

## IMPACTS OF MEDIA (CABLE TELEVISION) ON FEMALE'S PERSONALITY

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**ABSTRACT:** *The introduction of any new technologies always leaves impact on society, the impact may be positive or may be negative it depends upon its user. In early 1980 cable television was first time introduced in Karachi (Pakistan). Cable television fire ups the impact on society. Females are considered the centre of household and mothers are the primary source of education and learning for their children. Change in their attitude, behavior and language leads to change the society culture, values and tradition. This study was conducted to determine the impact of cable television on female personality. Total 350 questionnaires were distributed among the selected sample, out of which response of 286 was received back and 26 were found incomplete/wrongly filled. The remaining were analyzed by using SPSS. The results reflect that cable television leave impact on the viewer but not affect their domestic life. However, cable television is found best source of information i.e. religious, other languages, fashion and style etc. and also increases the viewer expenditures.*

**Key words:** *Cable television, customs & values, domestic & social life, fashion & style, tradition & celebration*

**1. Introduction** The effect of media on their users depends upon the user's sense of utilization as well as concentration. The research topic as much significant is as the subject is popular. However, the audience is also worried that how easily media convey their messages and bring changes in their tradition, culture, attitude, behavior, customs and values.

Initially the network of cable television started in Karachi in 1980 and covered all big cities of Pakistan up to 1998 without any rules and regulations. The government of Pakistan legalized cable television in June 2000 with clear policy that it will deliver the knowledge, information, education and provide healthy programs as well as entertainment to their audience. Today cable television has become very readily available to almost all Pakistani citizens and thus is no longer considered to be a luxury. Instead, it has become a necessity for everyone. According to World Edition of BBC News on 05 February 2003, research study highlighted that exposure to images of young, thin and air-brushed female bodies are associated to depression, eating unhealthy dishes habits and self-esteem loss in girls and women. Researcher concluded that, female are much conscious about their diet because they are much impressive from the regular watching on television as well as reading of magazines. In real life majority of female suffering from dieting and applies others devastated health formulas to look like the television actresses.

**2. Statement of the Problem:** After the popularity of foreign channels, it has been assumed that it will affect the lifestyle of their viewers. Foreign channel dramatically hold the attention of audience due playing of soap operas programs and exclusive types of entertainment. Nowadays the cable television consumers become cable oriented and that much impressed from the cable television that their real life decision also depend on cable directly or indirectly. Pakistani females are that much impressed from cable television that their behavior and way conduct with husbands, their children, relatives, neighbor and also friends are totally changed. When new technology launched in the society, it must leave its effect on that society; this effect may be positive or may be negative it depends upon the users. So, cable television also reinforces its impact on the society. The rapid

spread and acceptance of cable television across Pakistan required systematic research study to determine its effects on the viewers.

**3. Objectives of the study:** This study determines that effect of cable television on the female's personality with a view to measure the association between viewing of cable television and change in family / social interaction, personal appearance & style, cultural practices and expenditure patterns in female.

#### 4. Research Hypothesis

- H<sub>1</sub> : The cable television have effect on female social life.
- H<sub>2</sub> : The cable television have effect on female fashion & style.
- H<sub>3</sub> : The cable television have effect on female culture & tradition.
- H<sub>4</sub> : The cable television increases the female expenditure.

**5. Evidence from Literature:** Bob Paxman (2009), concluded that media have stronger influence in audience life. Any single media have not to be considered to leave their impact on their viewers the influence is increasing with the increasing of media option with audience such as Twitter, Facebook and other Micro Logging. Media always develop to allow lay people to influence each other. People like to reveal the news from relative, friends or neighbor instead of selected media. Even that all these are still valid and not yet vanished and consider the main instrument of news. However, social media permit the audience to circumvent the understanding perceptible of journalists more frequently than they have before. Arooma (2009), research study found that enormous fires always start from a small amount of flame. This is because he undertakes immoral or unethical presentation, semi naked pictures, attractive panorama and other harmful dialogue etc. It indicate that how people cheat with each other, steal their rights, prepare plans against others and perform this act of violence. Blazer (2009), research study concludes that cable television leave negative impression on the culture. Due to the creeping of global culture, numerous values, tradition and custom from local society culture are seemed to be eliminated and it is going toward decline.

