

A Sociological Analysis of Cultural Imperialism of International Media on Pakistani Youth

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Doi:10.5901/mjss.2014.v5n3p523

Abstract

The research was conducted an analysis of cultural imperialism because if the national media of any country absorbs the change from the international channels then the viewers are ready to adopt those changes. Different channels are driving away our cultural boundaries, shaping the perceptions and dreams of ordinary citizens, affecting our language, influencing traditional values and ways of thinking for a long time. In every society it is the natural phenomenon that the true representative of its culture is said to be always the educated class and youth which firstly brings any change and then pervades it in to the society. The objectives of the study were to examine the people perception about International media that to what extent they are changing our cultural patterns and to find out the respondents' views about media influence on our identity. For this purpose descriptive approach was used. Population of the study consists of 150 students of University of Sargodha and Bahauddin Zakariya University. The questionnaire was used as research tool and had sixty five close ended questions. The results indicate that International media strongly influence youngsters in negative direction. It is found that these channels has vital role in replacing Pakistani culture with other cultures and changing life style, language and other aspects of Pakistani people. The results of the study showed that youngsters frequently watched international channels and frequent exposure to these channels plays a significant role in shaping their life style and identity. It was concluded that television channels with positive social values should be emphasized while the negative social values should be de-emphasized. It has been noted that in most of the programs that youngsters watch negative values are mostly portrayed while the positive values are at the background. At International media they watch use of alcohol, cigarettes and love affairs etc in their serials which negatively influence their lifestyle and identity.

1. Introduction

Pakistan is one of those developing countries which are suffering from cultural imperialism due to the International media. In order to understand the concept of "Cultural imperialism", it must be clear what is meant by "Culture". Imperialism can be defined as "the policy extending a nation's authority by territorial gain, or by the establishment of cultural and economic dominance over other nations".

Cultural Imperialism occurs when one culture dominate another country's culture. Media has a direct impact on

cultures by mesmerizing viewers with entertainment cultural products, fast music, popularizing different fashions, lifestyles, language and cultures. Media channels are assumed to erase difference among human societies and create a universal culture in which particular characteristics of national and local cultures are no longer relevant. Media is seen as a modern form of imperialism and destroying individual cultures & diversity.

Every society has its own a particular culture and a culture is an identity of any individual and nation. Pakistani culture is based on Islam and Islam is the religion which is professed and practiced by the people of Pakistan.

Every society has its own a particular culture and a culture is an identity of any individual and nation. The Muslims were highly affected by the Hindu's culture because of living with them together for a longer period in Sub-Continent. In this way, now we are facing cultural conflict and identity crisis at a large scale (Murtaza, 2007).

Every society has diverse civilization (Lane and Ersson, 2007). Culture rules almost every aspect of our life such as music, literature, visual arts, architecture or language and life style. Actually, the things shaped by a culture which we recognize with our five senses are simply demonstrate the deeper meaning of culture- what we do, think and feel. Culture is taught, learned and shared with every member of society (CIL, 2005). There are two types of culture. First is material culture and second non-material. Material culture includes tangible things that have been shaped to some extent by man such things often called "artifacts" or culture objects for instance outfits, domestic substances, armaments etc. Non material culture on the other hand, includes intangible features of culture such as religious beliefs, values, views, morals etc (Dash, 2004).

Islam in Pakistan sets the code of ethics for the cultural life for the people of Pakistan but People adapt western and Indian culture due to acculturation, modernization and westernization (Batool, 2007). The effects of Indian culture are fairly visible on our marriage ceremonies and festivals. Dowry system and heavy expenses on the marriage of girls are done which are inherited from Hindu society because in Hindu society there is no share of women in the inheritance of their parents the same attribute of parents in giving this share to their daughters after their marriage is visible in Pakistan, reflecting the adaptation of Indian cultural values to this Pakistani culture.

Whenever mobile phones in Pakistan ring, 70 million people's ring-tone is usually the title song of several Indian movies. One side effect of this interaction is that national language of Pakistan; Urdu can be once again merged partially with Hindi (Flangan, 2005). Basant is not the part of Pakistani culture and we have to face a great loss of people and finance due to tragic phenomenon of kite flying (Mehmood, 2007; Afzal, 2010).

