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Impact of Prime-Time Television Dramas on Behaviors of Viewers: A Comparative Study of Urban and Rural Areas of South Punjab

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Abstract

This study explores the influence of prime-time television dramas on viewer behavior in the urban and rural contexts of South Punjab, Pakistan. Focusing on HUM TV's drama content, the research examines how language, dress, themes, and character portrayals shape pro-social and anti-social behaviors among audiences. Guided by the Uses and Gratification Theory and Social Learning Theory, the study investigates viewer motivations, differences in media consumption patterns, and the socio-cultural impact of televised narratives. A quantitative research design was employed, using survey data collected from 200 respondents across four cities. Key findings reveal that prime-time dramas significantly affect family dynamics, spark moral discussions, and influence opinions on gender roles and parenting. While some respondents reported positive changes in attitudes and values, others expressed concern over unrealistic portrayals and Westernized ideals. The study concludes that television dramas serve as both mirrors and molders of social values, capable of reinforcing traditional norms or challenging them to enable social change. This research contributes to the broader discourse on media effects in developing societies, offering insights into the cultural implications of entertainment media in Pakistan. It also underscores the importance of context in media impact analysis and suggests further studies to explore longitudinal effects and content-specific influences on diverse demographic groups.

Keywords Media Influence, Prime-Time Television Dramas, Urban-Rural Comparison, Viewer Behavior, Social Norms and Values.

Introduction

The television has become an essential component of the household. Televisions are found in nearly every room in many nations across the world, and relatives are exposed to them from a young age. It provides comfort, education, babysitting, and an idealized portrayal of family life for its audience. The majority of individuals still do not think that television plays a major role in their life. It is an essential component of modern society. TV is difficult to define, even in and of itself. Characters and their movements on a television screen can be broadcast via a computer, videotape, or cable. Similarly, live streaming of videos is possible on a computer screen. Print, electronic,

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social networking, and other media are merging, and physical limits and distances no longer matter (Monaco, 1999).

The impact of pro-social content is distinct in that it looks into how the same mindset underlies the adoption of anti-social behavior's that are necessary for good behaviors (Curtis, 2015). The priority of researching ways to improve or lessen the effects of television through interpersonal processes is further highlighted by the realities of public policy. The First Amendment's protections may be threatened by government regulation of broadcast content, in which case, moderation through a variety of interpersonal socializing agents becomes a desirable alternative to government regulation. For instance, two of the five panels of the 1975 Airlie House Telecommunications Policy Conference Comstock (1975) focused on guiding audiences outside the purview of governmental regulation.

Interpersonal issues have been the focus of three prominent developments in television research evaluations over the last ten years. Firstly, pro-social behaviors (including cooperation, assisting, and creative play) that have obvious consequences for interpersonal behavior have been given more attention in recent reviews, expanding the scope of impacts beyond aggressiveness and anti-social behaviors. Secondly, they have underlined the importance of understanding the social processes that take on in between watching television and its consequences.

Interpersonal communication amongst siblings, peers, and family members is one of these techniques. Finally, by focusing on the identification of intervention measures to limit anti-social consequences and promote prosaically outcomes, the evaluations have responded to the realities of policy. Parents, educators, and anyone aiming to influence through interpersonal contact are likely to use these tactics (Painter, 2006).

It's also crucial to remember that watching television with family members accounts for a sizable percentage of the viewing experience. According to Neil Sen data from 1975, as reported by Robertson (1979), 70 per cent of prime-time viewing occurs when an adult and a child watch together. Just 20 per cent of the total is allocated to Saturday mornings. It appears that over the years 1971 to 1975, when a large number of households converted to multi-set households, these numbers stayed the same. The quantity of television sets appears to have an impact.

In the 1920s, critics noted that movies had a detrimental effect on youngsters, and Bazi, et al. (2023) discussed the societal influence of media content. One of the heavily researched topics of mass communication is the study of the anti-social effects of watching TV and watching movies. Furthermore, the history of media as a topic is as old as the concerns around media transmission and the data demonstrating its impacts. People in all societies have always questioned how media content affects people by bringing about unnoticed changes in their culture, beliefs, and customs as well as in how they interact with others or behave. They have always been interested in the potential pro-social impacts of others and have been worried about the impact of a given mediated message, whether it be good or negative. The world's masses now have access to new outlets and perspectives thanks to the media. The media has been responsible for making the world a global village. Abu-Bakar (2024). Furthermore, nobody can claim to be unaffected by the media. But, what kind of media has the greatest impact? Print media, media electronics, and media for social networking are the three primary categories into which almost everyone is aware.