Researcher also determined that given the huge and serious cable television messages change lifestyle of the people continuously, students required to think that these cable television messages how much affect their internal thoughts and views (CC, 2009). They also need to be vigilant and aware that media act on certain agenda and when once their internal ideas / taught are changed it should never be undone. Research study recommended that society consists on people who need accurate information and way of communication to move towards right direction to perform daily activities that is work, health care, entertainment, education, traveling and personal relationships etc. When research is the focus of the popular press, the media are believed to have a strong influence on public opinion. Benbow and Stanley (1980), study concluded that parents of teenagers were targeted as the population most likely to be influenced by the research findings. Parents who had responded to surveys regarding their children's math abilities prior to the media coverage were contacted and their beliefs were checked. The results provide indication that research reported in the media can have an effect on the beliefs of people who are exposed to it.

Daniel and Stacey (2004), find that Mass media are believed to be a persistent force in shaping physical appearance ideals and have been shown to negatively impact females' body image. Elnur (2009), determined that that the mass media have affects on public opinion as well as society. It is very easy that viewers not judge by themselves but leave themselves on cable television to affect their lives. Research study considered that it is easy to wedge the emotions about what happened is going on, even that media highlighted the same and want response on it. It's harder to shake that influence.

Posavac, Heidi D., Steven S. Posavac, and Richard G. Weigel (2001), observed that recent research has shown that exposure to the ideal thin standard of female beauty commonly presented in advertising and the broader media contributes to body image disturbance among women. Researchers have estimated that social comparison processes underlie this phenomenon; women may normally compare their bodies with images of feminine beauty contained in the media and consequently become less satisfied with their own bodies. Raheel (2010),

implies that where the beautiful relation is concerned, I infer that everyone just has a will to gain the beauty but not the inner-sole of a character because nobody undertakes to have words either the male or a female due to reluctance. They just require each other for only immoral purpose which is exclusively un-natural must be avoided. Yuko Yamamiya et al. (2005), research study conclude that with regard to community level, the presentation of attractive image about the beauty and thin body posture adversely affects the audience at international level.

Poran (2002), revealed about the beauty perceptions of black American and White / Latino females were found that all these desired to look like media personas, but black American wished to be more beautiful as compared to others. The finding of Poran also vetted by Abrams and Stormer's (2002), by concluding that the beauty satisfaction level of black American female is higher than white or Latino females. They wished to be more beautiful and as ideal beauty of the society as compared to others. Johnr (2009), suggested that cable television easily effect the teen age people because the nature of teenage people easily fragile. Even Disney channel are also found harmful for their nature it leave impact on their nature indirectly. They also don't know that how much easily shapes the observations of a young mind. Janis and Jacquelynne (1985), determined that popular press and media have strong influence on public opinion.

Maria (2009), concluded that for cable television is entertainment instrument for the users however, it is source of salary and status for their employers i.e. journalists. As well as the cable television is considered the source of income and political influence. With regard to public belief, cable television is considered the gigantic creators which hold seventh force. Layman take much time by understanding that cable television is not art, but it deals only depleted IQ level people.

Noshina Salim (2000), revealed that this study critically evaluates the image of the United States in the perspectives of two Pakistani dailies, The Pakistan Times and Dawn, from December 1979 to May 1988. During the 1980s, the South Asian region gained high level importance in the United States policy agenda because of the Soviet military intervention in Afghanistan. As a neighbor of Afghanistan, the importance of Pakistan was keen in the eyes of American policymakers as a means of uncertain Soviet colonialism towards the Indian Ocean. The United States of America declared that Pakistan was a frontline state and its main ally against Soviets in this war. Pakistani media supported the U.S. policy towards Pakistan because it protected Pakistani interests and also offered economic and military assistance to Pakistan.

Raheel (2010), analyzed that Mass media have significant effect to education, environment as well as family life. Cable television may leave positive impact on their user and may be it leave negative impact. Whether or not exposure to media violence causes increased levels of aggression and violence in young people is the perennial question of media effects research. Generally men and woman, boys and girls watched television from two to four hours daily. The presence or absence of role models presented, and activities they participate on the screen powerfully affect on their daily lives, and they try to locate their role models in the real world.