Television as an electronic medium has transformed the mass media and its main traditional functions of information, education and entertainment. The medium has been of remarkable effect whether positive or negative as it has changed the way we socialize with our friends and teachers method of teaching. It has changed the way we organize the furniture in our homes and our world view about our immediate environment (Baran, 2009). A social critic, Novak, cited in Vivian (2009), notes that television is "a determinant of the soul's geography. It builds up incrementally a cognitive arrangement of expectations. It does so in much the same way that school lessons slowly, over the years, tutor the unformed mind and teach it how to think." Various families no longer watch television together and parents often do not know what their children especially teenagers are viewing. Unsupervised freedom has almost always been considered a major source of trouble and threat to young people's moral development (Muncie, 2004).

There is no doubt that the impact of the media on young people's lives is broadly considered within what is referred to as "media effects" debate which to a great extent focuses on the potentially negative impact of the media on young people's lives: video violence, gambling, educational performance, mass consumerism etc (Miles, 2000). Unfortunately, because most youngsters are still looking for their own identities, they are a lot more capable to suggestion and all the perceived peer stress from the media can overcome what they have already formed of their own identities based on someone else's opinions, what they should think and feel. Without realizing it they can start picking up someone else's opinions instead of forming their own with the way the media is today (George-Okoro, 2008). There is no denying fact that television operators can play a vital role in the development of national character and identity. Monetary benefits aside, cable operators have involved themselves in promoting and spoiling of our social values and customs (Nisar, 2002).

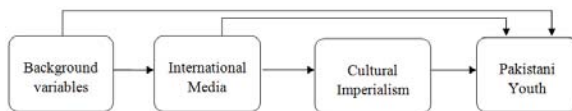
1.1 Objectives of the study:

The proposed research study intends to achieve following objectives.

1. To explore the socioeconomic and demographic characteristics of respondents
2. To examine the people perception about International channels to what extent they are changing our cultural patterns.

- To find out the respondents' views about media influence on our identity.

1.2 Conceptual framework



2. Methodology of Study

In this study the researcher want to find out the effects of International media on Pakistani youth. In order to make this study systematic certain procedures and steps were designed starting from the selection of population and sample to the data analysis. In order to ensure an effective study researcher used Quantitative research design. Data was collected from students of Bahauddin Zakariya University and university of Sargodha. The major reason for selecting young and educated population was that they are more frequent to bring about changes into their behavior and life styles due to media influence. Therefore, the population for this study were all youngsters between the ages 18-26 years in Bahauddin Zakariya University and University of Sargodha. Multistage sampling technique were used for the selecting of the respondent for the study, in the first stage, simple random sampling technique was used to select two universities (Bahauddin Zakariya University and University of Sargodha) from Government Universities of Punjab. In second stage, five Departments were selected randomly from the both selected Universities. Due to limited resources and time researcher has selected sample size of 150 students. The researcher divided the sample size by the 10 Departments to get about 15 respondents per selected Department by using convenient sampling technique. The instruments used for collecting data in this study was Self-developed questionnaire for survey and this tool seemed more appropriate because it was easy to respond. The study employed descriptive statistics to summarize and describe the data whereas inferential statistics such as Chi-square and Gamma test were used to examine the relationship between predictors and response variables.

3. Results and Discussion

Table 1: Socio-demographic information of respondents:

Gender	Frequency	Percentage
Male	69	46.0
Female	81	54.0
Mean* = 1.54 S.D. = .500		
Age (Years)		
18-20	14	9.3
21-23	85	56.7
24-26	51	34.0
Mean* = 2.25 S.D. = .612		
Education level		
Intermediate	3	2.0
Graduate	36	24.0
Masters	103	68.7
M. Phil	8	5.3
Mean* = 2.77 S.D. = .569		
Family type		
Nuclear	69	46.0
Joint	76	50.7
Extended	5	3.3
Father's education		
Illiterate	15	10.0
Matriculation	41	27.3
Intermediate	31	20.7

Graduation	32	21.3
Masters - above	31	20.7
Family monthly income		
20,000-30,000	17	11.3
31,000-40,000	11	7.3
41,000-50,000	40	26.7
51,000-60,000	38	25.3
Above 60,000	44	29.3
Mean* = 3.54 S.D. = 1.293		
Total	150	100

Table 1 indicates that a majority of respondents 56.7% were 21-23 years and 34.0% respondents were 24-26 years while 9.3% of the respondents were 18-20 years old.

