

## THE IMPACT OF INDIAN DRAMAS ON LANGUAGE IN PAKISTAN

Masroor Khanum\*  
Kausar Rahmati Khan\*\*

### Abstract

*This study investigates the Impact of Indian Dramas on Language in Pakistan through survey methodology. A questionnaire was used as a tool of data collection. In this research the researcher recorded the opinion of people about the Impact of Indian Dramas on Language. Researcher recorded the gender, age group, educational background, social status, habits of watching Indian dramas and their impacts on language of people and children. This research was done on both the gender. Results show that Indian media has some effects on language and people use Hindi phrases and words intentionally or unintentionally.*

**Keywords:** Indian dramas, media, language, impact,

### Introduction

Electronic and print media are playing very important roles in our daily life and without these media one is paralyzed. (Rob Kling and Geoffrey McKim2000)<sup>1</sup> Indian dramas have dangerous impact on Pakistan's media, language, culture and public. The Star Plus is one of the leading channels of India and it is favorite TV channel of Pakistani, almost more than other TV channels especially for females. Because of Indian media Pakistani Children are more aware from Hindu culture and Hindi language than their own culture and language; children mix Hindi words in Urdu language and use it in their daily routine (Zia 2003)<sup>2</sup>. Important fact is that no matter how far we progress, the impact of Indian dramas is so strong that it will take a good amount of time to take it off. It is not a matter of weeks or months but years.

The impact of Indian dramas is very strong now. The wearing of heavy colorful jewelry, using words in language and showing their culture in daily life; are the impacts of Indian dramas. Indian dramas have played a major role in distorting our Pakistani culture. Pakistan is a Muslim country but people have gained western and Indian culture due to modernization and westernization. Indian dramas also have a major impact on our language. Our daily life language has faced a severe change under the impact of India dramas. It is obvious that by the time, we are losing command over our mother tongue due to the reason that we are highly influenced by Indian dramas and the language used

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\* Masroor Khanum, Ph.D., Assistant Professor, Department of Mass Communication, Federal Urdu University

\*\* Kausar Rahmati Khan, Research Student, Department of Mass Communication, Federal Urdu University

<sup>1</sup> Kling, Rob and and Geoffrey McKim. 2000. Not just a matter of time: Field differences and the shaping of electronic media in supporting scientific communication. Journal of the American Society for Information Science, Volume 51, Issue 14, pages 1306–1320, 2000.

<sup>2</sup> Zia A (2003) Consumption of cable television, a research report published in: cable television, A vision of the future. Pakistan Electronic Media Regulatory Authority Islamabad, Pakistan 56-61.

in it. Our society is highly influenced by Indian festivals and celebrations that we are always eager to watch our favorite Indian drama on any particular occasion. In our weddings, the concept of dance floor on Mehendi function, which we consider very stylish, is basically the impact of Indian dramas. The Muslims were highly affected by the Hindi 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.

It is through these Indian dramas that we are going away from our culture and tradition. Pakistan has an impact of Indian dressing culture as well. The examples are Sarhi, sleeveless dressing, short shirts, less use of cheddar, etc. (Batool, 2007)<sup>3</sup>. On special occasions, ladies use to wear Indian dresses and jewelry. Indian dramas have an effect on women and children largely. These trends have nothing to do with our native Pakistani culture. The bad thing is we have stopped to differentiate between our culture and Indian culture which clearly is an impact of Indian dramas.

Pakistani public like Indian films, dramas and advertisements and they learn a lot of things from the Indian media. It is always a tradition that culture is a backbone of every society; it is the identification of a nation. Pakistan is a Muslim country and Pakistani culture has different belief, ideas, values which are highly influenced by the religion of Islam. In Pakistan Islam sets the code of ethics in the cultural life for the people of Pakistan. Pakistan was founded on the basis of Islam, culture, beliefs and ideology which is different from Hinduism. But Pakistani public gained western and Indian culture due to modernization and westernization and may be globalization.

Dramas always play an important role in society of Pakistan and they have been very famous since the television was introduced as new medium. There is a long list of writers and dramas which made markets deserted at their time. Still Pakistani drama industry is very good and great. Pakistani drama channels such as Indus Vision, ARY digital, Hum TV and Geo entertainment, etc., are producing excellent dramas. But even then the Indian dramas have frequent and severe negative impact on social, cultural, religious beliefs and values of Pakistani youth. We all are accepting it. These effects are clearly visible on lifestyles, food, dressing, language, traditional celebrations and religion. When we look around us, find fashion everywhere, girls or boys wearing fashionable clothes, sitting together, full makeup, stylish haircuts etc. Teenagers behave like elders the media is now introducing new trends, behaviors, attitudes and standards for a modern life which greatly affected the society. Media play an important role in the support of Hindi language in Pakistan. People, usually watch Indian programs and they adopt many Hindi words. They use Hindi words in daily routine such as didi (sister), jeeja (brother in law), shanty (sakoon) vishwas (trust), pati (husband). Indian television shows use Sanskrit during comparing as well. Words such as Namaste, maharani and chinta, which have been an inherent part of Sanskritized Hindi, have entered standard

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<sup>3</sup> Batool, U.2007. What Are Impacts of Indian Dressing in Pakistan? Society and Politics. n.d.): n. pag. Web.

usage in Pakistan due to the influence of these soaps and Bollywood movies and Indian dramas. (Arshad et al. 2014)<sup>4</sup>.

Media is responsible for the modernization and westernization and it has a negative impact on the original culture, which is given by Islam. The bad effects of the Indian style of dressing that we have adapted through media is destroying our society. The examples are wearing off Sarhi, Sleeveless, dressing, short shirts, less use of cheddars, etc. In parties ladies use to wear Indian culture to show off. People have learned these things through Indian dramas and movies. Now, people like to wear Sarhi, Patiala Shalwar, Chori Pajama, sleeveless dress, short shirts and less use of chadar (veil) etc. (Batoool, 2007)<sup>5</sup>.

### **Aims and Objectives of this Study**

1. To explore how Indian dramas affect the viewers.
2. To explore the Indian media trying to cultivate their culture in our society.
3. To find out how much Indian dramas lead to adoption of Indian language.

Television has strong and deep rooted impact on the viewers because TV has power to build opinion and to change the opinion of viewers (McQuail, 2005)<sup>6</sup>. TV performs its function by supplying information to the viewers through dramas and other information based programs (Ahtesham, Z. 1998)<sup>7</sup>. PTV dramas are most popular among the viewers due to their creativity; in Pakistan most of the dramas are made on different social issues .The basic objective to produce such dramas is to create the awareness among the viewers regarding different social issues. The reason of the popularity of PTV dramas is creative script, strong story, and powerful direction and is characters. The overall message delivered in PTV dramas is based on single idea. PTV dramas are the representative of Pakistani cultural norms and values. Pakistani drama is considered the leader in the drama industry of subcontinent. But even then Indian dramas are destroying Pakistani culture.