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Before the invention of electronic media, the only means to get information was through print media, which featured text and still images. However, since the development of electronic media, print media has begun to lose its unique status as a source of information. The visual effects of electronic media make it more effective. Humans have a natural instinct to always look for better ways to do things in every aspect of life. They have therefore switched from print to electronic media since the development of electronic media. Electronic media, such as television, allowed us to monitor the movement of objects on the screen and hear voices. This was the main reason for the shift to electronic media. News, fashion, sports, dramas, talk shows on various social and political topics, and more are all aired by electronic media (Salman, 2024).

In Pakistani dramas, pro-social behavior often manifests through nice, helpful, and empathetic characters who end up caring about others more than they do about themselves. For example, characters in television dramas such as Meri Zaat Zarra-e-Benishan and Udaari demonstrate positive traits such as helping those in need, speaking out for justice, and working towards social welfare. Khan et al. noted that Pakistani dramas could potentially affect positive social behavior in viewers, particularly in areas of compassion and empathy. (2020). In another study (Hussain et al. (2019), viewing pro-social plays increases people's willingness to help others and volunteer.

It is proven that regular viewers of anti-social media content, including dramas, may be more violent, aggressive, and deviant than others (Bushman & Huesmann, 2006; Gentile et al., 2017). Anti-social dramas can therefore also promote negative social norms such as intolerance, lack of empathy and disrespect for others (Hinkley & Taylor, 2012).Antisocial behavior is often depicted in Pakistani dramas through violent, aggressive, and deviant personalities. For example, people in dramas such as Pyaray Afzal and Dil-e-Muztar show antisocial behavior — they manipulate others, abuse them verbally or even physically.

Statement Of Problem

Even though prime-time television dramas are very popular in Pakistan, little is known about how they affect viewers' behavior, especially in South Punjab's rural and urban areas. While previous research suggests that television programming can influence behavior and shape social values, a comparative study that looks at how television viewing habits and viewing habits differ in rural and urban areas is needed.

According to Vijayalakshmi, P. (2005), "exposing youth to international television programming could exchange values, But introducing programs also introduces new ways of living. Therefore, anytime new communication technology is introduced to society, worries about the impact of the media always surface because technology can have either positive or negative effects.

Vijayalakshmi, P. (2005) defines cultural invasion as the process by which more developed or modern states impose the cultural norms and organizations of dependent nations that are less developed or modern.

Literature Review

Researchers frequently voice their worries over the function of the media in modern society. Sociological studies continue to shed fresh insight on the ways in which media affects society after

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years of integrative scholarly observations about mass media, broadcast news, and journalism. Examining the media from a sociological angle allows one to learn more about the nature of news and other media outlets as possible social influencers. The need to investigate the effects of media stems from the pressing realization that mass media is deeply ingrained in social culture and shapes and reflects society, and that social science can no longer ignore it as an external force operating on society (Bird, 2010).

Mass media is a powerful socialization instrument that uses dramatic symbols, reality distortions, simplifications, and stereotypes to spread ideas (Galician and Mersin, 2007). Both positive and negative behaviors are picked up and adopted by viewers and consumers as a result of these messages. From a media literacy standpoint, Galician and Merskin focus on analyzing false media representations in all mass media, such as books, periodicals, movies, television, newspapers, and the internet. Their study focuses on three primary media functions: advertising/promotion, entertainment, and news/information. a study by Galician and Mersin, media representations frequently have a detrimental impact on how viewers interact with one another.

Two randomly selected weeks of 88 hours of prime-time programming on the three broadcast networks were evaluated by Glascock, J. (2024). They discovered that there were about eight violent incidents every prime-time hour, with situation comedies having the lowest number of antisocial behaviors per hour (1.2) and action adventure series having the highest rate (12.6). Additionally, the researchers looked into some of the ways that violence is portrayed on television.