Table, showed the distribution of respondents regarding their age 54.0% of respondents were females while 46.0% were male respondents.

Table, represents the distribution of respondents regarding their qualification 2.0 percent of the respondents were intermediate, 24.0 were graduates and 68.7 percent of them were masters and 5.3 percent of them were M. Phil students.

Table shows that 11.3% respondents had income 20 to 30 thousands, 7.3% had income from 31 to 40 thousands, 26.7% fell in category of 41 to 50 thousands, 25.3% had income from 51 thousands to 60 while 29.3% of respondents had above 60 thousand income.

3.1 Descriptive analysis

The table contains descriptive statistics of first independent variable in this study. Five columns of table describe frequencies and percentages of responses given by respondents. Final two columns describe mean and standard deviation. The data presented in table illustrate that mostly respondents are agreed upon the influence of foreign channels on youngsters.

Table 2: Electronic Media

Electronic Media	Strongly Agree		Agree		Neither Agree Nor Disagree		Disagree		Strongly Disagree		Mean	S.D.
	F.	%	F.	%	F.	%	F.	%	F.	%		
Statements	F.	%	F.	%	F.	%	F.	%	F.	%	Mean	S.D.
I prefer to watch Indian channels than Pakistani channels	32	21.3	49	32.7	19	12.7	35	23.3	15	10.0	2.68	1.312
Indian programs are better than Pakistani programs in Script	25	16.7	42	28.0	31	20.7	33	22.0	19	12.7	2.86	1.290
Media is responsible for changing value system of society	56	37.3	64	42.7	9	6.0	15	10.0	6	4.0	2.01	1.096
Media is promoting western culture in the name of modernization	53	35.3	63	42.0	17	11.3	11	7.3	6	4.0	2.03	1.062
Watching tv keeps me informed what is happening around the world	58	38.7	56	37.3	24	16.0	8	5.3	4	2.7	1.96	1.003
I like to watch Foreign channels	31	20.7	57	38.0	33	22.0	24	16.0	5	3.3	2.43	1.089
I watch Indian programs regularly	28	18.7	39	26.0	23	15.3	43	28.7	17	11.3	2.88	1.321

Table 2 illustrates the responses of respondents on the influence of foreign channels on youngsters. The response of 1st statement "I prefer to watch Indian channels than Pakistani channels" is positive as 32.7% showed agreed response and 23.3% of respondents showed disagreed response while 12.7% were neutral, 21.3% were strongly agree 10.0% were strongly disagree .

The 2nd statement "Indian programs are better than Pakistani programs in Script" shows that 28.0% respondents were agreed and 22.0% were disagreed to this statement while 20.7% were neutral, 16.7% were strongly agree and 12.7% were strongly disagree.

The 3rd statement of this table "Media is responsible for changing value system of society" reveals that 42.7% of

respondents were agree and 10.0% respondents were disagree while 6.0% were neutral, 37.3 were strongly agree and 4.0% were strongly disagree . So, majority of respondents has believed that media is changing the value system of Pakistani society.

The 4th statements “Media is promoting western culture in the name of modernization” indicates that majority of respondents 42.0% were agree and 7.3% were disagree while 35.3% were strongly agree, 2.03% responds were strongly disagree and 11.3% were neutral.

The 5th statement of this table “Watching tv keeps me informed what is happening around the world” shows that 38.7 respondents were strongly agree while 2.7% were strongly disagree with this statement while 37.3% were agree, 5.3% were disagree and 16.0% respondents were neutral.

