

THE IMPACTS ASSESSMENT OF INDIAN CULTURE ON PAKISTANI SOCIETY IN FAISALABAD

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ABSTRACT

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. The present study was about "The impacts assessment of Indian culture on Pakistani society in Faisalabad city". The objectives of the study were to assess the impacts of Indian culture on Pakistani tangible and intangible culture (norms & values); and also to identify the role of mass media in promoting Indian culture in Pakistani society. A sample of 120 respondents was selected from Faisalabad city through multistage sampling technique. The results of the present study demonstrated that all of the respondents were well aware of the hostile and adverse impacts of Indian culture on Pakistani society. Such as our language, dressing, life style, performing and visual art, values and norms are highly influenced by Indian culture. Mass media particularly cable TV network was found a key factor to spread Indian culture in Pakistani society. It is concluded that it is the liability of Government, mass media, cable operators and every citizen of Pakistan to follow original Pakistani culture and lead their lives according to the philosophy of Islam.

Key words: Culture, religion, language, norms and values, performing & visual art, mass media and life style.

INTRODUCTION

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). Culture or civilization is a complex whole which includes knowledge, belief, art, law, customs and other capabilities and habits acquired by man as a member of society (Lane and Ersson, 2007).

The word culture has many different meanings. However, for anthropologists and other behavioral scientists, culture is the full range of learned human behavior patterns. Culture is a powerful human tool for survival, but it is a fragile phenomenon. It is constantly changing and easily lost because it exists only in our minds. (Tylor, 1920). Culture rules virtually every aspect of our life such as music, literature, visual arts, architecture or language and living style. In fact, the things produced by a culture which we perceive with our five senses are simply manifestations of the deeper meaning of culture- what we do, think and feel. Culture is taught, learned and shared with every member of society (CIL,

Canada 2005). There are two types of culture. First is material culture and second non-material. Material culture comprises tangible things that have been shaped to some extent by man such things often called “artifacts” or culture objects such as tools, household items, apparatus, weapons etc. Non material culture on the other hand, comprises intangible aspects of culture such as religious beliefs, values, ideas, ethics etc. (Dash, 2004). Pakistan is a Muslim country and Pakistani culture is the unique pattern of belief, ideas, values highly influenced by religion of Islam. Islam in Pakistan sets the code of ethics for the cultural life for the people of Pakistan. But People gained western and Indian culture due to acculturations modernization and westernization. Pakistan has an impact of Indian dressing culture as well. Now, people like to wear *Sarhi*, *Patiala Shalwar*, *Chori Pajama*, sleeveless dressing, short shirts and less use of *chadar* (veil) etc. (Batool, 2007). The influences of Indian culture are quite visible on our marriage ceremonies and festivals. Dowry system and heavy expenditures 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 assimilation of Indian cultural values to this Pakistani culture (Anonymous, 2010).

Whenever one of the 70 million mobile phones in Pakistan ring, the ring-tone is usually the title track to some Indian film. One side effect of this synergy is that national language of Pakistan, Urdu can be once again blended partially with Hindi (Flangan, 2005). Traditionally it's said that *basant* (kite flying) is celebrated to bid farewell to winter season and to announce the arrival of spring season. *Basant* is not the part of Pakistani culture and we have to face a great loss of casualties and finance due to heartrending phenomenon of kite flying (Mehmood, 2000). In spite of this high contradict regarding celebrating *Basant* (kite flying) the people find ways and means to celebrate this *basant*. Many of our advertisements, television programmes, films, cable TV channels and even websites have adopted Indian and western styles and themes. Due to the effects of media, Pakistani children today do not feel shyness and shame in bringing obscene magazines and movies to their home and often also watch below morality programmes in front of their parents. (Afzal , 2010). There is no denying fact that cable TV operators can play a pivotal role in the development of national character. Monetary benefits aside, cable operators have involved themselves in promoting and spoiling of our social values (Nisar, 2002).

MATERIALS AND METHODS

Sociology is a behavioral description of human being in various social set-ups. Methodology can be defined as the scientific methods or procedures used for the collection of data and information and its analysis as well as its interpretation. The present study was conducted in Faisalabad city. There are four towns in Faisal Abad city i.e. Madina Town, Iqbal Town, Jinnah Town and Lyallpur Town. A sample of 120 respondents was selected conveniently from Faisalabad city through multistage sampling technique. At the first stage one town named Madina Town out of four towns was selected randomly. Then, from the total 41 union councils of Madina Town, four union councils U.C # 178, 201, 217 and 225 were selected randomly at the second stage. At the third stage 120 respondents (30 from each union

council) were selected by using "convenient sampling" technique. Data was collected from the respondents through face to face interview with the help of a well-designed "interview schedule" (a set of questions); and "survey method" was used. Before actual data collection, interview schedule was pre-tested upon 10 respondents to examine the workability and to ensure the validity of the interview schedule. Descriptive analysis such as frequency distribution, percentage distribution and cross tabulation was made by using SPSS(Statistical Package for Social Sciences) to describe the data.