According to their investigation, 88 per-cents of the main characters who committed violent acts were rewarded in some way, and 93 percent of the violent activities they started were presented as justified.

Gerber and Gross (1976) defined the cultivation viewpoint as the skewed perception of television pictures that develops among regular viewers. Even though it might be false, serious television watchers adopt this perspective as their social reality. The theoretical relationship between the disclosure of content and its outcome is provided by both the social learning theory and the nurturing perspective.

Signorielli (1990), there is evidence to show that representations have an impact. For instance, Children who watch more television than the average person have more traditional views on gender roles. "Men are born with more objectives than women" and "women are happiest at home raising children" are two beliefs that television promotes in young viewers. There may also be bias in the way that families are portrayed. Strong viewers may feel negatively about being single, express feelings that are supportive of families, and think that real life families care about and support one another. On the other hand, soap opera fans sometimes overestimate the number of happy marriages, divorces, adulterous marriages, and extramarital affairs (Signorielli 1990). All things considered, the findings of this research suggest that media representations should both reinforce and reflect societal beliefs regarding the role of families. Evaluating the impact of television depictions is necessary due to shifting social norms, values, and portrayals.

Zafar et.al. (2023) claim that their research is the origin of the most popular family communication measure in mass communication studies. Their representation of family communication patterns,

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which is based on two communicative scopes (pro-socio and anti-social), places an emphasis on parental cooperation and independence on the one hand, and obedience and harmony on the other. It has been linked to disparities in social adaptability, programming experience, family values, and political knowledge.

Anti-social behavior is a behavior that impedes, agitates, or disrupts someone's capacity to carry out their lawful business, according to Western Australia Police. According to Farrington (2005), antisocial behaviors differ depending on an individual's history and locality.

Culligan (2019) believes that pro-social behavior is voluntary and consists of being considerate of others' needs both proactively and reactively in order to promote healthy living in the community.

Schwartz (2010) talked about the factors that determine whether a prosaically action has an impact on a person.

Salomon, G. (2012) asserts that not all learning experiences result from face-to-face interactions. Many variables impact the learning process, including mass media and communication (Salomon, G. 2012).

According to Salomon, G. (2012), the processes of attention, memory, reproduction, and motivation can be used to describe how humans learn by observing the actions and behaviors of others. The study can evaluate how television viewers adopt negative social behaviors (anti-social) or reinforce positive social behaviors (pro-social) thanks to UGT's methodology. Knowing what people want (e.g., empathy, understanding, justice, or retribution) allows researchers to investigate if seeing particular content makes people more empathic or aggressive, which is consistent with the pro-social and anti-social elements you found in your study.

Significance Of Study

Since television is so extensively available across the country, particularly in Pakistan, we have become extremely dependent on it in this age of computer-mediated communication. TV has become a great source of information in the twenty-first century, especially for news and entertainment, thus we can also call it an infotainment source. It now looks like one of our family. The prime time also plays a vital role because most people watch T.V during the primetime that is from 6p.m to 12p.m as it is preferred by the audience. Johnson, C., & Dempsey, L. (2024)

Television has enabled us to learn about news and viewpoints from different ages and geographical regions, and as a result, we are now aware of the recent events occurring everywhere. Every media has a unique pro-social and anti-social effect on its audience or viewers, and as television is a fantastic and popular source of entertainment and information, it also has a significant impact on our lives, especially on how people interact with one another in social and private settings. A few research investigations have been conducted in the past to determine the true impact of television on viewers/Audiences and family members in South Punjab, Pakistan.

Research Objectives

1. To examine television viewing patterns among viewers of rural and urban areas.

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2. To investigate the impact of prime time dramas on behaviors of family members.
3. To investigate the role of television in shaping social values.

Research Questions

Q1. Do television viewing patterns differ significantly among viewers residing in rural and urban areas?

Q2. What is the impact of prime time drama on behaviors of family members?

Q3. Does television viewership influence social values and norms?

Methodology

In this study, this researcher has applied survey method to get data for huge number which is quantitative in nature but as agent of various and scattered population in common. Survey methodology, data collection and support direct T.V viewers so that a logical and systematic analysis, by examining T.V viewing habits.