The 6th statement “I like to watch foreign channels” reveals that 38.0% respondents were agree and 16.0% were disagree while 20.7% were strongly agree, 3.3% were strongly disagree and 22.0% respondents were neither agree nor disagree.

The 7th statement of this table “I watch Indian programs regularly” indicates that 28.7% respondents were disagree and 26.0% were agree with this statement while 18.7% were strongly agree, 11.3% were strongly disagree and 15.3% were neutral.

Table 3: Cultural Patterns

Cultural Patterns	Strongly Agree		Agree		Neither Agree Nor Disagree		Disagree		Strongly Disagree		Mean	S.D.
	F.	%	F.	%	F.	%	F.	%	F.	%		
Statements	F.	%	F.	%	F.	%	F.	%	F.	%	Mean	S.D.
Pakistani media is playing a vital role to promote Indian culture	39	26.0	84	56.0	8	5.3	8	5.3	11	7.3	2.12	1.086
I learn how to interact with others from media rather than other social institutions	36	24.0	71	47.3	16	10.7	18	12.0	9	6.0	2.29	1.137
Regular exposure to media helps me to develop views concerning social behavior	32	21.3	80	53.3	15	10.0	11	7.3	12	8.0	2.27	1.123
We are performing Indian traditions and customs in our ceremonies	40	26.7	58	38.7	23	15.3	15	10.0	14	9.3	2.37	1.239
Media is spoiling the real picture of Pakistani culture	34	22.7	73	48.7	18	12.0	15	10.0	10	6.7	2.29	1.127
Indian programs are affecting my social values	48	32.0	47	31.3	24	16.0	22	14.7	9	6.0	2.31	1.232
Youth is the most affected generation to adopt cultural changes	61	40.7	52	34.7	15	10.0	10	6.7	12	8.0	2.07	1.224

Table 3 depicts the responses of respondents on the influence of foreign media on our cultural patterns. The response of 1st statement “Pakistani media is playing a vital role to promote Indian Culture” is showed 56.0% agreed response while 5.3% of respondents showed disagreed response while 26.0% were strongly agree, 7.3% were strongly disagree while 5.3% respondents were neutral with this statement.

The 2nd statement “I learn how to interact with others from media rather than other social institutions” shows that 47.3% respondents were agreed and 12.0% were disagreed to this statement while 10.7% were neutral, 24.0% were strongly agree and 6.0% were strongly disagree.

The 3rd statement of this table “Regular exposure to media helps me to develop views concerning social behavior” reveals that 53.3% of respondents were agree and 7.3% respondents were disagree while 10.0% were neutral, 21.3% were strongly agree and 8.0% were strongly disagree with this statement.

The 4th statements “We are performing Indian traditions and customs in our ceremonies” indicates that majority of respondents 38.7% were agree and 10.0% were disagree while 26.7% were strongly agree, 9.3% responds were strongly disagree while 15.3% were neutral.

The 5th statement of this table “Media is spoiling the real picture of Pakistani culture” shows that 48.7% respondents were agree while 10.0% were disagree with this statement while 22.7% were strongly agree, 6.7% were strongly disagree and 12.0% respondents were neutral.

The 6th statement “Indian programs are affecting my social values” reveals that 32.0% respondents were strongly agree and 6.0% were strongly disagree while 31.3% were agree, 14.7% were disagree and 16.0% respondents were neither agree nor disagree.

The 7th statement of this table “Youth is the most affected generation to adopt cultural changes” indicates that 40.7% respondents were strongly agree and 8.0% were strongly disagree with this statement while 34.7% were agree, 6.7% were disagree and 10.0% were neutral.