### **Literature Review**

The focal point of this study is to observe the impact of Indian drama on language in Pakistan. Electronic and print media are playing very important roles in our daily life and without these media we are paralyzed. (Rob Kling and Geoffrey McKim2000)<sup>7</sup> It is through these Indian dramas that we are going away from our culture and tradition. Pakistan has an impact of Indian dressing culture as well The examples are Sarhi,

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<sup>4</sup> Ali A, Khalid A, Hassan SA (2014) The Impact of Indian Dramas on Language and Dressing of Females. J Mass Communicat Journalism 4:186. doi:10.4172/2165-7912.1000186

<sup>5</sup> Batoool, U. *op.cit.* 2007

<sup>6</sup> McQuail D, Windahl S (1993) Communication models for the study of mass communication. London: Longman 100.

<sup>7</sup> T. Ahtesham, Z.. (1998). The Effect of PTV dramas on the wedding ceremonies and thoughts. Unpublished master's thesis, BZU, Multan, Pakistan.

sleeveless dressing, short shirts, less use of cheddar, etc. (Batoool, 2007)<sup>8</sup>. Dramas always play an important role in society of Pakistan and they have been very famous since the television was introduced as new medium. Indian television shows use Sanskrit during comparing as well. Words such as Namaste, maharani and chinta, which have been an inherent part of Sanskritized Hindi, have entered standard usage in Pakistan due to the influence of these soaps and Bollywood movies and Indian dramas. (Arshad et al. 2014)<sup>9</sup>. In parties ladies use to wear Indian culture to show off. People have learned these things through Indian dramas and movies. Now, people like to wear Sarhi, Patiala Shalwar, Chori Pajama, sleeveless dress, short shirts and less use of chadar (veil) etc. (Batoool, 2007)<sup>10</sup>.

This is to evaluate the effects of on women's life patterns in respect of language and dressing style in village Sehawal. Joshi (1985)<sup>8</sup> has surveyed the participation of women in decision making at Indian television (Door Darshan). A survey of women viewers in Madras city indicates the superficiality of women's programs. (Krishnaswamy, 1986 as cited in Tamakuwala, 2011)<sup>9</sup>. A study conducted by Saleem (1994)<sup>11</sup> "Cultural Imperialism: A case study of the impact of dish antenna on Pakistani society" concluded that dish antenna's programmers are successfully influencing the socio-cultural and religious beliefs and values of Pakistani viewers. An alarming issue came to light that projection of other cultures and values has compelled 36 percent respondents from all to think that Islam is a conservative religion and they appreciated socioeconomic and religious values of western societies.

A survey conducted by Rahim (1994)<sup>12</sup> indicated the change in the lifestyle of women in Hyderabad. He reports the changes in the behavior of typical housewives in many ways. The interaction with husband and children rejoiced. Time spend in socialism also decreased. Cooking pattern changed, resulting in the introduction of new dishes. Dress, outlook and appearance were disturbed along with language. The effect of dish antenna on PTV dramas by Noreen Shafiq (1995)<sup>13</sup> concluded that the number of private satellite channels was increasing. PTV was not producing new and interesting programmers, for the public. The standard of programmers was falling. With the arrival of dish antenna people liked to watch Zee TV and enjoyed BBC. Now there were ten channels in Urdu language at the same time, so one could judge the position of PTV.

The survey research concludes that the social-cultural thinking of Pakistani youth is under the foreign cultural values through these Star Plus dramas Shahbaz (2004)<sup>14</sup>

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<sup>8</sup> Batoool, U. *op.cit.*

<sup>9</sup> Ali A, et.al. *op.cit.* (2014)

<sup>10</sup> Batoool, U.*op.cit.*

<sup>11</sup> Rahim, A. (1994). Impact of cable TV on television and video viewing in Hyderabad: A survey. *Media Asia: an Asian mass communication quarterly*, 21 (1), 15-20.

<sup>12</sup> Shafiq, N. (1995). The effect of the dish antenna on PTV dramas. Unpublished Master's Thesis, Department of Mass Communication, BahauddinZakariya University, Multan. Pakistan.

<sup>13</sup> Shahbaz, Z.(2004). Impact of cable TV channels Star Plus soap operas on social and cultural norms and values of Pakistani youth. (P.123) Unpublished master's thesis, Department of Mass Communication, Lahore College for Women University, Lahore.

<sup>14</sup> McQuail, D.,&Windahl, S. (1993). *Communication models for the study of mass communication.* (p. 100). London: Longman.

emphasizes on the influence or impact of daily night transmission of Star Plus family dramas on social and cultural values and norms of Pakistani youth of the middle class. They are also affecting the language, fashion, food and architect, social behavior and daily life style of Pakistani society. These dramas have increased the generation gap too. And through these dramas, Pakistani youths have become more money oriented. They have created an impact on the lifestyle of middle class Pakistani youth and influenced the thoughts of modernist and traditionalist thinkers. The Star Plus dramas have frequent and intensive negative impact of Pakistani youth's social and cultural norms and values.

The Cultivation Theory asserts that heavy viewers' attitudes are cultivated primarily by what they watch on television. Gerbner views this television world as "not a window on or a reflection of the world, but a world in itself" (McQuail, 1993: 100)<sup>15</sup>. Cultivation Theory, in its most basic form, suggests that television is responsible for shaping or cultivating viewers' conceptions of social reality. The combined effect of massive television exposure by viewers over time subtly shapes the perception of social reality for individuals and, ultimately, for our culture as a whole. Thus, cultivation research is in the effects tradition. Cultivation theorists argue that television has long-term effects which are small, gradual, indirect but cumulative and significant. Nonetheless, the Gerbner's work presents a Social Psychology Theory on communication effect on persuasion. (Arshad Ali 2014)<sup>16</sup>.

### **Methodology**

A survey method was used to investigate the impact of Indian dramas on language of people. It included people of all ages from young to old and gender males and females. Survey was done on the ages of Under 18, 18-25, 26-35, Above 35. Males and females both the gender. Researcher measured the Impact of Indian Dramas on Language in Pakistan on different age group and gender. The units of analysis of the present study are the people of different age group and gender. 17 people attempted survey. Researcher measured the effect of Indian dramas on language.

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<sup>15</sup> Ali A. (2014), The Impact of Indian Dramas on Language and Dressing of Females. IOSR Journal Of Humanities And Social Science (IOSR-JHSS) Volume 19, Issue 1, Ver. XI (Feb. 2014), PP 66-71 e-ISSN: 2279-0837, p-ISSN: 2279-0845. [www.iosrjournals.org](http://www.iosrjournals.org) [www.iosrjournals.org](http://www.iosrjournals.org) .