The population for this study consisted of TV viewers from South Punjab, Pakistan, specifically from the cities of Bahawalpur, Khanewal, Muzaffargarh, and Multan. The study focused on this region due to time and budget constraints, aiming to understand the television viewing habits of individuals in these cities. South Punjab's diverse mix of urban and rural populations, with varying access to technology and media, made it an ideal region to explore media consumption patterns.

The researcher has applied simple random sampling for gathering the data. A subset of participants is chosen at random from a population by the researcher using simple random sampling, a form of probability sampling. In a company with 250 employees, selecting 25 employees' names from a hat is an example of a basic random sample. There are several wonderful cities in South Punjab, a region of Pakistan known for the variety of its cultures, historical significance, and economic growth. South Punjab ranks 16th overall in terms of cities. The researcher has applied simple random sampling for gathering the data. Researchers preferred to Bahawalpur, Khanewal, Muzaffargarh, and Multan for this research.

A survey questionnaire with 29 questions was used to collect data. The researcher was concerned about collecting data by a massive population but because of time& money problem only 200 TV screeners of Bahawalpur, Khanewal, Muzaffargarh, and Multan were taken as sample for the study. The researcher used likert scale (e.g., "strongly agree," "agree," "neutral," "disagree," and "strongly disagree"). The selected viewer for interview satisfied the standard of sample i.e. daily television viewer, residing in Bahawalpur, Khanewal, Muzaffargarh, and Multan and viewing television at least from 1 year. So, researcher has initiated to make a set of 50 respondents from every city making it a total of 200.

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Data Presentation & Analysis

The questionnaire of this survey consists of 29 questions. 200 responses in south Punjab, Bahawalpur, Khanewal, Muzaffargarh, and Multan are a part of this survey and the results of respondents are shown below.

Gender

Table 1.1

Gender	Frequency	Percentage
Male	**94**	**46.8%**
Female	**05**	**52.2%**
Prefer not to say	**02**	**1 %**
Total	**200**	**100**

This table shows 52.2 per cent Female, 46.8 per cent Male and 1 percent Prefer not to say respondents by gender.

Table 1.2

AGE	Frequency	Percentage
20 to 25	71	35.3%
25 to 30	42	20.9%
30 to 35	40	19.9%
35 to 40	25	12.4%
40 to 45	23	11.4%
Total	200	100

This table shows 35.3 per cent of the respondents are aged between 20-25 while 20.9 per cent are between 25-30 while 19.9 percent are between 30-35 while 12.4 per cent are between 35-40 and 11.4 per cent are between 40-45.

I watch television every day.

Table 1.3 I watch television every day.

	Frequency	Percentage
Agree	**77**	**38.3%**
Neutral	**50**	**24.9%**
Disagree	**40**	**19.9%**
Strongly Agree	**22**	**10.9%**
Strongly Disagree	**12**	**06%**
Total	**200**	**100**

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This table shows 38.3 per cent respondents are agree that watching television every day , 24.9 per cent respondents are neutral on it, 19.9 per cent respondents are disagree on it, 10.9 per cent respondents are strongly agree on it and 6 per cent respondents are strong disagree.

How much time do you spend on Television on a typical day ?

Table 1.4 Title: How much time do you spend on Television on a typical day ?

	Frequency	Percentage
1-2 hour's	68	33.8%
Less than hour	60	29.9%
3-4 hour's	47	23.4%
More than 5 hour's	26	12.9%
Total	200	100

This table shows 29.9 per-cent of respondents use less than an hour, 33.8 per-cent uses 1-2 hours, 23.4 per-cent uses 3-4 hours,12.9 per-cent uses 5 hours or more spend on Television on a typical day.

Do you follow HUM TV dramas on Television?

Table 1.5 Title: Do you follow HUM TV dramas on Television?

	Frequency	Percentage
Agree	83	41.3%
Neutral	54	26.9%
Disagree	33	16.4%
Strongly Agree	20	10%
Strongly Disagree	11	5.5%
Total	200	100

This table shows 43.3 per cent respondents are agree that follow HUM TV dramas on television, 26.9 per cent respondents are neutral on it, 16.4 per cent respondents are disagree on it, 10 per cent respondents are strongly agree on it and 5.5 per cent respondents are strong disagree.