Table 4: Life Style

Life Style	Strongly Agree		Agree		Neither Agree Nor Disagree		Disagree		Strongly Disagree		Mean	S.D.
	F.	%	F.	%	F.	%	F.	%	F.	%		
Statements	F.	%	F.	%	F.	%	F.	%	F.	%	Mean	S.D.
I desire to adopt the way of life portrayed in the tv programs	30	20.0	71	47.3	15	10.0	19	12.7	15	10.0	2.45	1.229
I have an impact of Indian style on my living manner	28	18.7	50	33.3	27	18.0	28	18.7	17	11.3	2.71	1.283
I watch tv channels due to celebrities and their lifestyle shown in different programs	26	17.3	65	43.3	21	14.0	24	16.0	14	9.3	2.57	1.217
The ideal and acceptable dressing style is as portrayed in the tv channels	30	20.0	56	37.3	27	18.0	28	18.7	9	6.0	2.53	1.180
Concept of veil in females is declining due to the influence of Indian/western culture	44	29.3	73	48.7	14	9.3	13	8.7	6	4.0	2.09	1.045
Tv programs made an impact on my daily life	31	20.7	72	48.0	17	11.3	15	10.0	15	10.0	2.41	1.210
Indian/western culture is affecting the life style of Pakistani people	50	33.3	64	42.7	12	8.0	13	8.7	11	7.3	2.14	1.187

Table 4 represents the responses of respondents about the effect of media on our lifestyle. The response of 1st statement “I desire to adopt the way of life portrayed in the tv programs” is showed 47.3% agreed response and 12.7% of respondents showed disagree response while 20.0% were strongly agree, 10.0% were strongly disagree while 10.0% respondents were neutral with this statement.

The 2nd statement “I have an impact of Indian style on my living manner” shows that 33.3% respondents were agreed and 18.7% were disagreed to this statement while 18.0% were neutral, 18.7% were strongly agree and 11.3% were strongly disagree.

The 3rd statement of this table “I watch tv channels due to celebrities and their lifestyle shown in different programs” reveals that 43.3% of respondents were agree and 16.0% respondents were disagree while 14.0% were neutral, 17.3% were strongly agree and 9.3% were strongly disagree with this statement.

The 4th statements “The ideal and acceptable dressing style is as portrayed in the tv channels” indicates that majority of respondents 37.3% were agree and 18.7% were disagree while 20.0% were strongly agree, 6.0% responds were strongly disagree while 18.0% were neutral.

The 5th statement of this table “Concept of veil in females is declining due to the influence of Indian/western culture” shows that 48.7% respondents were agree while 8.7% were disagree with this statement while 29.3% were strongly agree, 4.0% were strongly disagree and 9.3% respondents were neutral.

The 6th statement “Tv programs made an impact on my daily life” reveals that 42.7% respondents were agree and 10.0% were disagree while 20.7% were strongly agree, 7.3% were strongly disagree and 11.3% respondents were neither agree nor disagree.

The 7th statement of this table “Indian/western culture is affecting the life style of Pakistani people” indicates that 42.7% respondents were agree and 8.7% were disagree with this statement while 33.3% were strongly agree, 7.3% were strongly disagree and 8.0% were neutral.

Table 5: Violence

Violence	Strongly Agree		Agree		Neither Agree Nor Disagree		Disagree		Strongly Disagree		Mean	S.D.
	F.	%	F.	%	F.	%	F.	%	F.	%		
Statements	F.	%	F.	%	F.	%	F.	%	F.	%	Mean	S.D.
Programs on TV channels have negative impact on youngster's social behavior	47	31.3	81	54.0	5	3.3	8	5.3	8	5.3	2.05	1.260
Tv channels have influenced the youngsters to participate in crimes	32	21.3	81	54.0	22	14.7	11	7.3	4	2.7	2.16	.935

The ratio of kidnapping and murders has increased due to violence shown in movies	47	31.3	78	52.0	14	9.3	10	6.7	1	.7	1.93	.857
Youngsters are abundantly doing smoking due to impact of Indian and western channels	46	30.7	68	45.3	23	15.3	11	7.3	2	1.3	2.03	.937
Indian channels/movies are increasing violent behavior among youngsters	40	26.7	76	50.7	22	14.7	7	4.7	5	3.3	2.07	.949
Indian/western programs have brought a negative change in our Society	40	26.7	74	49.3	18	12.0	10	6.7	8	5.3	2.15	1.058
Violent or offensive acts are portrayed on tv channels	52	34.7	69	46.0	11	7.3	3	2.0	15	10.0	2.07	1.185

Table 5 illustrates the responses of respondents about the effect of media on the ratio of violence among Pakistani youth. The response of 1st statement "Programs on TV channels have negative impact on youngster's social behavior" is showed 54.0% agreed response and 5.3% of respondents showed disagree response while 31.3% were strongly agree, 15.3% were strongly disagree while 3.3% respondents were neutral with this statement.