<sup>16</sup> Ali A, Khalid A, Hassan SA (2014) The Impact of Indian Dramas on Language and Dressing of Females. J Mass Communicat Journalism 4:186. doi:10.4172/2165-7912.1000186

**What is your gender?****Table .1**

Choices	Totals	Percentage%
Male	6	40%
Female	9	60%

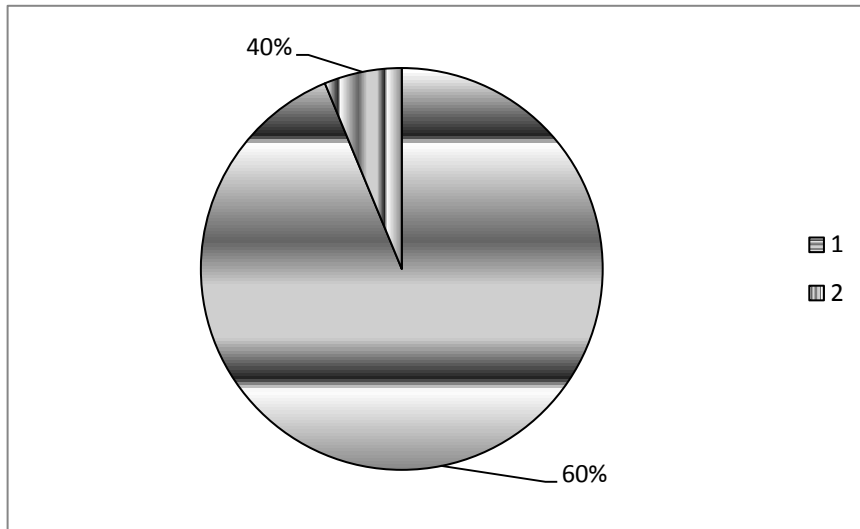
**Results**

Table 1 shows that there were 40% males and 60% females who are interested in this topic. They like to answer questionnaire related to the impact on Urdu language on Hindi. It means that females are more interested in this topic because their ratio is 60%.

**What is your age group?****Table .2**

Choices	Totals	Percentage%
Under 18	0	0%
18-25	7	41.2%
26-35	6	35.3%
Above 35	4	23.5%

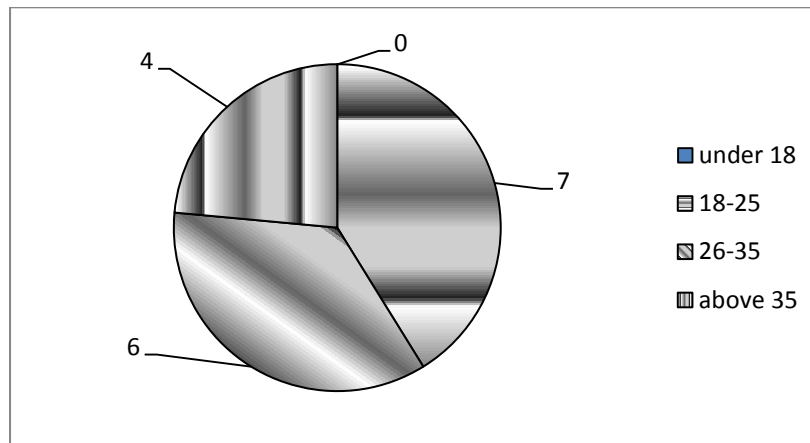
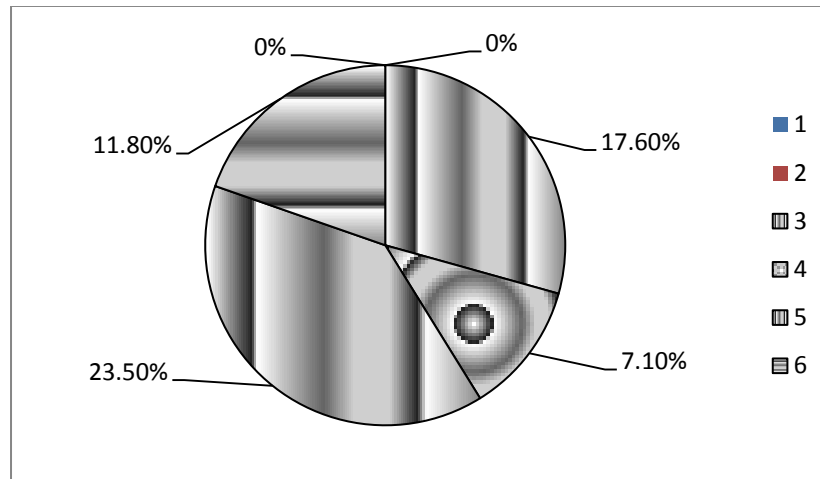
**Results**

Table 2 shows the age group who are interested in this topic under 18 did not attempt it. 18-25 means 41.2% like to talk on this topic. Age 26-35, 35.3% like this topic and Above 35 means 23.5% like this topic because of their exposure to the media.

### What is the highest level of education you have completed?

Table .3

Choices	Totals	Percentage%
Primary school or below	0	0%
Matriculation/O Level	0	0%
Intermediate/A Level	3	17.6%
Undergraduate	4	7.1%
Post-graduate	8	23.5%
Above	2	11.8%



### Results

Table 3 shows the education level of the people who attended this questionnaire. 17.6% are Intermediate, 7.1% are undergraduates, and 23.5% postgraduate and 11.8% are above this qualification. It shows that all people who have filled this questionnaire are educated they have sense of every kind of knowledge to have their own opinion which can be said mature mind opinion about media and language and impact of language.



**What is your employment status?****Table .4**

Choices	Totals	Percentage %
Employed:	7	41.2%
Self-employed	2	11.8%
Unemployed	7	41.2%
Other	1	5.9%

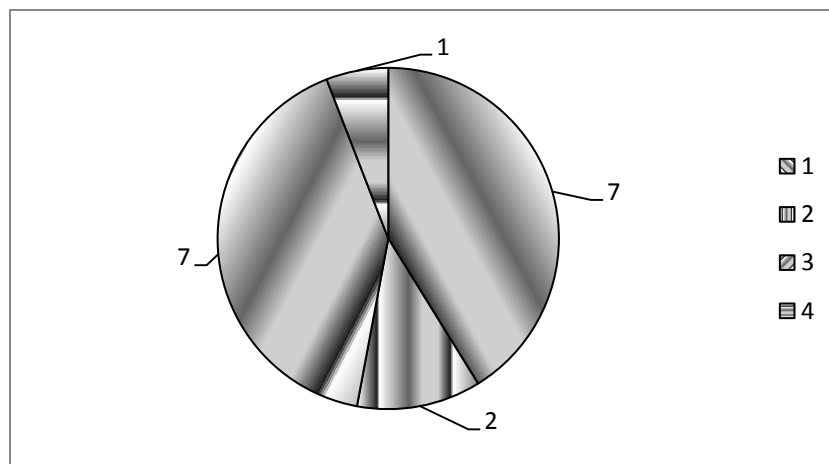
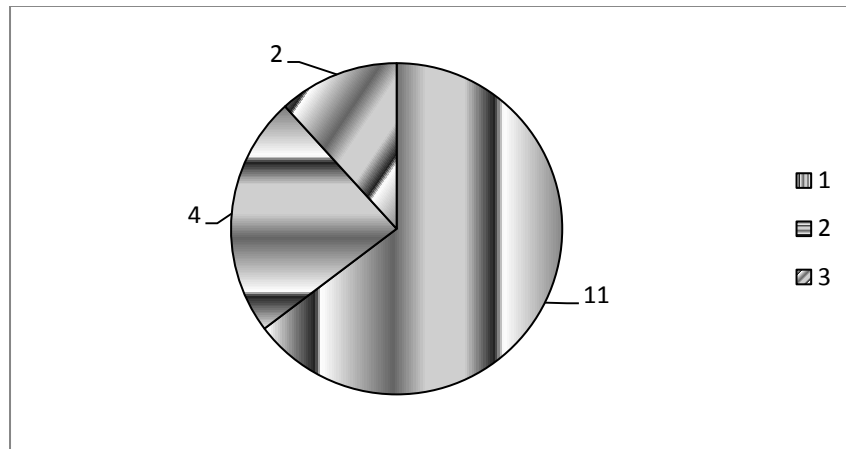
**Results**