RESULTS AND DISCUSSION

In this study, all of the respondents were males, in which simple majority 58.3% respondents were married. Most of the respondents 30% belonged to age group of 23-30 years and 28.3% respondents belonged to age group of 31-38 years as the mean age of the respondents 34.52 with standard deviation 4.33 years. Majority of the respondents 36.7% had 12 years school education while mean education was 10.28 (year of the schooling) of the respondents.

The picture of the present study is very alarming and distressing as a large majority 83.3% of the respondents strongly agreed that the Indian culture is spoiling our (Pakistani) indigenous culture. Mass media is a true representative and considered fifth pillar of any state. Data depicts that 95.0% of the respondents were highly satisfied that the mass media is spoiling the real picture of Pakistani culture. A vast majority 85.0 % of the respondents reported that the TV cable network is playing a vital role in promoting Indian culture in Pakistani society. No one can deny this fact that 91.7% respondents alleged that Pakistani mass media is also promoting and reflecting Indian culture. Similar study found by Sheher, (2003) and Fatima, (2003) also reported that Pakistani culture is being diffused in foreign cultures by depicting foreign countries programs and the way of lives of their habitants through cable T.V. Fatima stated that we could not forget this statement of Sonia Gandhi "*Pakistan to aik dhakay ki mar hai. Pakistan say cultural war to pehly hi hum jeet chukay hain*" (Pakistan had been defeated by India in losing its own cultural values now it was not difficult to overcome by force). It can be said that cultural degradation and debasement is a threat of national solidarity, integrity and sovereignty.

Table 1. Socio economic characteristic of the respondents

Age (in years)	Frequency	Percentage	Mean	Standard Deviation
15-30	48	40.0	24.91	4.33
31-45	54	45.0	36.90	4.61
46 and above	18	15.0	53.00	3.69
Total	120	100.0	34.52	10.50
Marital status	Frequency		Percentage	
Married	70		58.3	
Unmarried	50		41.7	
Total	120		100.0	

Family type				
Nuclear	56	46.7		
Joint	50	41.7		
Extended	14	11.7		
Total	120	100.0		
Home set up				
Patriarchal	84	70.0		
Matriarchal	4	3.3		
Democratic	32	26.7		
Total	120	100.0		
Educational level				
Illiterate	13	10.8		
Primary	8	6.7		
Middle	11	9.2		
Matriculation	13	10.8		
Intermediate	44	36.7		
Graduation	24	20.0		
Post-Graduation	7	5.8		
Total	120	100.0		
Mean = 10.28 Std. Dev. = 4.44				
Monthly income (Rs.)	Frequency	Percentage	Mean	Standard Deviation
Up to 15000	20	16.7	9300.00	2921.78
15001-30000	30	25.0	20800.00	3438.12
Above 30000	70	58.3	30828.57	4239.12
Total	120	100.0	24733.33	8969.35

Most of the people had easy access to cable TV network facility. 86.7% respondents had deeply viewed that the cable operators are up to great extent responsible for promoting Indian culture by depicting Indian dramas, movies and different obscene and vulgar programs. Similarly, Nisar, (2002) identified that cable T.V operators can play a momentous role to represent Pakistani culture in a best way at national and international level. They have involved themselves in the promoting and spoiling of our social and cultural values because they have direct contact with the masses at grass root level.

An enormous majority 95% of the respondents viewed that our national language Urdu is being blended with Hindi after watching Indian movies. Similar finding pointed out by Zia, (2007) who confirmed that cable television is creating imperative impact on the language of the respondents because television is considered as the best source of learning and diffusing the other languages. Another study conducted by Flangan, (2005) and Ansari, (2005) concluded that the youth was getting

sick under the influence of satellite channels by cable TV. Cable TV programs were not only affecting the social and psychological development of youth but also our dressing, language, household living pattern and way of life style , and preview component of culture had been changed. A large number of the respondents 89.7% were of the view that Indian channels/movies are playing a pivotal role in increasing sexual behavior among youth the future of the nation.