Revealed from the research study that media shape human approaches regarding all matters like purchasing behaviors, dealing with relatives, colleagues, friends, family members, country politics, way of working and dressing style. It is significant for the viewer to be vigilant about the impact of cable television. They also need to inquire about the actual fact, any matter highlighted by the media instead of blindly trust on media and consider the information as real provided by the media.

Starr writer (2009), research study recommended that cable television workforce were found much devoted and hard worker for transmission the information to their users which build their belief on cable television in all respect. In this way cable television strengthens their power and hold their image in the society. Like other profession journalism is also considered a profession, to enhance the image, achieve bench mark and increase the viewer. This profession required proper maintenance. Saif Ur Rehman (2010), recommended that Mobile and media has changed every girl's views about LOVE and now it is just a fashion every girl is impressed by every new boy because girls want better to best life partner. He concluded that media has negative effects on females. Sania Javed (2010), suggested that media present fake attraction about marriage especially boys want the girl like a model as a wife, wealth or business settlement also the top most demand. Boys and girls have many expectations from each other. She also revealed that in real life boys are not as much dedicated, devoted or strong manhood behavior, they became more delicate than the girls. In this modern era girls are stronger in their decision making rather than boys. Boys are always rushing for short cuts throughout their life, because they are emotional.

## 6. Research Methodology

**Sample, Sample size and Analysis:** Pakistani females were considered population, and Askari- V Housing Society Lahore and Falcon Complex Housing Society Lahore were considered sample for this study. The data was collected through self-administrated questionnaire from Askari –V Housing Society Lahore and Falcon Complex Housing Society Gulberg-III Lahore. Sample size was 350, which was conveniently selected and questionnaire was distributed among them. Out of 350 questionnaires 286 questionnaires were received back from the respondents in which 26 were found to be incomplete / wrongly filled which were not included. After that the collected questionnaires were sifted and analysed by using SPSS 17. Descriptive analysis were carried out according to variable i.e. years of cable connections, numbers of daily watching TV, wish to watch kind of channel as well program, change their social, cultural as well as life style etc and its relation with level of viewing.

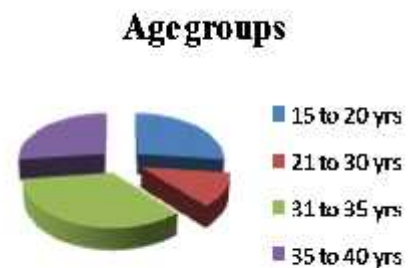
## 7. Data Analysis And Discussion

Marital Status				
	Frequency	Percent	Valid Percent	Cumulative Percent
Married	190	73.1	73.1	73.1
Unmarried	70	26.9	26.9	100.0
Total	260	100.0	100.0	



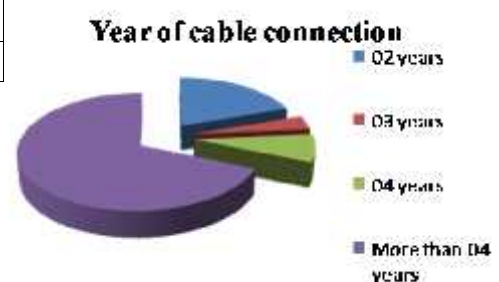
**Explanation:** Frequency table with regard to marital status of the viewer's show that majority of the viewer were found married i.e. 190 (73.1%). However the figures of unmarried reveal from the study were 70 (26.9%). The data is also presented in Pie chart.

Age groups				
Age group	Frequency	Percent	Valid Percent	Cumulative Percent
15 to 20 years	70	26.9	26.9	26.9
21 to 30	30	11.5	11.5	38.5
31 to 35	90	34.6	34.6	73.1
36 to 40	70	26.9	26.9	100.0
Total	260	100.0	100.0	



**Explanation:** Result show that 79 (26.9%) respondent were found between the age group of 15 to 22 years, only 30 (11.5%) were found in the age group of 21 to 30 year of age and the maximum number of respondent i.e. 90(34.6%) were found between the age group 31 to 35 year of age. However 70 (26.9%) respondent fall in the age group 36 to 40 years age. The same are also presented in Pie chart for easy understanding.