Table 4 shows the employment status of the people who attended this questionnaire. Table 4 shows that 41.2% are employed , 11.8% are Self-employed, 41.2% are Unemployed and 5.9% Others, they have sense of every kind of knowledge to have their own opinion which can be said mature mind opinion about media and language and impact of language.

### What is your mother tongue?

**Table.5**

Choices	Total	Percentage%
Urdu	11	64.70%
Punjabi	4	23.52%
Gujrati	2	11.76%



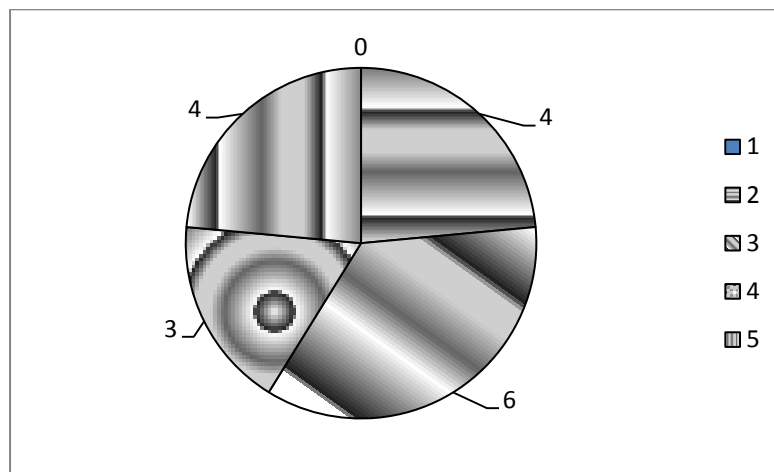
### Results

Table 5 shows the mother tongue which plays a very important role in a person's life. It builds the whole human nature, its culture and history. 64.70% have Urdu as mother tongue, 23.52% have Punjabi as mother tongue and 11.76% have Gujrati as mother tongue.

### What secondary language(s) do you speak?

**Table 6.**

Choices	Total	Percentage%
None	0	0%
English	4	23.52%
Urdu, Sindhi, English	6	35.29%
Urdu, English	3	17.64%
English, Punjabi	4	23.52%



### Results

Table 6 shows secondary language(s) of the people, 23.52% have English as secondary language, 35.29% have Urdu, Sindhi, English as secondary language, 17.64% Urdu, English and 23.52% English, Punjabi.

**Do you watch Indian dramas?****Table .7**

Choices	Totals	Percentage%
Yes	7	41.2%
No	10	58.8%

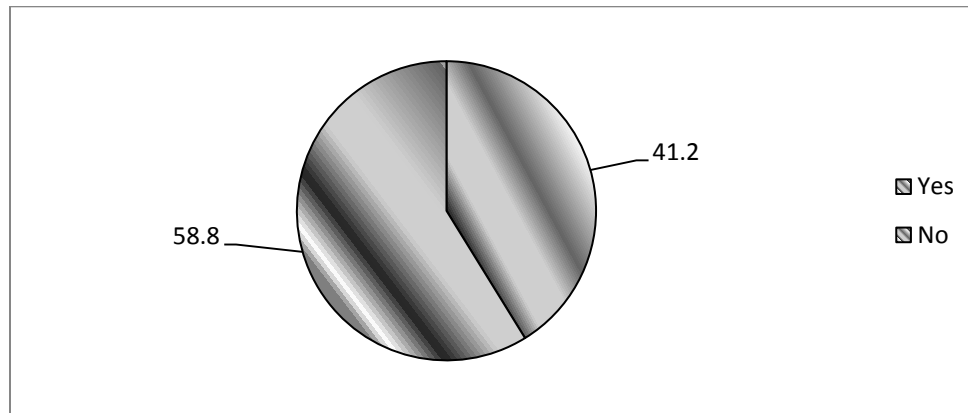
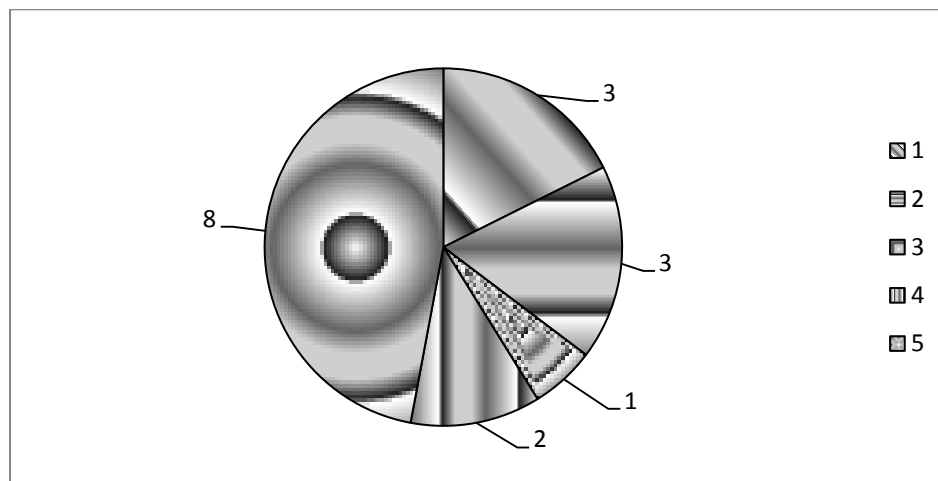
**Results**

Table 7 shows watching Indian dramas 41.2% people watch Indian dramas and 58.8% people do not watch Indian dramas.