The result of the present study was supported by Kunkel *et al*, (1999) who justified that television boorish portraits, talk about sex, sexual behaviors and vulgar programmes were found frequently on television via cable TV channels and contributed to the sexual socialization of children and adolescents. Most sexual behavior tend to be precursory in nature (such as physical flirting and kissing), although intercourse was depicted or strongly employed in roughly one of every eight shows on television.

When researchers asked to the people about incoming call tune which they had set on their cell phones, 61.7 % respondents were found who set Indian songs tune. And remaining 38.3% respondents set other types of tunes i.e. Islamic verses and *Naat*, default mobile tune and English music. Pakistani people's interest in Indian music is also obvious in the study of Flangan, (2005) who proved whenever one of the 70 million mobile phones in Pakistan ring, the ring-tone is usually the title song to some Indian film.

Table 2. Distribution along with mean and standard deviation regarding the understanding of Indian culture

perception categories	Strongly agree	Agree	Disagree	Strongly Disagree	Mean	Std. De.
Indian culture is spoiling the indigenous culture of Pakistan	83.3	16.7	0	0	3.83	.37
Indian culture is affecting the life style of Pakistani people	80	20	0	0	3.80	.40
People to adopt Indian culture in their way of life	1.7	13.3	28.3	56.7	1.60	.78
Indian channels/movies are increasing sexual behavior among youth	89.7	7.7	2.6	0	3.88	.40
Indian culture is affecting the immature mind of children	90.3	6.7	3	0	3.87	.43

It's a common phenomenon as 86.7% respondents agreed that up to great extent they were performing Indian traditions/customs i.e. *Mehndi party*, *Mayoon*, *Obtan* and singing & dancing till late night at weddings. Data exhibits a clear picture of our people's involvement in Indian traditions which is threatening to our cultural values. Similar result was found by Zia, (2007) and Mona, (2009) .They

threw light on the issue of Pakistani people's involvement in Indian traditions. They confirmed that adoption level of some of the western and Indian traditions is increasing in our society; and weddings in Pakistan were completely done in the same way as Hindus and other cultures did them.

Similarly Tariq, (2004) also conducted a study on "Invasion of Indian culture through movies" in Lahore, Pakistan. He concluded that 92.2 % respondents agreed that Indian movies show attractive marriage traditions, hair styles, colors, makeup, dresses, jewellery and life styles. Four-fifth of the respondents agreed that marriage functions in high class were following the patterns shown in Indian movies. Three-fourth of the respondents admitted that dress of bride and bridegroom and their parents were influenced by Indian movies. Similarly, jewellery makeup and hair style of bride and stage decoration also had been changed by Indian movies. Indian dances and songs were played during the marriage ceremony. A huge majority i.e. 96.7 % of the respondents were of the view that up to great extent Indian culture is influencing Pakistani performing art i.e. dance, music, drama and theatre. The high value of means and standard deviation of the attitudinal statements regarding the effect of Indian culture on Pakistani society referring the intensity of effects of Indian values.

Table 3. Distribution along with mean and standard deviation regarding influence of Indian culture on Pakistani society.

Response Categories	To a great extent	To some extent	Not at all	Mean	Std. De.
mass media is spoiling the real picture of Pakistani culture	95.0	5.0	0	2.95	0.22
Pakistani mass media is promoting and reflecting Indian culture	91.7	6.7	1.6	2.90	0.35
Cable operators are responsible for promoting Indian culture in Pakistan	86.7	11.7	1.6	2.85	0.40
Our national language Urdu is being blended with Hindi after watching Indian movies	95.0	5.0	0	2.95	0.22
we are performing Indian traditions/customs at our weddings	86.7	13.3	0	2.87	0.34
Indian culture is influencing our (Pakistani) performing art i.e. dance music, drama and theatre	96.7	3.3	0	2.97	0.18

Pakistani people have an impact of Indian style of dressing i.e. Sari, Patiala Shalwar and Choori Pajama	88.3	11.7	0	2.88	0.32
Hijab/veil concept in females is declining due to the influence of Indian culture	85.0	10	5	2.80	0.51
Pakistani people are abundantly using wine due to impact of Indian culture	75	21.7	3.3	2.72	0.52

Table 4. Distribution along with mean and standard deviation regarding access toward electronic media

	Frequently	Rarely	Never	Mean	Std. De.
Visiting cinema and theatre	3.3	50	46.7	1.55	0.55
Watching Cable TV Programmes	41.7	50	8.3	2.33	0.63

A major proportion of the population 90.3% respondents accepted that the Indian culture is negatively affecting the immature minds of children. The result is in accordance with the finding of Rizvi, (2004) who observed that Hindu cultural and religious values have begun to grow in our culture as young children are seen saying *Namashkar* instead of conventional Muslim Salam and the factor of feminine love is also taking growth.