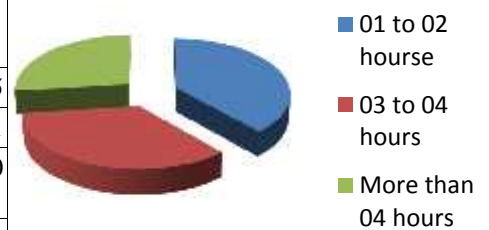
Year of cable connection				
	Frequency	Percent	Valid Percent	Cumulative Percent
2 years or less	20	7.7	7.7	7.7



3 years	04	1.5	1.5	9.2
4 years	08	3.1	3.1	12.3
More than 4 years	228	87.7	87.7	100.0
Total	260	100.0	100.0	

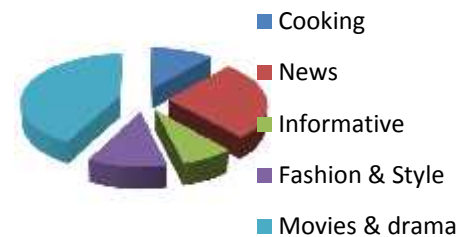
**Explanation:** The impact of anything on human personality is directly proportional to the time period of its usage, as long as the duration of its usage their impact may be strong/deep. So with this perception the question “Since when do you have cable connection at home” was asked from the respondent. The result show that 20 (7.7%) respondent were found having cable connection at home from last 2 years or less than 2 years and only 4 (1.5%) respondent replied that from previous 3 years they have cable connection which are the minimum number. The second minimum number were found 8 (3.1%) have hook up the connection from last 4 years. The maximum numbers of respondent 228 (87.7%) have connect with cable television from more than 4 years. Pie chart also reflects the results.

Numbers of hours daily watching TV				
	Frequency	Percent	Valid Percent	Cumulative Percent
01 to 02 hours	100	38.5	38.5	38.5
03 to 04 hours	90	34.6	34.6	73.1
More than 04 hours	70	26.9	26.9	100.0
Total	260	100.0	100.0	

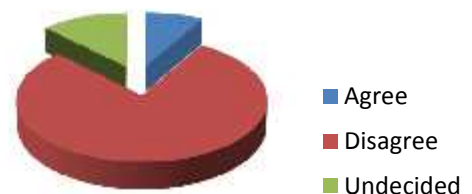


**Explanation:** This aim of this study was to determine that respondent’s how many hours watch cable television daily. The result indicated that 100 (38.5%) respondent watch 1 to 2 hours cable television daily, 90 (34.6%) watch 3 to 4 hours and only 70 (26.9%) watch more than 4 hours cable television daily. The same result is also available in Pie chart.

Program mostly watch				
	Frequency	Percent	Valid Percent	Cumulative Percent
Cooking shows	30	11.5	11.5	11.5
News	70	26.9	26.9	38.5
Informative programs	20	7.7	7.7	46.2
Movies and Dramas	110	42.3	42.3	88.5
Fashion and Style	30	11.5	11.5	100.0
Total	260	100.0	100.0	



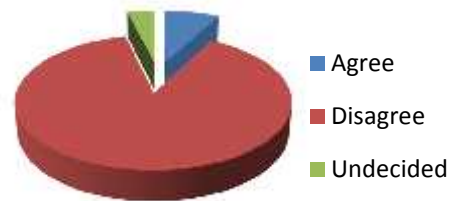
**Explanation:** To evaluate the respondent aim of watching cable, question which program you are mostly watch. A multiple answered recorded by the respondent. 30 (11.5%) respondents opted cooking shows and fashion & style. However, 70 (26%) prefer to watch news channels, only 20 (7.7%) marked to watch informative programs and majority of respondent prefer to watch movies and dramas channel. The result of the respondent is given in the Pie chart.