### 8. How often do you watch Indian dramas?

Table .8

Choices	Totals	Percentage%
Daily	3	17.6%
Weekly	3	17.6%
Monthly	1	5.9%
Once in six months or more	2	11.8%
Never	8	47.1%



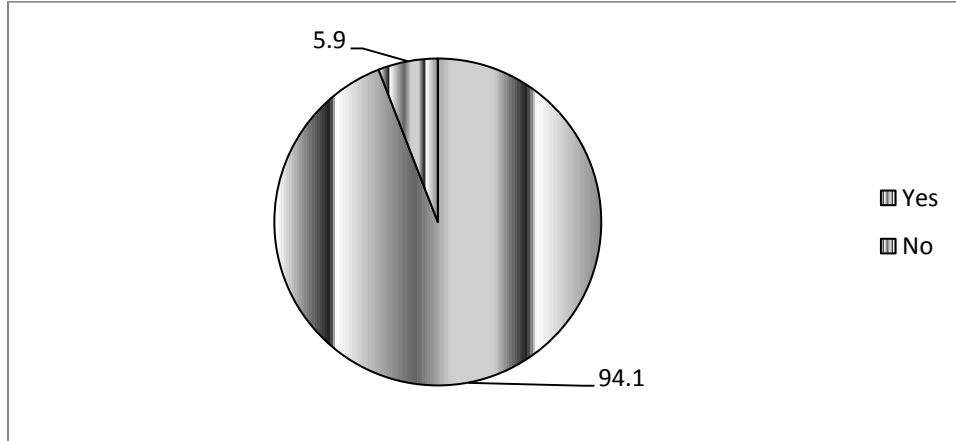
#### Results

Table 8 shows frequency of watching Indian dramas 17.6% people watch Indian dramas daily, 17.6% people watch Indian dramas weekly, 5.9% people watch Indian dramas monthly, 11.8% people watch Indian dramas Once in six months or more and 47.1% people never watch Indian dramas.

**Do you think Indian dramas have had an impact on our language?**

**Table .9**

Choices	Totals	percentage%
Yes	16	94.1%
No	1	5.9%



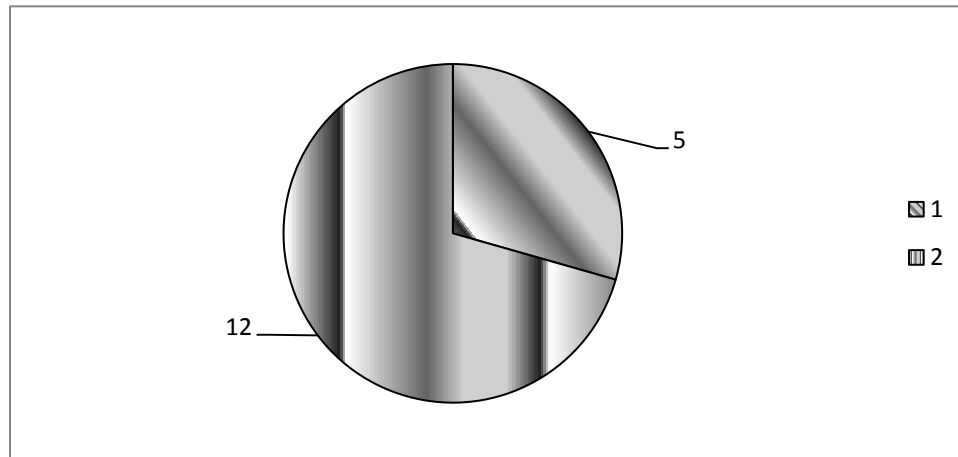
**Results**

Table 9 shows Indian dramas have had an impact on our language 94.1% opinions are with yes means that Indian dramas have had an impact on our language and 5.9% opinions are with no means that Indian dramas have had no impact on our language.

### 10. Do you find yourself using their language (idioms, phrases, expressions)?

**Table.10**

Choices	Totals	Percentage%
Yes	5	29.4%
No	12	70.6%



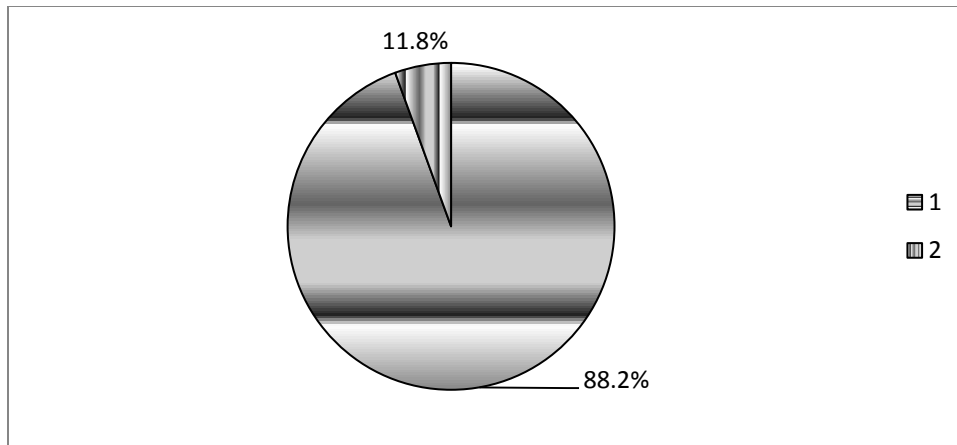
### Results

Table 10 shows Do you find yourself using their language (idioms, phrases, expressions)? 29.4% People find themselves to use Indian idioms, phrases, expressions and 70.6% do not use.

### Do you find others using Indian language?

**Table. 11**

Choices	Totals	Percentage%
Yes	15	88.2%
No	2	11.8%



### Results

Table 11 shows Do you find others using Indian language? 88.2% people have experience to find others using Indian language and 11.8% people have experience not to find others using Indian language.

### What Indian phrases have become most common in Pakistan? List any you can think of.

- |                    |                 |
|--------------------|-----------------|
| 1. Shanti          | 10. aatankwaadh |
| 2. dimaaGh ki dahi | 11. raakshas    |
| 3. samassiya       | 12. niyam       |
| 4. chunaaao        | 13. hathyachaar |
| 5. kartavviya      | 14. sundae      |
| 6. parampara       | 15. Bali        |
| 7. Wishwaasghaat   | 16. Parivar     |
| 8. anneyae         | 17. vishvas     |
| 9. vichaar         | 18. sundar      |

### Results

12. What Indian phrases have become most common in Pakistan? List any you can think of. We can see that the following words are used by people:

