

Impact of Media on the Modern Lifestyle of Women in Karachi

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Abstract

Before the expansion of media, life was very simple and monotonous. Pakistani women's exposure towards modern lifestyles was low, as they were unaware of the industry and innovation brought in through media in every aspect of their life. With the passage of time, slowly and gradually, the impacts of media were visible in the lifestyles of women specially. Women get attracted by the charms the media presents. They feel as been modern and wore up to date if they follow what is been depicted by media. Women began to change their lifestyles, their family's life patterns, processes and patterns by visualizing the media's projection. Lifestyle is the sum of subject's important activities, relationships and normal practice, indeed it

charged. Media is believed to be a persistent force in shaping lifestyles, the rapid spread and acceptance of media across Pakistan. This paper will examine about how lifestyles, fashion industry, personalities, culture, social life, awareness travels are directly and indirectly influenced by media with special reference to women. I.e. women are being influenced by the charms and glittering generalities trusted upon them by the media.

Key Words: Media, life style, impact, culture, women, personality, fashion

“Nothing endures but change”

(Heraclitus (540 BC - 480 BC), from Diogenes Laertius, Lives of Eminent Philosophers)

Introduction

Media is the representative of society and is playing influential role in our lives. It has a large effect on people’s lifestyle, culture, personality, behavior, attitude and Home designing (means living standard). (Lane and Erison, 2007).

In electronic media, cable / television, and social – media are involved. In Pakistan, cable television network was initiated at Karachi in early 80’s and by 1998 was introduced in almost all big cities of the country but functional without rules and regulation. (Zia, 2003). In 2002 almost four million house hold were enjoying its services in the country. (Aziz, 2003). Cable/T. V is the chief source of electronic media. It has important part in creating awareness in society and to enlighten the social, economic and health problems of the country. Television, in the Islamic Republic of Pakistan has productive three-dimensional role to educate, inform and entertain the masses. (Wassan, 2008)

Media plays a pivotal role in providing information, education, and entertainment to the population. Today, the world is known as a global village, in terms of how information spreads effortlessly and is easily accessible. Media updates people about the current events through news channel which are providing the most up to date news within no time through live evidences and substantiations. (Amedie, 2015). The media has large effect on people lifestyle. The T.V network and portable audiovisual services are not all the media, but they have huge role to influence the modern lifestyle. The media in Pakistan has been more informative. The media in the country to genuine public explanation of the real-life issues-issues the matter such as health,

education, hygiene, employment, prices of the vital products and the state of the country and the nation. In modern times, the media has understood in everyday life in all Europe. It is used as an instrument of policy by the government. The Asian countries like Pakistan also turn on these rapidly changing communications technologies over the last decade. Many public and private televisions channels have launched in country (Wassan, 2008).

Electronic media is a powerful tool to make visible changes in prospect, point view, attitude and interest in people. Media not only provides entertainment, information, but also shed light on what was actually going on in society. Media focuses on socio-economic, political and ideological issue and pinpoints the sick and hurt existing in society. Media play important role in the war against terrorism in the country and bring about the extension in the country.

The concept of modernity is defined as the movement from fringe to the core of the modern society. It has been described as the struggle of the backward communities to take up with the most developed countries (Sztompka, 2013).

Old family system is being replaced by the nuclear family system. Lifestyle is the sum of a subject's important activities, relationship and normal practice. In a very general definition, to the subject can be a person or a group. Traditional communities have a clear order lifestyle based on some traditional tasks and the stratification of society. Modern humans seem to be facing storefront that is trying to find and then buy their individuality. It has been recommended that the concept of lifestyle derived from the Alfred Adler's work, but it was probably first used by Max Weber. Today it is usually used as the concept of lifestyle as something that must change if we are to achieve sustainable development.

The term media means middle, i.e. the connection of media and people. The mass media are the devices for the broadcast of impartial communications to a huge audience (Lule, 2010). Mass

media means communication technology (newspapers, radio, television, films, and the Internet) that transfer information regarding social & political issues, news and entertainment, on a massive scale to the vast majority of the general public (Nielsen, 2008; Lule, 2010). In the industrialized world, watching television has now become ubiquitous pastime activity, which takes up more of our time than any other activity, except for work and sleep (Sigman, 2007). It can be found in homes, offices, restaurants and bedrooms, having become an integral part of our lives. It is a common observation that it has changed the financial and social patterns of the world (Besley, 2008). Television influences our views about religion, celebrity, politics, and fashions as well as all the culture and norms (Spingel, 1992)

Media affects and influences everyone's perspective, for publicity, it targets their lifestyles. Media has played pivotal role in making world a global village and has shrunk the communication gaps amongst the masses but unfortunately, media has become a commercialized sector, just for their ratings, disseminates the news which are sensational and worthy at selling.

Statement of the problem

The research topic was taken as keeping in view the sustainable development Goal of Industry, Innovation and infrastructure development. The media industry is transforming lives of the women specifically, the main purpose of this paper is that to explore the impacts and effects of media on the modern lifestyle of the women in Karachi.