Entertainment is a part of life but we must be vigilant about our social and cultural values. Now people seek entertainment through watching a wide range of cable TV programmes. About 11.7% respondents felt positive effects while a mainstream of the population 83.3% respondents felt negative effects on their personality after watching Indian movies/channels. If we talk about the kind of impacts of Indian culture on Pakistani people regarding norms and values; Result shows that about one-third 33.3% respondents argued that we are deviating from religion due to the influence of Indian culture, while a foremost proportion 45.0 % respondents told that the people of Pakistan are adopting Indian traditions and 20.0 % of the respondents reported that Indian culture is spreading vulgarity among Pakistani nation.

Dress in a Muslim society like Pakistan is designed and intended to cover human body and nudity is not allowed in our cultural and Islamic values. 88.3% respondents agreed up to great extent with the statement "Pakistani people have impacts of Indian style of dressing i.e. *Sarhi, Patiala Shalwar* and *Choori Pajama* etc. *Hijab/veil* is known the Islamic dress and symbol of dignity for the women. It is very agonizing to say that a greater part of the population 85% respondents viewed that up to great extent the *Hijab/vail* concept in females is declining due to the influence of Indian culture.

Similar study was conducted by Ansari, (2005) who pointed out that the STAR PLUS dramas had

adversely influenced the foundation of Pakistani culture by making in roads into almost every household and captivating the minds of young girls and women with their glamour promotion of Hindu cultural and western life style.

Using of wine is legal and widely used in India. Pakistan is an Islamic country and the use of wine is strictly prohibited but the present result is very alarming to all of us as a Muslim. Data reveals that large majority 75.0% respondents perceived that Pakistani people could be use wine abundantly, in future due to the impact of Indian culture.

A considerable figure i.e. 66.7% of the respondents reported that the Pakistani film industry and cinemas are being diminished in cities due to low standard of Pakistani films and 31.7 % told that the Pakistani film industry and cinemas are being diminished in cities due to people's likeness and preference to watch Indian films on cable TV network.

Table 5. Distribution of the respondents according to the type of incoming caller tune they like to set in their mobile phones

Type of incoming caller tune	Frequency	Percentage
Pakistani songs	4	3.3
Indian songs	74	61.7
Islamic verses and <i>Naat</i>	10	8.3
Normal Tune(Ringing)	32	26.7
Total	120	100.0

CONCLUSION

The researchers concluded that the trend of adopting Indian culture among the people of Pakistan is immense and increasing very swiftly day by day. Mass media especially cable TV network and Indian channels/movies are demolishing our social, cultural, religious and family values and norms brutally. Pakistani mass media is also endeavouring to imitate and compete with Indian and western media by forgetting its Pakistani identity and culture. They are not only affecting the social, spiritual and psychological development of immature minds of children and youngsters but also promoting vulgarity and sexual behaviours among youth.

A huge majority of the respondents felt negative impacts of Indian channels/movies on their personality. A large number of people are seeing wearing Indian style of dressing and using Hindi words in common conversation. The results of present study exhibited that many lower and middle

class families have to face many psychological and financial hardships due to spending a large amount of money lavishly on anti-Islamic and Hindu child birth and marriage ceremonies/traditions. Low standard Pakistani films and the migration of Pakistani film stars and singers etc. to India are found the main causes of down fall of Pakistani film industry and diminishing cinemas in cities. In short, if we don't pay a prompt attention towards the adverse impacts of Indian culture on Pakistani society then consequently, we will lose our identity.

RECOMMENDATIONS

1. Pakistani mass media, politicians, artists, models, stars and else every citizen should promote its own Pakistani culture instead of imitating the culture of other's countries.
2. It is the liability of government to ban all those CD, DVD cassettes, websites on internet and channels on cable TV network which are promoting vulgarity & sexuality.
3. The people particularly, the females should be more cautious about their dressing regarding their chastity and decency. 4. The real Pakistani Islamic culture should also be discussed and included in syllabus and books to guide the new generation about our social, cultural, religious and family values and norms.
4. The people related to drama & film industry should make pedantic and constructive movies to build up a dignified nation and eradicate social evils from the society.

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