The 2nd statement "Tv channels have influenced the youngsters to participate in crimes" shows that 54.0% respondents were agreed and 7.3% were disagreed to this statement while 14.7% were neutral, 21.3% were strongly agree and 2.7% were strongly disagree.

The 3rd statement of this table "The ratio of kidnapping and murders has increased due to violence shown in movies" reveals that 52.0% of respondents were agree and 6.7% respondents were disagree while 9.3% were neutral, 31.3% were strongly agree and .7% were strongly disagree with this statement.

The 4th statements "Youngsters are abundantly doing smoking due to impact of Indian and western channels" indicates that majority of respondents 45.3% were agree and 7.3% were disagree while 30.7% were strongly agree, 1.3% responds were strongly disagree while 15.3% were neutral.

The 5th statement of this table "Indian channels/movies are increasing violent behavior among youngsters" shows that 50.7% respondents were agree while 4.7% were disagree with this statement while 26.7% were strongly agree, 3.3% were strongly disagree and 14.7% respondents were neutral.

The 6th statement "Indian/western programs have brought a negative change in our Society" reveals that 49.3% respondents were agree and 6.7% were disagree while 26.7% were strongly agree, 5.3% were strongly disagree and 12.0% respondents were neither agree nor disagree.

The 7th statement of this table "Violent or offensive acts are portrayed on tv channels" indicates that 46.0% respondents were agree and 2.0% were disagree with this statement while 34.7% were strongly agree, 10.0% were strongly disagree and 7.3% were neutral.

Table 6: Language

Language	Strongly Agree		Agree		Neither Agree Nor Disagree		Disagree		Strongly Disagree		Mean	S.D.
	F.	%	F.	%	F.	%	F.	%	F.	%		
Statements	F.	%	F.	%	F.	%	F.	%	F.	%	Mean	S.D.
My language is being blended with Hindi after watching Indian channels	27	18.0	56	37.3	22	14.7	30	20.0	15	10.0	2.67	1.262
I learn how to speak English and other languages from media	51	34.0	55	36.7	20	13.3	13	8.7	11	7.3	2.19	1.206
I use Hindi words in my daily life	27	18.0	43	28.7	31	20.7	26	17.3	23	15.3	2.83	1.333
I feel proud while talking in English	43	28.7	57	38.0	24	16.0	12	8.0	14	9.3	2.31	1.232
English language is an important part of our social life	56	37.3	54	36.0	17	11.3	14	9.3	9	6.0	2.11	1.182
I feel superior while discussing in English	40	26.7	61	40.7	26	17.3	14	9.3	9	6.0	2.27	1.135
I feel ashamed when I cannot speak English	45	30.0	55	36.7	21	14.0	15	10.0	14	9.3	2.32	1.260

Table 6 demonstrates the responses of respondents about the effect of media on our language. The response of 1st statement "My language is being blended with Hindi after watching Indian channels" is showed 37.3% agreed response and 20.0% of respondents showed disagree response while 18.0% were strongly agree, 10.0% were strongly disagree while 14.7% respondents were neutral with this statement.

The 2nd statement "I learn how to speak English and other languages from media" shows that 36.7% respondents were agreed and 8.7% were disagreed to this statement while 13.3% were neutral, 34.0% were strongly agree and 7.3% were strongly disagree.

The 3rd statement of this table "I use Hindi words in my daily life" reveals that 28.7% of respondents were agree and 17.3% respondents were disagree while 20.7% were neutral, 18.0% were strongly agree and 15.3% were strongly disagree with this statement.

The 4th statements "I feel proud while talking in English" indicates that majority of respondents 38.0% were agree and 8.0% were disagree while 28.7% were strongly agree, 9.3% responds were strongly disagree while 16.0% were neutral.