I enjoy watching television dramas programs.

Table 1.6 Title: I enjoy watching television dramas programs.

	Frequency	Percentage
Agree	88	43.8%
Neutral	51	25.4%
Disagree	26	12.9%

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Strongly Agree	**26**	**12.9%**
Strongly Disagree	**10**	**05%**
Total	**200**	**100**

This table shows 43.8 per cent respondents are agree that enjoy watching television dramas programs, 25.4 per cent respondents are neutral on it, 12.9 per cent respondents are disagree on it, 12.9 per cent respondents are strongly agree on it and 5 per cent respondents are strongly disagree.

I prefer watching television in a quiet and comfortable environment.

Table 1.7 Title: I prefer watching television in a quiet and comfortable environment.

	Frequency	**Percentage**
Agree	**87**	**43.3%**
Neutral	**44**	**21.9%**
Disagree	**28**	**13.9%**
Strongly Agree	**24**	**11.9%**
Strongly Disagree	**18**	**09%**
Total	**200**	**100**

This table shows 43.3 per cent respondents are agree that watching television in a quiet and comfortable environment,21.9 per cent respondents are neutral on it, 13.9 per cent respondents are disagree on it, 11.9 per cent respondents are strongly agree on it and 9 per cent respondents are strongly disagree.

Television dramas have a significant impact on my daily life.

Table 1.8 Title: Television dramas have a significant impact on my daily life.

	Frequency	**Percentage**
Agree	**73**	**36.3%**
Neutral	**55**	**27.4%**
Disagree	**35**	**17.4%**
Strongly Agree	**25**	**12.4 %**
Strongly Disagree	**13**	**6.5%**
Total	**200**	**100**

This table shows 36.3 per cent respondents are agree that Television dramas has a significant impact on my daily life, 27.4 per cent respondents are neutral on it, 17.4 per cent respondents are disagree on it, 12.4 per cent respondents are strongly agree on it and 6.5 per cent respondents are strong disagree.

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Television dramas helps me to relax and reduce stress.

Table 1.9 Title: Television dramas help me to relax and reduce stress.

	Frequency	Percentage
Agree	76	37.8%
Neutral	55	27.4%
Disagree	30	14.9%
Strongly Agree	24	11.9 %
Strongly Disagree	16	08%
Total	200	100

This table shows 37.8 per cent respondents are agree that Television dramas helps me to relax and reduce stress,27.4 per cent respondents are neutral on it, 14.9 per cent respondents are disagree on it, 11.9 per cent respondents are strongly agree on it and 8 per cent respondents are strong disagree.

I prefer watching television dramas that are culturally relevant to my community.

Table 1.10 Title: I prefer watching television dramas that are culturally relevant to my community.

	Frequency	Percentage
Agree	83	41.3%
Neutral	54	26.9%
Disagree	29	14.4%
Strongly Agree	28	13.9 %

This table shows 41.3 per cent respondents are agree that television dramas that are culturally relevant to my community,26.9 per cent respondents are neutral on it,14.4 per cent respondents are disagree on it, 13.9 per cent respondents are strongly agree on it and 3.5 per cent respondents are strong disagree.

Television has a negative impact on my physical health.

Table 1.11 Title: Television has a negative impact on my physical health.

	Frequency	Percentage
Agree	66	32.8%
Neutral	59	29.4%
Disagree	46	22.9%

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Strongly Agree	**17**	**8.5 %**
Strongly Disagree	**13**	**6.5%**
Total	**200**	**100**

This table shows 32.8 per cent respondents are agree that Television has a negative impact on my physical health, 29.4 per cent respondents are neutral on it, 22.9 per cent respondents are disagree on it, 8.5 per cent respondents are strongly agree on it and 6.5 per cent respondents are strong disagree.

Prime-time dramas influence my family members' opinions and attitudes.

Table 1.12 Title: Prime-time dramas influence my family members' opinions and attitudes.

