Negative Effects of Mass Media and the Dominance of Foreign Culture in the City of Lahore, Pakistan

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Abstract

Lahore is heavily populated city of Pakistan and well known of its gardens and colleges. With the advancement in technology and enhancement in media activities, a study is conducted to find out the negative effects of mass media and dominance of foreign culture in the city of Lahore. To find out the reasons a small questionnaire with some interconnected questions is being used, respondent's ages lie between eighteen to twenty four years. By the descriptive analysis and averages method the results were very clear, the youth has an urge of adopting new fashions and trends, which has made very easy for the dominating media monopolies to obsess the minds and make them to follow the media policies.

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1. Introduction

"The media is the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that is the power. Because they control the minds of the masses" (Malcolm X). In last few decades the influence of mass media on the societies particularly in Lahore has increased. In the beginning there were telegraph, post office, radio, television were the main means to communicate and to deliver the messages from one place to another. But with the passage of time ease to communication was brought by the introduction of new technology in the form of cell phones, which can perform all functions very easily and swiftly. Generally media three basic functions that are providing the Information/New, Entertainment and Education. Whereas, mass media which includes Social, electronic and Print media has made the world a global village. Access to every good and bad has become very easy either in the country or abroad. There are different types of businesses running currently on social media, which has made the access to any illegal item possible. At the present era. Social media spreading every news/act viral up to millions viewers in a second without any authenticity. Electronic media promoting western culture, particularly Indian culture by broadcasting their dramas, films and award shows. Print media printing every written material without considering their adverse effects. In a verse Allah Ta'ala says **"**Corruption has appeared throughout the land and sea by [reason of] what the hands of people have earned so He may let them taste part of [the consequence of] what they have done that perhaps they will return [to righteousness].**"** (30:41)

1.1. Problem Statement

Media monopolies dominating in Pakistan which is an alarming sign as the media has extensively grown up. Therefore, the study would investigates those negative factors that are affecting the people of Lahore and also becoming the cause for the dominancy of foreign culture and influencing negatively on the minds of people.

1.2. Objectives

- To explore the negative effects of mass media
- To prominent the dominance of foreign media

1.3. Significance of Study

New technology has improved the ways of connecting to each other and accessing the world in a second; which has enabled everyone to get whatever he/she wants. Late night talk shows, early morning shows, wedding ceremonies, Indian films, dramas, award shows, western fashion shows and Hollywood industry has ruined the culture in Lahore.

In the same way Social Media has a lot of rumors to spread in no time, thousands of login accounts created by fake individuals and being operated to deceive others' even different teams are working through social media to hack the accounts of well-known people and as well kidnapping and snatching cases has been increased through

buying and selling websites. Whereas, without authenticity written material has been printed and came to the markets for selling. This sale is usually done by much attracting news. Finally in this list cell phones have left nothing more to spoil a man. Even by the evil of media, people are becoming patient of depression, High blood pressure. Few have done suicides because of the negative use of global media. People are threating, kidnapping and thefting by the grace of easy accessed media that means it lapsed in case of security.

Therefore, an effort has been made to conduct surveys in the selected colleges of Lahore to explore the negative effects of mass media and the dominance of foreign culture that has and that is replacing the Pakistani culture and creating cultural homogeneity.

2. Literature Review

[1] Stated that Pakistan is not a developed country and it is verily facing negative effects of mass media, Pakistan is being influenced by the west media and entertainment channels replacing the Pakistani culture by others'.

Reference [2] Indicate that society, culture and mass media are interlinked and further explains that mass media become the cause of globalization and modernization, through which the cultural invasion achieved and the under developed countries lose their own norms and values and adopt the one they got through mass media invasion.

Reference [3] Explains the engagement of youth towards the flow of information, entertainment and knowledge given by the global media. Finally it was concluded that media flow creating anxiety and ambivalence.

Reference [4] Indicating the role of electronic media and how Indian culture replacing the Pakistani culture. Whereas new cultural trends have been started since the world has become global village. Lifestyle of people in Lahore has changed, media has become a place from where new trends can be obtained, and Islamic code of life has been rarely followed.

Reference [5] Explained that New technology has drastically changed the world, the news channels broadcasting 24/7 that shows the influence of media on our lives and in the same way media technology has much impact of political communication. This new technology has changed the political behavior and attitudes by becoming a very easy source to deliver ones message to others. Last day of election campaign of 2008 in Pakistan was a bloody day, which has snatched the life of 37 people that were killed in a blast. But on the other side an editor of one of the Germany's well known newspaper 'Frankfurter Allgemeine Zeitung' also explain the situation of their country's election. "We plan our election coverage without worrying about how to deal with violence, because election related violence has never occurred in the Federal Republic of Germany. We also plan our election coverage without concern for fraud, because we know the process will be transparent and clean. Anybody who wishes to do so can walk into a polling station at election night and see what is going on".

