral	8.0%

The basic purpose of these dramas is giving lesson to mass audience. These dramas that gives us the lesson of women empowerment .85 percent respondents says that these dramas give lesson to us that women are not inferior. And 7 percent believes that there is no lesson in these dramas Whereas, 8 percent respondents believes that somehow these drama gives us lesson of women empowerment.

Most of the respondents as we see in above graph think that there is lesson for those who considered that women are less in every field and they treated woman in such way. Cheekh and Udaari drama is full of lesson for those who have power and money, and they think that woman is inferior and they are superior. But they are wrong because when we take a view of every field, we see that there are almost same number of male and female respondents. It means that women are same like men. There are very less respondents in numbers who think that women are still lesser than men. They are not equal in any field.

Table 6.8

Do these of dramas help us to raise voice against rape and sexual harassment?

Yes	87.9%
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No	5.6%
Neutral	6.5%

Women empowerment dramas force us to raise voice for our rights and against rape and sexual harassments. These dramas encourage as we see in above graph 87 percent respondent says that these dramas boost us to raise our voice against harassment cases. 6 percent respondents which are very less in numbers say that there is no impact of these dramas, 7 percent respondent believes that somehow these dramas help us to raise voice against sexual assaults.

Most of our respondents believe that these kinds of dramas prove very helpful to change our society and perception's. Udaari and Cheekh are the dramas which highly empower women to fight against sexual assaults and harassment cases. These dramas serials help us to how raise voice against harassment and the way of justice. The rules and regulations are clearly defined in these dramas .so, we see these dramas educated us also and what we do if we face any situation of injustice. There is no power stop us to stand up for our rights. There are very less respondents who answered that these dramas not helping for fight against harassment and murder after rape.

Table 6.9

Do you agree that there is less production of dramas that can challenge the Patriarchal society?

Yes	83.7%
No	6.9%
Neutral	9.3%

As in above graph, 84 percent respondents answer that there is less production of these kind of dramas that challenge patriarchal society. Only 7 percent respondents do not agree with my statement and 9 percent respondents' answers that somehow there is less production of these dramas that challenge patriarchal society. In this above graph discussion, these dramas are based on women and their dominancy and challenge the male dominancy. Cheekh and Udaari are the dramas challenge patriarchal society. Pakistan is the patriarchy society. Women empowerment dramas are very important in this society. These dramas challenged our society and change the stereotypes.

7. Conclusion

H1. Pakistani dramas can change the perceptions of people and break stereotypes.

The first hypothesis proved as the dramas have a huge impact on people lives and household women watch dramas and they get inspired by the positive character. "Udaari" and "Cheekh" are those



dramas that empower women and educate us that women are not inferior to anyone; they also have rights as men. These kinds of dramas create an huge influence on viewers thinking and results shows that dramas can change the perception of people.

Pakistani drama industry made dramas of every kind, through the survey we found that audience like these kinds of dramas and these dramas also prove helpful for us. Women empowerment dramas challenged our society and knock our minds to think about women existence, rights, respect, freedom of speech and value. This type of dramas is our social need as women can also work efficiently as men.

H2. Pakistani dramas can empower and boost women to raise their voices.

These dramas not only empower women but also challenged patriarchal society. We see that rape cases and harassment is very common in our society. Pakistani dramas have lesson for those women who not stand up for their rights and think that harassment is normal. When these dramas show audience that how much a woman is empower and they also live independent. Pakistani society is patriarchal society where men is always superior and having the power of decision.

Thus, the hypothesis proved that Pakistani dramas have a very strong impact to make image and refining minds. Most of the dramas are based on reality and audience feels more association with it, people relate their life with character life because we think that our thoughts are same. These dramas must be made more in Pakistan as we know how much bug impact of drama industry on our people so through dramas, we can change the perception of minds that women are not inferior.

Hence survey results have proven both hypothesis 1, that these dramas create strong impact on people Pakistani dramas can change the perception of people and even break the stereotypes. And Hypothesis 2 statement also proven that Pakistani drama empowers women to raise voice against harassment and make them powerful enough to raise their voice for their rights.

Keywords: Pakistani Dramas, broadcast media, women-empowerment, patriarchal norms.



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