	Frequency	**Percentage**
Agree	**73**	**36.3%**
Neutral	**60**	**29.9%**
Disagree	**38**	**18.9%**
Strongly Agree	**19**	**9.5 %**
Strongly Disagree	**11**	**5.5%**
Total	**200**	**100**

This table shows 36.3 per cent respondents are agree that Prime-time dramas influence my family members' opinions and attitudes, 29.9 per cent respondents are neutral on it, 18.9 per cent respondents are disagree on it, 9.5 per cent respondents are strongly agree on it and 5.5 per cent respondents are strong disagree.

Prime-time dramas affect my family members' moral values and principles.

Table 1.13 Title: Prime-time dramas affect my family members' moral values and principles.

	Frequency	**Percentage**
Agree	**69**	**32.3%**
Neutral	**65**	**34.3%**
Disagree	**31**	**15.4%**
Strongly Agree	**22**	**07%**
Strongly Disagree	**14**	**10.9%**
Total	**200**	**100**

This table shows32.3 per cent respondents are agree that Prime-time dramas affect my family members' moral values and principles, 34.3 per cent respondents are neutral on it, 15.4 per cent

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respondents are disagree on it, 7 per cent respondents are strongly agree on it and 10.9 per cent respondents are strong disagree.

Prime-time dramas create discussions and debates among my family members.

Table 1.14 Title: Prime-time dramas create discussions and debates among my family members.

	Frequency	Percentage
Agree	81	40.3%
Neutral	55	27.4%
Disagree	34	16.9%
Strongly Agree	17	8.5%
Strongly Disagree	14	7 %
Total	200	100

This table shows 40.3 per cent respondents are agree that Prime-time dramas create discussions and debates among my family members, 27.4 per cent respondents are neutral on it, 16.9 per cent respondents are disagree on it, 8.5 per cent respondents are strongly agree on it and 7 per cent respondents are strong disagree.

Prime-time dramas help my family members to bond and spend quality time together.

Table 1.15 Title: Prime-time dramas help my family members to bond and spend quality time together.

	Frequency	Percentage
Agree	70	34.8%
Neutral	64	31.8%
Disagree	38	18.9%
Strongly Agree	18	09%
Strongly Disagree	11	5.5 %
Total	200	100

This table shows34.8 per cent respondents are agree that Prime-time dramas help my family members to bond and spend quality time together, 31.8 per cent respondents are neutral on it, 18.9 per cent respondents are disagree on it, 9 per cent respondents are strongly agree on it and 5.5 per cent respondents are strong disagree.

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Prime-time dramas inspire my family members to adopt positive behaviors.

Table 1.16 Title: Prime-time dramas inspire my family members to adopt positive behaviors.

	Frequency	Percentage
Agree	**74**	**36.8%**
Neutral	**63**	**31.3%**
Disagree	**33**	**16.4%**
Strongly Agree	**16**	**8%**
Strongly Disagree	**15**	**7.5 %**
Total	**200**	**100**

This table shows36.8 per cent respondents are agree that Prime-time dramas inspire my family members to adopt positive behaviors, 31.3 per cent respondents are neutral on it, 16.4 per cent respondents are disagree on it, 8 per cent respondents are strongly agree on it and 7.5 per cent respondents are strong disagree.

Prime-time dramas lead to negative behaviors among my family members.

Table 1.17 Title: Prime-time dramas lead to negative behaviors among my family members.

	Frequency	Percentage
Agree	**67**	**30.3%**
Neutral	**61**	**33.3%**
Disagree	**42**	**20.9%**
Strongly Agree	**19**	**9.5%**
Strongly Disagree	**12**	**06 %**
Total	**200**	**100**

This table shows 30.3 per cent respondents are agree that Prime-time dramas lead to negative behaviors among my family members, 33.3 per cent respondents are neutral on it, 20.9 per cent respondents are disagree on it, 9.5 per cent respondents are strongly agree on it and 6 per cent respondents are strongly disagree.

Prime-time dramas influence my parenting style and decisions.

Table 1.18 Title: Prime-time dramas influence my parenting style and decisions.