Effect on domestic activities				
	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	40	15.4	15.4	15.4
Disagree	190	73.1	73.1	88.5
Undecided	30	11.5	11.5	100.0
Total	260	100.0	100.0	

**Explanation:** This study aim was to investigate and determine the impact of cable television on female’s personality. So how much cable television affects the domestic activities of the viewers. The above table show that 40 (15.4%) agreed with question, they reply that cable television affect their domestic activities and majority i.e. 190 (73.1%) disagreed with the question. However, only 30 (11.5%) answered are undecided. Moreover the result is also display in Pie chart.

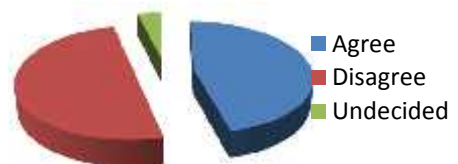
Interaction with relatives				
	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	20	7.7	7.7	7.7
Disagree	230	88.5	88.5	96.2
Undecided	10	3.8	3.8	100.0
Total	260	100.0	100.0	



**Explanation:** To examine the respondent interaction with relatives, question “interaction with my relatives / neighbors is decreasing these days due to cable television” was asked from the respondents. The response show that 20 (7.7%) agreed with the question that their interaction with relatives were decrease, however majority of the respondent 230 (88.5%) disagreed with the question and only 10 (3.8%) respondents result were found undecided. The above Pie chart show the respondent replies.

Inclusion of foreign dish				
	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	120	46.2	46.2	46.2
Disagree	130	50.0	50.0	96.2
Undecided	10	3.8	3.8	100.0
Total	260	100.0	100.0	

**Inclusion of foreign dish**



**Explanation:** In this portion of the study researcher investigate about the audience food habits to include / added foreign dishes in their everyday food. The table show that 120 (46.2%) agreed to included foreign dishes in their everyday food, the majority 130 (50.0%) response were found disagreed, whereas only 10 (3.8%) response were fund undecided. The results are shown in Pie chart for ready reference.

Learn new food recipes				
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	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	180	69.2	69.2	69.2
Disagree	80	30.8	30.8	100.0
Total	260	100.0	100.0	

**Explanation:** The research aim was to determine the impact of cable television on female personality, so question “Television is the best source for learning new food recipes” were inquiry from the targeted viewers. Figure shows that majority of the people 180 (69.2%) considered cable television as best instrument to learn new food recipes, whereas 80 (30.8%) of people disagreed with the question. The result is available in Pie chart.

Prefer to wear foreign dress				
	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	50	19.2	19.2	19.2
Disagree	200	76.9	76.9	96.2
Undecided	10	3.8	3.8	100.0
Total	260	100.0	100.0	



**Explanation:** In the section of fashion and style that how much Pakistani female impressed from cable television and prefer to wear foreign dresses. The figure of above table reflect that 50 (19.2%) were agreed to wear foreign dress casually, and 200 (76.9%) respondent were disagreed to wear foreign dresses, this may be due to cultural taboos regarding foreign dress. Whereas 10 (3.8%) have no choice and opted undecided. The result of the study is presented in Pie chart.

Source for new fashion				
	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	190	73.1	73.1	73.1
Disagree	50	19.2	19.2	92.3
Undecided	20	7.7	7.7	100.0
Total	260	100.0	100.0	



**Explanation:** Above table indicate the result of respondent about cable television as a source of new fashion and style. The figure 190 (73.1%) show that majority of targeted audience agreed with statement that cable television as the best source of new fashion and style, 50 (19.2%) were not agreed with the statement and very smaller numbers were marked the undecided option. The response of the respondent regarding the statement cable television is the best source of new fashion and style presented in Pie chart.

Like to speak foreign languages				
	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	140	53.8	53.8	53.8
Disagree	110	42.3	42.3	96.2
Undecided	10	3.8	3.8	100.0

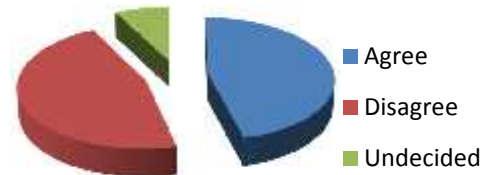


Like to speak foreign languages				
	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	140	53.8	53.8	53.8
Disagree	110	42.3	42.3	96.2
Undecided	10	3.8	3.8	100.0
Total	260	100.0	100.0	



**Explanation:** In the language portion of the study, question “usually speak words of foreign language like English or Hindi etc. in daily conversation” was asked from the targeted population. Figure 140 (53.8%) shows that majority were found agreed with the statement to use Hindi / English words in their daily conversation, 110 (42.3%) found disagree. However, only 10 (3.8%) was not decided about the statement and opted undecided. The result is shown in Pie chart.