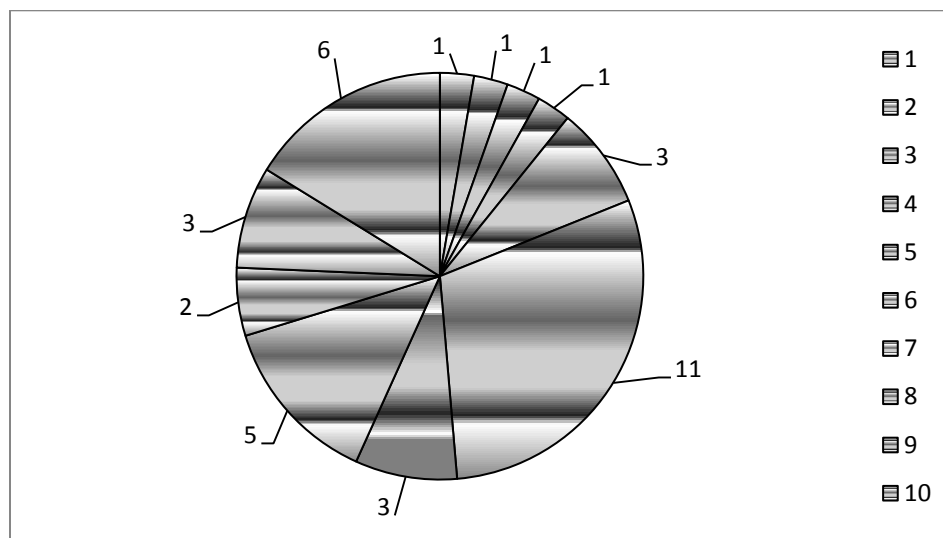
Shanti, dimaaGh ki dahi, samassiya, chunaaao, kartavviya, parampara, Wishwaasghaat, anneyae, vichaar, aatankwaadh, raakshas, niyam, hathyachaar, sundae, Bali, Parivar, vishvas, sundar,



### How many of these words/phrases do you use?

**Table. 13**

Choices	Totals	Percentage%
Bali Charhana:	1	3.8%
Vishvaas	1	3.8%
Vishvaasgath	1	3.8%
Shanti	1	11.5%
Bali Charhana	3	3.8%
Sundar	11	1.5%
Asherwaad	3	19.2%
Waat lag gayi	5	7.7%
Charcha	2	11.5%
Patni	3	3.8%
Mamu bana diya	6	23.1%



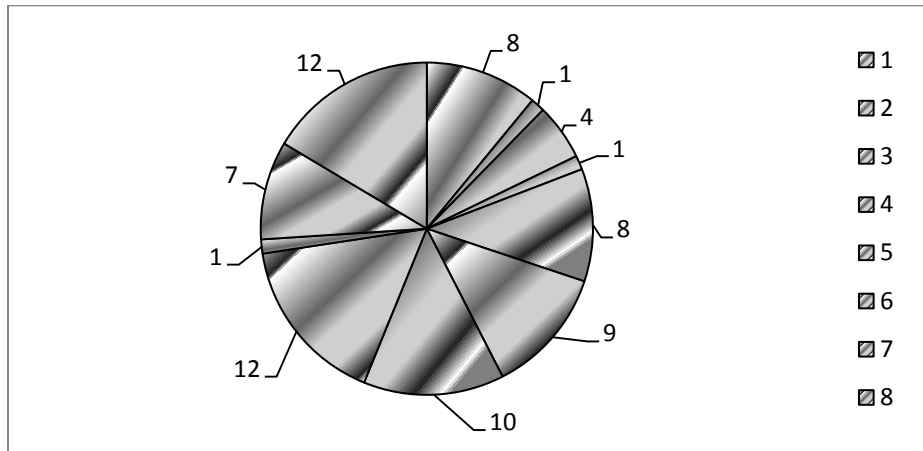
### Results

Table 13 shows the frequency of words/phrases used by people. 3.8% Bali Charhana is used, 3.8% Vishvaas is used by people, 3.8% Vishvaasgath is used by people, 11.5% Shanti is used by people, 3.8% Bali Charhana is used by people, 1.5% Sundar is used by people, 19.2% Asherwaad is used by people, 7.7% Waat lag gayi is used by people, 11.5% Charcha is used by people, 3.8% Patni is used by people, 23.1% Mamu bana diya is used by people. It means that 23.1% Mamu bana diya is used by people and it is most used and common among people. Then 19.2% Asherwaad is used by people on second number and then word Charcha is very common.

### How many of these phrases have you heard others use?

Table .14

Choices	Totals	Percentages%
Bali Charhana:	8	11.2%
Vishvaas	1	14.1%
Vishvaasgath	4	13.3%
Shanti	1	38.2%
Bali Charhana	8	9.2%
Sunder	9	10.2%
Ashirwaad	10	12.2%
Waat lag gayi	12	12.2%
Charcha	1	27.1%
Patni	7	12.2%
Mamu bana diya	12	12.2%



### Results

Table 14 shows the question number 14 that the use of following phrases by others frequency of words/phrases used by people. 11.2% Bali Charhana is used, 14.1% Vishvaas is used by people, 13.3% Vishvaasgath is used by people, 38.2% Shanti is used by people, 9.2% Bali Charhana is used by people, 10.2% Sunder is used by people, 12.2% Ashirwaad is used by people, 12.2% Waat lag gayi is used by people, 27.1% Charcha is used by people, 12.2% Patni is used by people, 12.2% Mamu bana diya is used by people. It means that shanti is very common 38.2% is used, then charcha 27.1%, 14.1% Vishvaas is used by people.

**Have you heard children use these phrases?****Table .15**

Choices	Totals	Percentage%
Yes	14	82.4%
No	3	17.6%

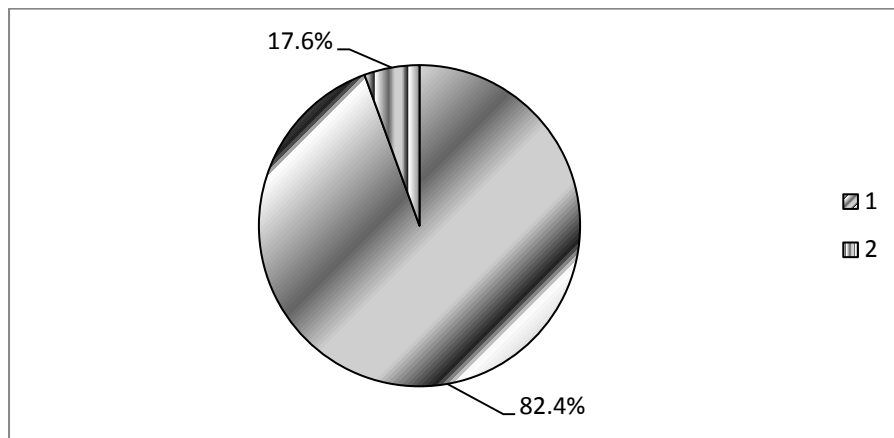
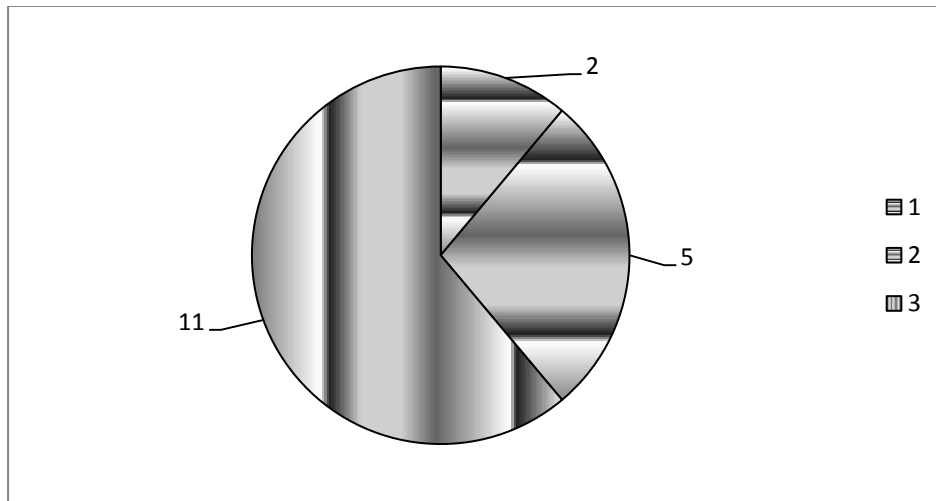
**Results**