Focus of the study

Here, the focus of the research was about how lifestyles, fashion industry, personalities, culture, social life, awareness travels are directly and indirectly influenced by media with special reference to women. i.e. women are being influenced by the charms and glittering generalities trusted upon them by the media. In this study, it was focused that impact of media has a prominent position in adaptation of modern lifestyle of women.

Conceptional definitions

Media

The Media (treated as singular or plural) the main means of mass communication (broadcasting, publishing, and the internet) regarded collectively. “Their demands were publicized by media.”

Modern Lifestyle

Characteristic or expressive of recent times or the present; contemporary or up-to-date: a modern lifestyle; a modern way of thinking. Of or relating to a recently developed or advanced style, technique, or technology: modern art; modern medicine.

Fashion

A popular or the latest style of clothing, hair, decoration, or behavior.

Personality

The combination of characteristics or qualities that form an individual's distinctive character.

Social Life

The part of a person's time spent doing enjoyable things with others. I joined the club to improve my social life.

Interior home designing

The basic physical and organizational structures and facilities (e.g. Drawing rooms, Kitchen etc.) needed for the operation of a society.

Literature review:

Electronic media is an influential tool for bringing noticeable change in the views, outlook, attitude and interest of women, especially women's exposure towards electronic media and its impact on the adaptation of modern lifestyles, in a study conducted and published in 2014, by Ali. Cable T.V is the main source of electronic media. It plays an important role in creating and shaping awareness in women. Another argument was stated by Irshad,

2014, in new technology, Media always leaves impact on society. Like television fire ups the impact on society. Females are considered the center of house hold 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, value and tradition. This study was conducted to determine the impact of cable television on female's personality. Cable television is found best source of information about fashion and styles etc. Today the world is known as a global village where information is easily accessible. Media plays a vital role in providing information to the population. Media updates people about current situation. To determine the effect of media on social behavior of the population of Karachi. Many researchers studied different events in the world which showed psychological changes in an individual behavior. Aziz, 2014 presented this argument in his study that the media no matter if it is print or social has its positive impact on social and psychological problem especially the behavior. Media is the representative of society and is playing influential role, due easy access television viewership is no more restricted to the upper-middle class only; with the availability of low-priced television and cable connection it has become a common household facility for the lower class as well. Elahi, 2015 sustained with his study that culture is the backbone of any society; it is the identification of a nation. Satellite transmission is putting great influence on Pakistan. We all are accepting it. The effects are clearly visible on lifestyles, food, dressing, language and behavior of women, when we look around us, find fashion everywhere. Greater the exposure to cable television more the impact on the lives of women. . Khan et al. (2012) conducted a research on electronic media; a situational analysis of its implications in Pakistani society. Researchers focused attention on the role of the media and its impact on the minds and hearts of people and the environment. According to them, the media is not only to provide entertainment and information but also to shed light on what actually crop up in society and all around the world. Media play a noteworthy role in accomplishing integration in the country. The main objective of

this research is to recognize what type of facilities media provides to people. This is a descriptive research and non-purposive sampling technique was used in this study. The size of the sample of this research was 300 respondents and the selection was from K.P.K, FATA and Baluchistan to gather information. Major finding of this research is that the media, particularly the electronic media is a powerful instrument to bring noticeable changes in View, outlook, attitude and interest in people.

Zia, 2007 admitted in his study that women are more influenced by the television character activities, family and social interaction patterns, and cultural practices, domestic and personal. The apprehension of media communication as well as evidence for its effect. There was a general concern in the society about cable television and their impact / effect on women particularly.

This paper focuses on the following objectives along with these hypotheses:

Objectives:

1. To find out women's inclination towards media.
2. To analyze how media is modifying life styles patterns.
3. To find how media impel women practices to its presented culture.
4. Assess whether fashion is transforming women's personalities.
5. To explore that whether media is molding the choices of women regarding interior & home designing.

Hypotheses:

1. More the exposure of media higher the inclination of women towards modern lifestyles.

2. More the exposure of media higher the chances of women modifying their life patterns.
3. Greater the exposure of media greater the impact of a women to practice the presented culture.
4. There is relationship between impact of media and transforming of women personalities
5. More the impacts of media greater the choices of women towards interior and home design choices.

Research METHODOLOGY:

The research methodology utilized in this research study was exploratory in nature. Approach of research is Quantitative Methodology: “The numerical representation and manipulation observation for the purpose of describing and explaining the phenomena that observation effects.” (Babbie, 2004).

Sample and Sample Size: Due to time, money and geographical constraints data was collected only from 100 respondents (women) residing in Gulistan-e-Jauhar block 19 with the help of Convenience Sampling of Non Probability Sampling Technique; It is a form of sampling in which respondents are not given equal chance to be selected as a part of sample.

Data was collected through Questionnaire with close ended questions. According to Bogardus: "A questionnaire is a list of questions sent to a number of people for them to answer. It secures standardized results that can be tabulated and treated statistically". (Ghosh, 2015).