Source to learn other languages				
	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	120	46.2	46.2	46.2
Disagree	120	46.2	46.2	92.3
Undecided	20	7.7	7.7	100.0
Total	260	100.0	100.0	



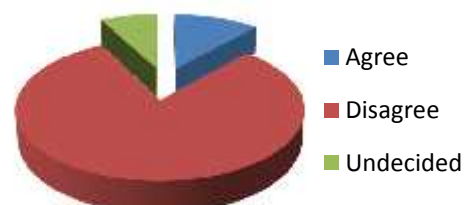
**Explanation:** The respondent recorded their response for the question “cable television is considered source to learn other languages”. The frequency table show that 120 (46.2%) respondent were found agreed with the statement mean while the same figures of respondent were also found disagreed with the statement. However, only 20 (7.7%) respondents reply were found undecided. The result is presented in Pie chart.

Effect on marriage ceremony				
	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	210	80.8	80.8	80.8
Disagree	30	11.5	11.5	92.3
Undecided	20	7.7	7.7	100.0
Total	260	100.0	100.0	



**Explanation:** In the section of traditions and celebration the question “cable television effected the marriage ceremony and tendency is increasing to perform foreign rituals with addition to Pakistani tradition in marriage ceremony” result show that majority of the targeted population 210 (80.8%) accepted the statement, only 30 (11.5%) answered that there is no evidence that cable television effect the marriage ceremony and increasing tendency of perform foreign rituals in marriage ceremonies. Whereas 20 (7.7%) answered were undecided. It clearly indicated that adoption level of foreign traditions is increasing in our society which is shown Pie chart.

Wish to celebrate Valentine day				
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	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	30	11.5	11.5	11.5
Disagree	210	80.8	80.8	92.3
Undecided	20	7.7	7.7	100.0
Total	260	100.0	100.0	

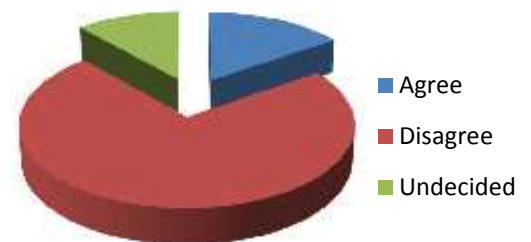
**Explanation:** Above table presented the result of respondent regarding “wish to celebrate valentine day”. The response show that very smaller number i.e. 30 (11.5%) wish to celebrate the valentine day and majority 210 (80.8%) answered did not wish to celebrate valentine day and 20 (7.7%) answered was not decided about the matter to celebrate the valentine day or otherwise, the result is shown in Pie chart for reader understanding.

Source of religious information				
	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	130	50.0	50.0	50.0
Disagree	90	34.6	34.6	84.6
Undecided	40	15.4	15.4	100.0
Total	260	100.0	100.0	



**Explanation:**In the religious portion of the questionnaire respondent recorded their opinion about cable television is source of religious information. Result show that majority 130 (50.0%) were found agreed with the statement, 90 (34.6%) were disagreed and 40 (15.4%) answered were undecided. The result is also shown in Pie chart.

Decline religious tendency				
	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	40	15.4	15.4	15.4
Disagree	190	73.1	73.1	88.5
Undecided	30	11.5	11.5	100.0
Total	260	100.0	100.0	



**Explanation:**It has been commonly observed when audience are engaged in watching their favorite program, the time rid off very fast and their social as well as religious activities remain left. So with this perception question “religious tendency is decline these days due to cable television” were also included in the questionnaire. The response show that only 40 (15.4%) respondent agreed with statement. 190 (73.1%) were disagreed and 30 (11.5%) response were found undecided about the statement. The response of the respondent about the question “religious tendency is decline these days due to cable television” is also available in Pie chart.