Table 15 shows the use of these phrases by children. 82.4% children use them. 17.6% children do not use these phrases.

### 16. How do you feel about the spread of Hindi phrases/words in Pakistan?

Table .16

Choices	Totals	Percentage%
Good	2	11.6%
Neutral	5	29.4%
Bad	11	64.7%



#### Results

Table 16 shows feelings about the spread of Hindi phrases/words in Pakistan. 11.6% people feel good, 29.4% feels Neutral and 64.7% feels bad. Results show that majority of the people do not like Indian words in Pakistan.

**17. Why do you think this is good? (If you chose good in question above)**

It's good to use such words sometimes

4 13.3%

This is not good because it's Pakistan not India so we should use Urdu in our country

13 76.47%

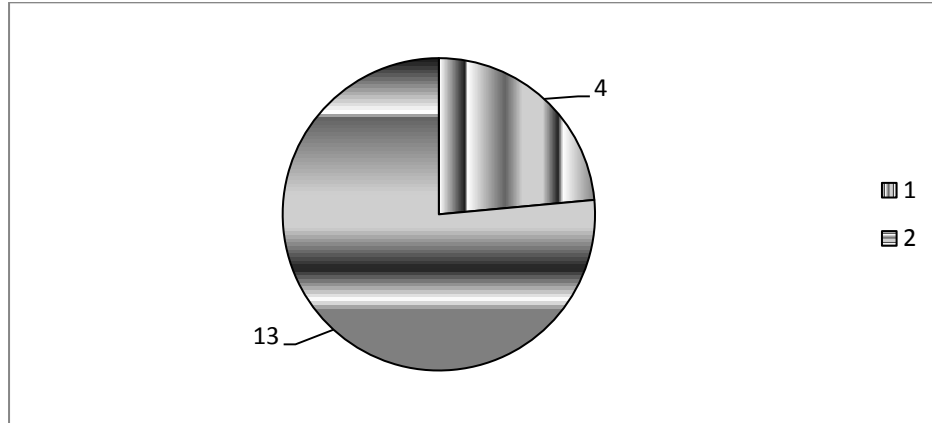
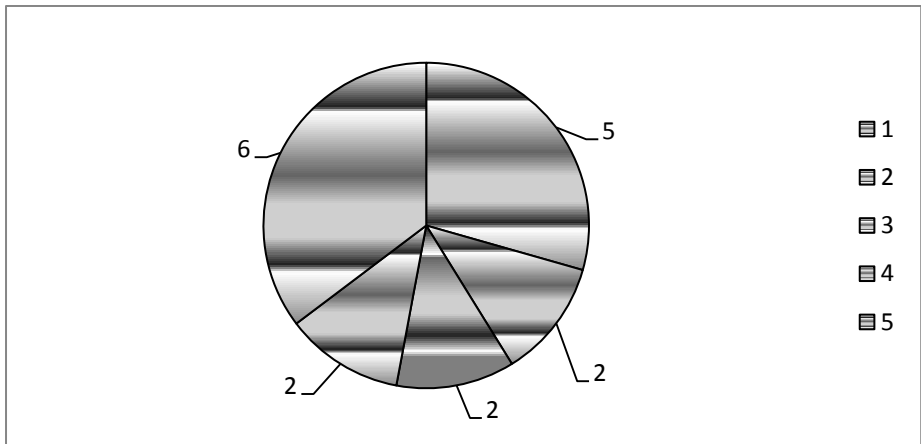
**Results**

Table 17 shows feelings about the spread of Hindi phrases/words in Pakistan. . Why do you think this is good? Is the question number 17 and 13.3% people just like to use words because they know them. 76.47% people do not are more patriotic and they do not like to use these words.

**Why do you think it is bad? (If you chose bad in question above)**

**Table .18**

Remarks	Total	Percentage%
Because It's Not Our Culture.	5	29.4%
I think urdu language is good language	2	11.6%
It has distorted children's Urdu	2	11.6%
It's unnecessary	2	11.6%
Destroying our national language	6	35.29%



**Results**

Table 18 shows reasons of feeling bad to use Hindi phrases/words in Pakistan. 29.4% people’s opinion is *Because It's Not Our Culture*. 11.6% people’s opinion is *Urdu language is good language*, 11.6% people’s opinion is *It has distorted children's Urdu*, 11.6% people’s opinion is *It's unnecessary*, 35.29% people’s opinion is *Destroying our national language*. So the majority of the people think that Hindi Hindi phrases/words are Destroying our national language.

According to hypotheses to explore how Indian dramas affect the viewers. We can see the Results and we find that there is an impact of Indian drama on the viewers. There is an impact of these dramas on social cultural aspects on the Pakistani society. (Arshad, 2014). It means that 23.1% *Mamu bana diya* is used by people and it is most used and common among people. Then 19.2% *Asherwaad* is used by people on second number and then word *Charcha* is very common. *shanty* is very common 38.2% is used, then *chacha* 27.1%, 14.1% *Vishvaas* is used by people. These results show the impact of Indian drama on Pakistani language. To find out how much Indian dramas lead to

adoption of Indian language it is proved by the results that there is adoption of Hindi phrases and words and some people like to use them as well.

### **Discussion**

This study shows the impact of Indian drama's on language in Pakistan. Many people use different Hindi phrases and words in their everyday life the major source of their learning of these words is Indian dramas. Indian dramas have also impact on the language of children and they use Hindi phrases and words in their daily life. But most of the people do not like to use Hindi phrases and words and in their opinion Urdu is very good and fine language and it is also our national language so we should speak and write Urdu. As we see that Table 1 shows that there were 40% males and 60% females who are interested in this topic. They like to answer questionnaire related to the impact on Urdu language on Hindi. It means that females are more interested in this topic because their ratio is 60%.

Table 2 shows the age group who are interested in this topic under 18 did not attempt it. 18-25 means 41.2% like to talk on this topic. Age 26-35 , 35.3% like this topic and Above 35 means 23.5% like this topic because of their exposure to the media.