Reference [6] Indicated that television channels attracting the youth towards new cultural trends which is becoming the main reason of not social interacting among the youth, because they like to spend their time to

watch television instead of spending it with family members or the society members.

Reference [7] Stated in his study that new cultural trends are promoting by the mass media and this new trend is replacing the local cultures of nations with the dominating nation's culture, because of uniformity of world's culture through the global media efforts. With the advancement in technology the last 50 years influence of media has grown up supportively. In the beginning there was telegraph, later on radio, newspaper, magazines, television and the internet available.

Reference [8] The major effects on culture are dependent upon the mass media. Television broadcasts everything that is acceptable or not acceptable in the wide range of dimensions, including ethnicity, gender, age, mental ability and sexual orientation. These different programs invite the viewers to get information, entertainment, laugh and despise.

Reference [9] Explained that the media of west has major control over the world's media and it is verily true that a developing country's media is influenced by the developed country and that is the vital way to promote the culture of one country to others. Reference [10] Argued that the west media has dominancy over the less developed nation's media. This media introducing the culture of western sides to the under developing countries. Reference [11] Tells that mass media is for a large audience and it may be in the form of broadcasting media, like television and radio, print media, newspapers and magazines. The media of Internet can also be a mass media and many mass media outlets maintain a web presence that make them eligible to get benefit from the readily availability of Internet, in many areas of world. Some people say that mass media is "mainstream media" fact is referenced that it sticks to prominent stories of general audience interest, ignoring controversial breaking-news sometimes. Most of the people in the world depend upon the mass media for news and entertainment. Whereas, globally mass media is huge industry.

3. Research Methodology

Qualitative analysis technique has been used along with the questionnaire, which carries 10 straight questions, it will help in knowing the negative effects of Mass Media and the factors that are becoming the cause of replacing Pakistani culture by foreign culture; which includes Indian and western. A western media has greater impact on the developing country media.

3.1. Survey Research

To get the responses from respondents a survey technique is used. The targeted audience age lies between 18 to 24 years. Because these people would be ideal to give their best response as they have knowledge and experience of using and getting influenced by all media technology.

4. Descriptive Analysis

A brief description of every finding is written below the tables that are collected through the survey questionnaire, which has been done in three different colleges of Lahore city. The method of averages is used to

elaborate the results.

Table No.1 Why do you watch television for?

Table 1

	Frequency	Percent	Valid Percent	Cumulative Percent
Entertainment	63	60.0	60.0	60.0
Information	26	24.8	24.8	84.8
News	16	15.2	15.2	100.0
Total	105	100.0	100.0	

Most of the respondents watch television for entertainment purpose, whereas only 25% respondent's watch television for information and just 15% for news that means this media can influence the life of 60% youth at a time. It would be very easy to impact on the cultural aspects of Lahore. (Table No.1)

Table No.2 Which television and film industry attracts you most?

Table 2

	Frequency	Percent	Valid Percent	Cumulative Percent
Pakistani	11	10.5	10.5	10.5
Indian	46	43.8	43.8	54.3
Western	48	45.7	45.7	100.0
Total	105	100.0	100.0	

Most attractive and appealing television and film industry is western and Indian according to the youth of Lahore. Approximately 89% respondents encourage western and Indian television and film industry which ultimately overrule Pakistani Industry. (Table No.2)

Table No.3 How frequently you watch Indian movies and dramas?

Table 3

	Frequency	Percent	Valid Percent	Cumulative Percent
Everyday	74	70.5	70.5	70.5
Sometimes	23	21.9	21.9	92.4
Not Often	4	3.8	3.8	96.2
I Don't	4	3.8	3.8	100.0
Total	105	100.0	100.0	

There are up to 71% respondents who watch Indian movie or drama every day, which depicts that Lahore city, is very much influenced by the Indian film and drama industry.

"Excess of everything is bad" this is the reason why youth is following the footsteps of Indian culture. (Table No.3)

Table No.4 What type of dressing you like?

Table 4

	Frequency	Percent	Valid Percent	Cumulative Percent
Simple	17	16.2	16.2	16.2
Simple Western	25	23.8	23.8	40.0
Jeans&Kurta	44	41.9	41.9	81.9
Trouser Shirt	19	18.1	18.1	100.0
Total	105	100.0	100.0	

The most famous dressing among youth is jeans with kurta; the fashion of Jeans has been derived from western culture and Kurta from Indian, this type of mix culture Lahore city possess. (Table No.4)

Table No.5 Did you ever celebrated Valentine's Day or Holi or Rakhi bandhan?