<b>Expenditure increase</b>
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	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	150	57.7	57.7	88.5
Disagree	80	30.8	30.8	30.8
Undecided	30	11.5	11.5	100.0
Total	260	100.0	100.0	

**Explanation:** To investigate the impact of cable television on expenditure like shopping, make-up, jewelry and clothes, the frequency table show that majority 150 (57.7%) respondent were found agreed with the statement, only 80 (30.8%) were found disagreed with the statement that cable television also affect their expenditure. However 30 (11.5%) reply were record undecided about the statement. The same response of the respondent is also presented in Pie chart for easy understanding.

**8. Research Findings** Research study found that majority of respondent were married and from the different age groups. Also revealed that majority were found having cable connection from more than 04 years and watching different programs but majority prefer movies and drama from 1 to 2 hours daily. It has been found from the research study that cable televisions have no effect on domestic activities of the viewer and also not create any hurdle in the way of interaction with relatives / friends. So, statement of first hypothesis “cable televisions have strong effect on female social life” is rejected and alternative hypothesis “cable television’s have no effect on female social life is developed as well as accepted.

From the analysis of data it has been noted that cable television have no effect in the food habits of the viewer. The result show “may be, may not be” means 50/50, because 46.2% were found agreed, 3.7% were found neutral and 50% were found disagreed with the statement, the undecided respondent not in support of anyone. This may be due to majority of respondents watching moves and drama channel as well as news channel and only 11.5% viewer watch cooking and foods channel. However, there is strong evidence that cable television is the best source of learning new food recipes. It has also been noted that cable television have no impact on female dress, even that it is considered best source of information about new design, fashion and style but audience refuse to wear these dress casually. So, the first part (fashion) of second hypothesis is accepted, whereas, the second part i.e. style has been rejected and alternative hypothesis is developed for acceptances.

Females are considered the centre of household and mothers are the initial source of primary education and learning for their children. Generally, children speak the language of their mothers. So, the maxing of other languages words i.e. Hindi or English in Urdu by female lead to change the complete language of the society. Evidence has been found from the study that majority of the television add the English and Hindi words in their daily conversation.

Culture and tradition are the terms which established the society and gave identification to their lives. Culture, tradition and celebrations are considered significant for every society, it differentiate one society from others. Usually, in foreign countries two types of ceremonies are celebrated one is civil ceremony and second is religious ceremony. However, religion Islam is complete code of life, so in Islam only religious ceremony is celebrated. The same are also vetted by the responded and disagreed with the statement to celebrate “Valentine day”. On the other hand, evidence also received from the study that the event of marriage ceremony tendency is changing very fast and majority perform the foreign rituals in addition to Pakistani tradition under the influence of television. Even that marriage is Islamic ceremony but their celebration culture is changing promptly.

In the global world everyone is much committed and engaged in their social life. People not have sufficient time to discuss the matter or problems with expertise. They search the solution of their problems from internet or watch concern program on cable television. Now a day’s on cable television scholar’s resolve the viewer problem online or provide platform for solution. Research study also vetted the statement that cable television’s have impact on the audience and provide religious information. However, it is also pertinent to mention here that the religious tendency of the viewer is not declining due to enjoying cable television. Here the hypothesis “the cable televisions have strong effect on female culture & tradition” is vetted.

Basically every female desired to good looking, well dressed and groomed. So they spend some amount on their dressing, grooming, clothes and jewelries etc. Research study found that in early era due to lack of communication the fashion trends were not easily transmitted. So, very less amount of expenditures were overcome on female dressing, grooming, clothes, jewelries and make-up etc. In this modern era due to the fast communication and regular watching of contemporary fashion and style in cable television the expenditure overcome on female dressing, grooming, clothes, jewelries and make-up etc are dramatically increased day by day. The fourth hypothesis “The cable television increases the female expenditure” of the research is proved valid and accepted.