The 5th statement of this table "English language is an important part of our social life" shows that 37.3% respondents were strongly agree while 6.0% were strongly disagree with this statement while 36.0% were agree, 9.3% were disagree and 11.3% respondents were neutral.

The 6th statement "I feel superior while discussing in English" reveals that 40.7% respondents were agree and 9.3% were disagree while 26.7% were strongly agree, 6.0% were strongly disagree and 17.3% respondents were neither agree nor disagree.

The 7th statement of this table "I feel ashamed when I cannot speak English" indicates that 36.7% respondents were agree and 10.0% were disagree with this statement while 30.0% were strongly agree, 9.3% were strongly disagree and 14.0% were neutral.

Table 7: Identity

Identity	Strongly Agree		Agree		Neither Agree Nor Disagree		Disagree		Strongly Disagree		Mean	S.D.
	F.	%	F.	%	F.	%	F.	%	F.	%		
I like to change myself according to new trends shown in tv channels	21	14.0	81	54.0	14	9.3	18	12.0	16	10.7	2.51	1.191
I like Chinese and fast food than traditional foods	41	27.3	53	35.3	19	12.7	17	11.3	20	13.3	2.48	1.355
I have an impact of Indian style of dressing	22	14.7	55	36.7	21	14.0	34	22.7	18	12.0	2.81	1.278
I actively participate in basant	30	20.0	47	31.3	32	21.3	24	16.0	17	11.3	2.67	1.277
I like to introduce myself as a modern person rather than as a traditional	32	21.3	55	36.7	27	18.0	24	16.0	12	8.0	2.53	1.219
Preference of foreign clothes has increased	45	30.0	66	44.0	21	14.0	11	7.3	7	4.7	2.13	1.070
I like to celebrate birthday parties	43	28.7	68	45.3	16	10.7	13	8.7	10	6.7	2.19	1.145
Identity Crisis is clearly visible in the actions of Pakistani youth	49	32.7	61	40.7	22	14.7	12	8.0	6	4.0	2.10	1.073

Table 7 represents the responses of respondents about the effect of foreign media on our Identity. The response of 1st statement "I like to change myself according to new trends shown in tv channels" is showed 54.0% agreed response and 12.0% of respondents showed disagree response while 14.0% were strongly agree, 10.7% were strongly disagree while 9.3% respondents were neutral with this statement.

The 2nd statement "I like Chinese and fast food than traditional foods" shows that 35.3% respondents were agreed and 11.3% were disagreed to this statement while 12.7% were neutral, 27.3% were strongly agree and 13.3% were strongly disagree.

The 3rd statement of this table "I have an impact of Indian style of dressing" reveals that 36.7% of respondents were agree and 22.7% respondents were disagree while 14.0% were neutral, 14.7% were strongly agree and 12.0% were strongly disagree with this statement.

The 4th statements "I actively participate in basant" indicates that majority of respondents 31.3% were agree and 16.0% were disagree while 20.0% were strongly agree, 11.3% responds were strongly disagree while 21.3% were neutral.

The 5th statement of this table "I like to introduce myself as a modern person rather than as a traditional" shows that 36.7% respondents were agree and 7.3% were disagree with this statement while 21.3% were strongly agree, 8.0% were strongly disagree and 18.0% respondents were neutral.

The 6th statement "Preference of foreign clothes has increased" reveals that 44.0% respondents were agree and

7.3% were disagree while 30.0% were strongly agree, 4.7% were strongly disagree and 14.0% respondents were neither agree nor disagree.

The 7th statement of this table "I like to celebrate birthday parties" indicates that 45.3% respondents were agree and 8.7% were disagree with this statement while 28.7% were strongly agree, 6.7% were strongly disagree and 10.7% were neutral.

The 8th statement of last table "Identity Crisis is clearly visible in the actions of Pakistani youth" shows that 40.7% respondents were agree with this statement and 8.0% were disagree while 32.7% were strongly agree, 4.0% were strongly disagree and 14.7% respondents were neither agree nor disagree.