Table 5

	Frequency	Percent	Valid Percent	Cumulative Percent
One of Them	60	57.1	57.1	57.1
Two of Them	3	2.9	2.9	60.0
None of Them	42	40.0	40.0	100.0
Total	105	100.0	100.0	

One of the famous adopted events of western culture in the city of Lahore is the Valentine's day that has been celebrated by 57% of respondents. (Table No. 5)

Table No.6 How much time you consume online, actively?

Table 6

	Frequency	Percent	Valid Percent	Cumulative Percent
Less Than 2 Hours	23	21.9	21.9	21.9
Less Than 4 Hours	36	34.3	34.3	56.2
Less Than 6 Hours	46	43.8	43.8	100.0
Total	105	100.0	100.0	

There are up to 80% respondents who are serving their time online between 4 hours to 6 hours, actively. Which may be in the form of using Facebook, Skype, and Twitter for nothing useful. This would only be for chatting, posting, commenting and calling. (Table No.6)

Table No.7 How often you use social media in a day?

Table 7

	Frequency	Percent	Valid Percent	Cumulative Percent
Less Than 4 Hours	10	9.5	9.5	9.5
Less Than 8 Hours	37	35.2	35.2	44.8
More Than 10 Hours	58	55.2	55.2	100.0
Total	105	100.0	100.0	

It's been observed that there are 55% respondents who stay connected to the social media either through the laptops or cell phones throughout the day and night to stay updated. This is clearly expressing the role of social media in the lives of youth, every good or bad through social media has become very easy to access. (Table No.7)

Table No.8 Do you agree that media is used to spread rumors by influential people?

Table 8

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	72	68.6	68.6	68.6
No	9	8.6	8.6	77.1
To Some Extent	24	22.9	22.9	100.0
Total	105	100.0	100.0	

Media is an easy target to spread rumors these days, as there are number of ways to deliver fake messages through social media but the same thing require some money or high command orders to deliver falsified messages through the electronic and print media. (Table No.8)

Table No.9 Do you think that media is promoting obsession among youth?

Table 9

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	70	66.7	66.7	66.7
No	13	12.4	12.4	79.0
To Some Extent	14	13.3	13.3	92.4
Don't Know	8	7.6	7.6	100.0
Total	105	100.0	100.0	

The respondents replied with 67% that media is obsessing the minds of youth. The new generating of Lahore has not a clear target to achieve; it is running behind the media influencing programs that are appealing. Which has their own targets and rewards.

Table No.10 Do you think, media playing negative role and promoting foreign culture?

Table 10

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	64	61.0	61.0	61.0
No	31	29.5	29.5	90.5
To Some Extent	10	9.5	9.5	100.0
Total	105	100.0	100.0	

There are 61% respondents who replied to the question that the media is playing negative role and promoting foreign culture. Every young individual is running in the race of new fashions and trends while leaving the teachings of Islam. This is happening because not only the foreign channels but Pakistani own media channels are broadcasting those programs that are promoting the foreign culture and indulging the youth in social evils and crimes.

5. Recommendations

5.1. Time Management

The first and formost responsibility of every individual is to calculate his/her time according to their priorities, such as what is more important for their life ahead.

5.2. Parents' Attention

Parenst should be well attentiive to their children, if they must be very loving and caring to them then on the other hand they should have an eagle eye to their children as well.

5.3. "Early to bed and early to rise"

One of the best habit is early to bed and early to rise that keeps you aways from many vice. One should possess this habit.

5.4. Un-nessary Programs

In today's world there are variety of programs, dramas, movies that can divert the attention towards wrong doings, and can indulges in some addiction, those should be banned properly.

5.5. Charm of Mass Media

Most of the charms look very much appealing instatntly but later on the reality comes from behind of the mirror that took down the individual with itself.

6. Conclusion

Violence has been promoted by media, which has made youth aggressive and they are responding to every person with no sense of patience. Element of respect and understanding has been omitted and only running after the unlimited desires that has no ends. Youth of Lahore has started following the footsteps of Indian and western culture where drugs addiction and rave parties are often conducted.

Crime has increased by the virtue of social media in the shape of thefts, sexual activities, rude behaviors, adultery, online friendships, hacking and kidnapping. A person involves himself in troubles and worries by watching late night talk shows, useless discussions, movies that indulges in criminal activities or mind set, morning shows, latest so called fashion and trends that made every follower shameless. Late night sleep and using mobile along rest time and video calling taking youth towards the worse side. Because we have forgotten the teachings of Islam, which is a complete code of conduct and have started following the teachings of people, who are themselves the slaves of core countries.

In a verse Allah Ta'ala says "O you who have believed, avoid much [negative] assumption. Indeed, some assumption is sin. And do not spy or backbite each other. Would one of you like to eat the flesh of his brother when dead? You would detest it. And fear Allah ; indeed, Allah is Accepting of repentance and Merciful. (Qur'an 49:12)"

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