Analysis of Data:

Statistical test chi square was utilized to test the various hypothesis, Chi square is one of the greatest methods used for testing the relationship between two variables. It is a method of testing hypothesis that includes test of independence and test of association. (Babbie, 2004) and later Karl Pearson`s coefficient of

correlation which is denoted by "r" measured the relationship between variables, describing the presence, direction and degree of association.

Findings and results:

- More the exposure of media greater the chances of women modifying lifestyle patterns.

Media	Life Style			
	Lower	Medium	High	Total
Lower	5	12	20	37
Medium	6	13	15	34
Higher	7	12	10	29
Total	18	37	45	100

It is clearly evident that more the exposure of media on women higher the chances that women modify their lifestyles patterns accordingly, strong relationship was observed.

- Greater the exposure of media more the inclination of women towards fashion.

Media	Fashion			
	No	Sometime	Yes	Total
Lower	3	10	25	38
Medium	3	15	20	38
Higher	4	5	15	24
Total	10	30	60	100

Results indicated that and there is relationship between media and fashion. Women are inclined towards fashion for the reason media is having great impact on them.

- More the exposure of media greater the impact of women to practice the presented culture.

Media	Culture			
	Agree	Disagree	To some extend	Total
Lower	15	13	7	35
Medium	26	17	5	38
Higher	20	11	6	27
Total	41	41	18	100

Apparently, the results showed that there is a strong relationship between media and practice of the presented culture. Women get highly influenced by media projection despite of its negativity or harmful content, whether whatever is been presented is our accepted cultural practices or not.

- There is relationship between impact of media and transforming women's personality.

Media	Personality			
	No	Sometime	Yes	Total
Lower	7	15	10	32
Medium	10	8	10	28
Higher	10	20	10	40
Total	27	43	30	100

The results indicated here that there is a strong relationship between impacts of media and it is transforming women's personality, they feel confident while doing so. They have become conscious of their physical appearances 'and want make overs.

More the impact of media greater the choices of women on interior designs and home.

Media	Interior designs & home			
	No (2-3)	Sometime (3-5)	Yes (3-6)	Total
Lower	8	8	20	36
Medium	6	10	18	34
Higher	3	12	15	30
Total	17	30	53	100

Results depict here that there is no relationship between media and choices of Interior and home designs for women. This needs to be more investigated that why influence of media is not on their choices of renovating their homes and adding new interior designs.

Discussion & conclusion:

Heavy viewer attitudes are cultivated primarily by what they watch on television and social media. Gerbner views this media and television world as not a window on or a reflection of the world, but a world in itself (Quail, 1993). It is suggested that television is responsible for shaping viewer's perception of social reality. The combined effect of massive television exposure by viewer over time subtly shapes the effects tradition. It's obvious that media has long – term effect which are small, gradual, indirect but cumulative and significant. Nonetheless, it is established here that the mass media cultivate attitudes and values which are already present in the culture. Media maintains and propagates these values amongst members of a society, thus binding them together.

Media have stronger influence in viewer life. Any single media have not to be considered to leave their impact on their viewer, the influence is increasing with the increasing of media option. Also it's determined that given the huge and serious television message change lifestyles of the women continuously, and to think that these television messages how much effect their internal thought psychologically. Daniel and Stacey (2004), finds that the mass

media is believed to be a persistent force in shaping physical appearance. Culture and tradition are the terms which established the society and gave identification to their lives. Culture, tradition and celebration are considered significant for every society," the cable television have strong effect on females' culture & tradition" is vetted. Media has great impact on the other variable such as Fashion, and Style, Culture and Tradition as well as increase the viewer expenditure and gave the vetting proof for these. According to Raheel, 2010 the cable television is watched by women only for entertainment and also using media but in some manners the viewer is that much unconsciously effected to change their attitudes, behavior and go beyond from the real life and personal values.

This research paper concludes that media has significantly huge impact on women's behavior. It concluded that majority of the respondents had exposure of electronic media and they watch TV regularly. Media impacts on the modern life styles of women includes use of modern technology, changes in recreational activities, health seeking behavior, family environment and leisure time activities. It's influences or effects are visibly on food, dining, habits, dressing, language and lifestyles etc. Television has brought about a major transformation in the way any culture or society thinks.

The change in the lifestyles of women in Karachi are indicated in the behaviors of typical house wives in many ways. The interaction with husband and children rejoiced. The time they spend on socialization also decreased. Cooking patterns changed, resulting in the introduction of new dishes, dress, outlook and appearance are all transformed along with language.

The media is now introducing new trends, behaviors, attitudes and standard for a modern life of women which is highly affecting the society.

Recommendations:

Media plays vital role in our lives and also updates us. All type of electronic media effects the social behavior of women .In electronic media, especially TV/ Cable television plays vital role and effects the life styles of their viewers. The following recommendations are suggested:

- It is recommended that media also needs to make efforts to promote cultured programs, health seeking programs and informative programs.
- Role of PEMRA needs to be more effective.
- Media needs to present such programs which are educational in nature.
- As a socialization agent, media must in co-operate the traditions and cultural values of the specific society

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