Table 3 shows the education level of the people who attended this questionnaire. 17.6% are Intermediate, 7.1% are undergraduates, and 23.5% postgraduate and 11.8% are above this qualification. It shows that all people who have filled this questionnaire are educated they have sense of every kind of knowledge to have their own opinion which can be said mature mind opinion about media and language and impact of language.

Table 4 shows the employment status of the people who attended this questionnaire. Table 4 shows that 41.2% are employed , 11.8% are Self-employed, 41.2% are Unemployed and 5.9% Others, they have sense of every kind of knowledge to have their own opinion which can be said mature mind opinion about media and language and impact of language.

Table 5 shows the mother tongue which plays a very important role in a person's life. It builds the whole human nature, its culture and history. 64.70% have Urdu as mother tongue, 23.52% have Punjabi as mother tongue and 11.76% have Gujrati as mother tongue.

Table 6 shows secondary language(s) of the people, 23.52% have English as secondary language, 35.29% have Urdu, Sindhi, English as secondary language, 17.64% Urdu, English and 23.52% English, Punjabi.

Table 7 shows watching Indian dramas 41.2% people watch Indian dramas and 58.8% people do not watch Indian dramas.

Table 8 shows frequency of watching Indian dramas 17.6% people watch Indian dramas daily, 17.6% people watch Indian dramas weekly, 5.9% people watch Indian dramas monthly ,11.8% people watch Indian dramas Once in six months or more and 47.1% people never watch Indian dramas.

Table 9 shows Indian dramas have had an impact on our language 94.1% opinions are with yes means that Indian dramas have had an impact on our language and 5.9% opinions are with no means that Indian dramas have had no impact on our language.

Table 10 shows Do you find yourself using their language (idioms, phrases, expressions)? 29.4% People find themselves to use Indian idioms, phrases, expressions and 70.6% do not use.

Table 11 shows Do you find others using Indian language? 88.2% people have experience to find others using Indian language and 11.8% people have experience not to find others using Indian language.

What Indian phrases have become most common in Pakistan? List any you can think of. We can see that the following words are used by people:

*Shanti, dimaaGh ki dahi, samassiya, chunaao, kartavviya, parampara, Wishwaasghaat, anneyae, vichaar, aatankwaadh, raakshas, niyam, hathyachaar, sundae, Bali, Parivar, vishvas, sundar,*

Table 13 shows the frequency of words/phrases used by people. 3.8% *Bali Charhana* is used, 3.8% *Vishvaas* is used by people, 3.8% *Vishvaasgath* is used by people, 11.5% *Shanti* is used by people, 3.8% *Bali Charhana* is used by people, 1.5% *Sundar* is used by people, 19.2% *Asherwaad* is used by people, 7.7% *Waat lag gayi* is used by people, 11.5% *Charcha* is used by people, 3.8% *Patni* is used by people, 23.1% *Mamu bana diya* is used by people. It means that 23.1% *Mamu bana diya* is used by people and it is most used and common among people. Then 19.2% *Asherwaad* is used by people on second number and then word *Charcha* is very common.

Table 14 shows the question number 14 that the use of following phrases by others frequency of words/phrases used by people. 11.2% *Bali Charhana* is used, 14.1% *Vishvaas* is used by people, 13.3% *Vishvaasgath* is used by people, 38.2% *Shanti* is used by people, 9.2% *Bali Charhana* is used by people, 10.2% *Sundar* is used by people, 12.2% *Asherwaad* is used by people, 12.2% *Waat lag gayi* is used by people, 27.1% *Charcha* is used by people, 12.2% *Patni* is used by people, 12.2% *Mamu bana diya* is used by people. It means that *shanti* is very common 38.2% is used, then *chacha* 27.1%, 14.1% *Vishvaas* is used by people.

Table 15 shows the use of these phrases by children. 82.4% children use them. 17.6% children do not use these phrases.

Table 16 shows feelings about the spread of Hindi phrases/words in Pakistan. 11.6% people feel good, 29.4% feels Neutral and 64.7% feels bad. Results show that majority of the people do not like Indian words in Pakistan.

Table 17 shows feelings about the spread of Hindi phrases/words in Pakistan. . Why do you think this is good? Is the question number 17 and 13.3% people just like to use words because they know them. 76.47% people do not are more patriotic and they do not like to use these words.



Table 18 shows reasons of feeling bad to use Hindi phrases/words in Pakistan. 29.4% people's opinion is Because It's Not Our Culture. 11.6% people's opinion is Urdu language is good language, 11.6% people's opinion is It has distorted children's Urdu, 11.6% people's opinion is It's unnecessary, 35.29% people's opinion is Destroying our national language. So the majority of the people think that Hindi Hindi phrases/words are destroying our national language.

### **Conclusion**

This study shows the impact of Indian drama's on language in Pakistan. Many people use different Hindi phrases and words in their everyday life the major source of their learning of these words is Indian dramas. Indian dramas have also impact on the language of children and they use Hindi phrases and words in their daily life. But most of the people do not like to use Hindi phrases and words and in their opinion Urdu is very good and fine language and it is also our national language so we should speak and write Urdu.

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## Index Questionnaire

### Multiple Choice

Q1. What is your gender?

Male                      Female

Q2. What is your age group?

Under 18              18-25                      26-35                      Above 35

Q3. What is the highest level of education you have completed?

Primary school or below                      Matriculation/O Level

Intermediate/A Level                      Undergraduate

Post-graduate                      Above

Q4. What is your employment status?

Employed                      Employed

Self-employed                      Unemployed

Other

Q5. What is your mother tongue?

Urdu                      Punjabi                      Gujrati

Q6. What secondary language(s) do you speak?

English                      Urdu, Sindhi, English

Urdu, English                      English, Punjabi

Q7. Do you watch Indian dramas?

Yes                      No

Q8. How often do you watch Indian dramas?

Daily                      Weekly                      Monthly

Once in six months or more                      Never

Q9. Do you think Indian dramas have had an impact on our language?

Yes                      No

Q10. Do you find yourself using their language (idioms, phrases, expressions)?

Yes                      No

Q11. Do you find others using Indian language?

Yes                      No

Q12. What Indian phrases have become most common in Pakistan? List any you can think of.

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Q13. How many of these words/phrases do you use?

Bali Charhana Sundar Mamu bana diya	Vishvaas Asherwaad	Vishvaasgath Waat lag gayi	Shanti Charcha	Bali Charhana Patni
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Q14. How many of these phrases have you heard others use?

Bali Charhana Sundar Mamu bana diya	Vishvaas Asherwaad	Vishvaasgath Waat lag gayi	Shanti Charcha	Bali Charhana Patni
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Q15. Have you heard children use these phrases?

Yes                      No

Q16. How do you feel about the spread of Hindi phrases/words in Pakistan?

Good                      Neutral                      Bad

Q17. Why do you think this is good? (If you chose good in question above)

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Q18. Why do you think it is bad? (If you chose bad in question above)

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