The main hypothesis of this study i.e. “cable television’s have impact on female personalities” has been verified through four hypothesis developed for this study. The research study prove that cable television have no impact on female social life, not disturb their domestic as well as personnel activates and also create any hurdles in the way of interaction with relatives or friends etc. However it has great impact on the other variable such as fashion and style, culture and tradition as well as increases the viewer expenditure and gave the vetting proof for these hypotheses. It concluded that cable television have significant role in female personality and considered responsible for culture change. The evidence has been noted from the study that cable television affect and change the celebration, language and increase the expenditure of their viewer. Cable television provide information to their viewer about foreign culture, food habits, dresses & fashion, tradition, culture, celebrations and also religious information as well as languages for which audience is ready to adopt according to their level and limits. According to the finding Blumler and Katz’s study “viewer select the channel which they like to watch”. This study found that majority of female prefers to watch fantasy program to escape themselves from real life. Majority of audience watch cable television for learning purpose not to seek reality. This study also strengthen the Uses and Gratifications theory that viewer have open option how much they watch the cable television and up to what level are effected from it. Even that assortment channels likes cooking shows, sports, geographic, educational, informative, planet, entertainment and news are playing for audience but this study reveal the majority wish to watch entertainment, because for entertainment cable television is the only source accessible to the female for satisfaction of all recreational. This study also found that watching of cable television is now included in daily routine activities. Even that cable television is watching only for entertainment purpose but some time the viewer is that much unconsciously affected to change their attitude, behavior and go beyond from the real life and personal values.

**9.Recommendations:** Cable television is one more vigorous instrument like other communication instruments which dramatically affect the life style of their users. So, user needs to vigilant and utilize the same with sensibility. It is recommended that policy makers should take tremendous care during the formulation of term and condition or rules and regulation for its operation. This study also strengthens the recommendation of George Gerbner Cultivation theory that as much as the audience watch the cable television that much they impressed from it. The same statement was also vetted by Altman and Taylor (1973), when he said that the cable television influence in the audience life depends up their involvement in characters and consumption of time by watching cable television. Research study found that those who spend more time by watching cable television with deep sagacity were found closed to persona as compared to those who stay in real life. Cable television promptly changes the life style of viewer and makes them emotional. Such types of situation groom up because Pakistani society is not aware about the media. Maximum people don’t know about the utilization of media diverse i.e. cable television, radio, internet and news papers etc. It is strongly recommended that government needs to make efforts and educate the general people about the utilization of different media forms and also enhance their literacy about the media.

Cable television changes the life style across the border. Television program producer are completely responsible for bringing this change in society. It is recommended that media researcher or scholar need to take this issue seriously and also make efforts to aware and sensitize the programs producers as well as broadcasters to improve the quality of programs which they presented / played for common layman. To eliminate the imported culture and tradition and also reduce the impact of foreign channels, it is recommended that quality of local channel may be improved up to the international level and presented in Pakistan society, in line with the culture, values, norms and traditions. These may also be helpful in the promotion of Pakistani cultures at intercontinental level as well as strengthen at domestic level. A lot numbers of channels contained local as well as foreign channels launched from cable television and they play variety of programs. The impact of any particular programs broadcasted by foreign channel has not been included in this study. In the foreign channel the viewers easily find out the sexual media content. It is suggested that further research efforts are to be made

to determine the effects of these foreign channels on Pakistani society especially in the area of media sexual contents. Cable television network rapidly increased and covered the whole country and its viewers are also increased day by day because it provides a lot number of channel, low charges, easy access and the major cause is its legalization. So, it is recommended that government should make efforts to hoard the society psychological, sexual, cultural, economical and social values from the foreign channel. The soap operas provide exclusive types of entertainment to their viewer especially female and its effect is that much strong on the female which leads to the destruction of society. It is recommended that research should be conducted on these soap operas particularly the emotional series, love and sexual behavior. In Pakistani society there is no restriction on the male with regard to selection of channel and watching of cable television as compared to female because this society is considered a male dominated one. The effect of cable television is varying for man to woman. So, it is suggested that research efforts may be make to determine the effect of cable television with gender difference and accordance to its environment. This study was conducted on a very small level and targeted only female of specific population, so its reliability and validity should not be considered in general level. However, it is strongly recommended to conduct systematic research study on this topic with variety of approaches, starting from small scale up to large scale with diverse populations.

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