	Frequency	Percentage
Agree	**71**	**35.3%**
Neutral	**53**	**26.4%**

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Disagree	**42**	**20.9%**
Strongly Agree	**21**	**10.4%**
Strongly Disagree	**14**	**7%**
Total	**200**	**100**

This table shows 35.3 per cent respondents are agree that Prime-time dramas influence my parenting style and decisions, 26.4 per cent respondents are neutral on it,20.9 per cent respondents are disagree on it, 10.4 per cent respondents are strongly agree on it and 7 per cent respondents are strong disagree.

Prime-time dramas provide me with valuable lessons and insights on parenting.

Table 1.19 Title: Prime-time dramas provide me with valuable lessons and insights on parenting.

	Frequency	**Percentage**
Agree	**79**	**39.3%**
Neutral	**54**	**26.9%**
Disagree	**33**	**16.4%**
Strongly Agree	**25**	**12.4%**
Strongly Disagree	**10**	**05%**
Total	**200**	**100**

This table shows39.3 per cent respondents are agree that Prime-time dramas provide me with valuable lessons and insights on parenting, 26.9 per cent respondents are neutral on it, 16.4 per cent respondents are disagree on it, 12.4 per-cent respondents are strongly agree on it and 5 per cent respondents are strong disagree.

Prime-time dramas challenge and change my family's values and norms.

Table 1.20 Title: Prime-time dramas provide me with valuable lessons and insights on parenting.

	Frequency	**Percentage**
Agree	**64**	**29.4%**
Neutral	**59**	**31.8%**
Disagree	**34**	**16.9%**

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Strongly Agree	**23**	**11.4%**
Strongly Disagree	**21**	**10.4%**
Total	**200**	**100**

This table shows 29.4 per-cent respondents are agree that Prime-time dramas challenge and change my family's values and norms, 31.8 per cent respondents are neutral on it, 16.9 per cent respondents are disagree on it, 11.4 per cent respondents are strongly agree on it and 10.4 per cent respondents are strong disagree.

Prime-time dramas teach my family members important life lessons and skills.

Table 1.21 Title: Prime-time dramas teach my family members important life lessons and skills

	Frequency	**Percentage**
Agree	**76**	**37.8%**
Neutral	**56**	**27.9%**
Disagree	**37**	**18.4%**
Strongly Agree	**22**	**10.9%**
Strongly Disagree	**10**	**05%**
Total	**200**	**100**

This table shows37.8 per cent respondents are agree that Prime-time dramas teach my family members important life lessons and skills,27.9 per cent respondents are neutral on it, 18.4 per cent respondents are disagree on it, 10.9 per cent respondents are strongly agree on it and 5 per-cent respondents are strong disagree.

4.22 Television dramas plays a significant role in shaping my social values and norms.

Table 1.22 Title: Television dramas play a significant role in shaping my social values and norms.

	Frequency	**Percentage**
Agree	**79**	**39.3%**
Neutral	**52**	**25.9%**
Disagree	**36**	**17.9%**
Strongly Agree	**20**	**10%**
Strongly Disagree	**14**	**07%**
Total	**200**	**100**

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This table shows39.3 per cent respondents are agree that Television dramas plays a significant role in shaping my social values and norms,25.9 per cent respondents are neutral on it, 17.9 per cent respondents are disagree on it, 10 per cent respondents are strongly agree on it and 7 per cent respondents are strong disagree

There is a significant difference in the impact of television dramas on social values between urban and rural areas.

Table 1.23 Title: There is a significant difference in the impact of television dramas on social values between urban and rural areas.

	Frequency	Percentage
Agree	91	45.3%
Neutral	56	27.9%
Disagree	29	7.5%
Strongly Agree	15	14.4%
Strongly Disagree	10	05%
Total	200	100

This table shows 45.3 per-cent respondents are agree that television dramas on social values between urban and rural areas, 27.9 per cent respondents are neutral on it, 7.5 per cent respondents are disagree on it, 14.4 per cent respondents are strongly agree on it and 5 per cent respondents are strong disagree.

Television dramas often promote Western cultural values over traditional values.

Table 1.24 Title: Television dramas often promote Western cultural values over traditional values.