(Bi-variate Analysis)

4. Testing of Hypothesis

4.1 Hypothesis 1: Media plays a significant role in changing life style of youngsters.

Table 8: Association between attitude towards media and changing life style

Attitude towards media	Changing life style			Total
	Low	Medium	High	
Low	13	10	1	24
	54.2%	41.7%	4.2%	100.0%
Medium	4	33	31	68
	5.9%	48.5%	45.6%	100.0%
High	5	15	38	58
	8.6%	25.9%	65.5%	100.0%
Total	22	58	70	150
	14.7%	38.7%	46.7%	100.0%

Chi-square = 48.50; d.f. = 4; P-value = .000**; Gamma = .596; ** = Highly significant

Table 8 presents the association between attitude towards media by the respondents and changing in their life style. Chi-square value (48.50) shows a highly significant (P=.000) association between attitude towards media by the respondents and changing in their life style. Gamma value shows a positive relationship between the variables. It means if the respondents had more favourable attitude towards media, then they had more change in their life as compared to low attitude towards media. So the hypothesis "Media plays a significant role in changing life style of youngsters" is accepted.

4.2 Hypothesis 2: Frequency of exposure to media plays a vital role in changing our cultural patterns.

Table 9: Association between attitude towards media and changing our cultural pattern

Time spend with media (hours)	Changing in cultural pattern			Total
	Low	Medium	High	
1-2	12	31	20	63
	19.1%	49.2%	31.7%	100.0%
3-4	5	18	37	60
	8.3%	30.0%	61.7%	100.0%
5-6	3	5	19	27
	11.1%	18.5%	70.4%	100.0%
Total	20	54	76	150
	13.3%	36.0%	50.7%	100.0%

Chi-square = 27.94; d.f. = 4; P-value = .000**; Gamma = .384; ** = Highly significant

Table 9 presents the association between times spend with media by the respondents and changing in their cultural pattern. Chi-square value (27.94) shows a highly significant (P=.000) association between time spend with media by the respondents and changing in their cultural pattern. Gamma value shows a positive relationship between the variables. It means if the respondents were spending more time with media then they had more changes in their cultural pattern. So the hypothesis "Frequency of exposure to media plays a vital role in changing our cultural patterns" is accepted.

4.3 Hypothesis 3: Media of foreign countries strongly cause the identity crises among Pakistani youth.

Table 10: Association between attitude towards media and identity crisis among Pakistani youth

Attitude towards media	Identity crisis among Pakistani youth			Total
	Low	Medium	High	
Low	12	11	1	24
	50.0%	45.8%	4.2%	100.0%
Medium	9	32	27	68
	13.2%	47.1%	39.7%	100.0%
High	2	18	38	58
	3.4%	31.0%	65.5%	100.0%
Total	23	61	66	150
	15.3%	40.7%	44.0%	100.0%

Chi-square = 41.55; d.f. = 4; P-value = .000**; Gamma = .658; ** = Highly significant

Table 10 presents the association between attitude towards media of the respondents and identity crisis among Pakistani youth. Chi-square value (41.55) shows a highly significant (P=.000) association between attitude towards media of the respondents and identity crisis among Pakistani youth. Gamma value shows a positive relationship between the variables. It means youth attitude towards media positively associated with the identity crisis among Pakistan youth. So the hypothesis "Media of foreign countries strongly cause the identity crises among Pakistani youth" is accepted.

5. Conclusion

In this research, I investigated whether International media has influence on Pakistani youth or not. Analysis and interpretation of data have empirically demonstrated that International media has strongly influence youngsters in negative direction. It is found that these channels has vital role in replacing Pakistani culture with other cultures and changing life style, language and other aspects of Pakistani people. The results of the study showed that youngsters frequently watched international channels and frequent exposure to these channels plays a significant role in shaping their life style and identity.

Moreover, the teenagers admitted that the programs shown television portray the modern lifestyle, although some of them declined that it was the ideal lifestyle which they will like to adopt, especially the lifestyle of celebrities shown in these programs and they learnt some social values from TV such as fashion, communication, life style etc.

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