	Frequency	Percentage
Agree	66	32.8%
Neutral	55	27.4%
Disagree	35	17.4%
Strongly Agree	35	17.4%
Strongly Disagree	10	5%
Total	200	100

This table shows32.8 per cent respondents are agree that Television dramas often promote Western cultural values over traditional values, 27.4 per cent respondents are neutral on it, 17.4 per cent respondents are disagree on it, 17.4 per cent respondents are strongly agree on it and 5 per cent respondents are strong disagree.

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Television dramas can bring about positive social change by promoting progressive values.

Table 1.25 Title: Television dramas can bring about positive social change by promoting progressive values.

	Frequency	Percentage
Agree	79	39.3%
Neutral	63	21.3%
Disagree	28	13.9 %
Strongly Agree	20	10%
Strongly Disagree	11	5.5%
Total	200	100

This table shows39.3 per cent respondents are agree that Television dramas can bring about positive social change by promoting progressive values, 31.3 per cent respondents are neutral on it, 13.9 per cent respondents are disagree on it, 10 per cent respondents are strongly agree on it and 5.5 per cent respondents are strong disagree.

Television programs often perpetuate negative social stereotypes and values.

Table 1.26 Title: Television programs often perpetuate negative social stereotypes and values.

	Frequency	Percentage
Agree	65	32.3%
Neutral	64	31.8%
Disagree	40	19.9 %
Strongly Agree	21	10.4%
Strongly Disagree	11	5.5%
Total	200	100

This table shows 32.3 per cent respondents are agree that Television programs often perpetuate negative social stereotypes and values, 31.8 per cent respondents are neutral on it, 19.9 per cent respondents are disagree on it, 10.4 per cent respondents are strongly agree on it and 5.5 per cent respondents are strong disagree.

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Television dramas often conflict with my personal values and principles.

Table 1.27 Title: Television programs often perpetuate negative social stereotypes and values.

	Frequency	Percentage
Agree	75	37.5%
Neutral	57	28.5%
Disagree	32	16%
Strongly Agree	20	10%
Strongly Disagree	16	8 %
Total	200	100

This table shows 37.5 per cent respondents are agree that Television dramas often conflict with my personal values and principles, 28.5 per cent respondents are neutral on it, 16 per cent respondents are disagree on it, 10 per cent respondents are strongly agree on it and 8 per cent respondents are strong disagree.

Television dramas helps to reinforce social norms and expectations.

Table 1.28 Title: Television dramas helps to reinforce social norms and expectations.

	Frequency	Percentage
Agree	85	42.3%
Neutral	52	25.9%
Disagree	25	11.4%
Strongly Agree	23	12.4%
Strongly Disagree	16	8 %
Total	200	100

This table shows42.3 per cent respondents are agree that Television dramas helps to reinforce social norms and expectations, 25.9 per cent respondents are neutral on it,11.4 per cent respondents are disagree on it, 12.4 per cent respondents are strongly agree on it and 8 per cent respondents are strongly disagree.

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Television dramas often portray unrealistic social values and expectations.

Table 1.29 Title: Television dramas helps to reinforce social norms and expectations.

	Frequency	Percentage
Agree	**79**	**39.3%**
Neutral	**53**	**26.4%**
Disagree	**32**	**15.9%**
Strongly Agree	**23**	**11.4%**
Strongly Disagree	**14**	**07%**
Total	**200**	**100**

This table shows 39.3 per cent respondents agree that Television dramas often portray unrealistic social values and expectations, 26.4 per cent respondents are neutral on it, 15.9 per cent respondents are disagree on it, 11.4 per cent respondents are strongly agree on it and 7 per cent respondents are strong disagree.

Research Findings

The survey results of Research Question 1 indicated pronounced differences in the urban versus rural respondents' viewing habits. These differences were seen in viewing frequency and duration, as well as the type of content watched. These findings of this study reinforce the theory that media consumption trends differ greatly in urban and rural areas, attributed to differences in accessibility to media resources, technology, and socio-economic state.

The survey showed that the percentage of the respondents in the urban households watch every day is higher than that of the rural household respondents. Only 29.9 per cent of respondents in rural areas reported watching television every day, compared with 38.3 percent of respondents in urban areas. That mismatch could be a result of greater access to technology in urban areas, where cable and satellite television are more prevalent. Urban viewers watched television one to two hours daily, at 33.8 per cent, compared to 23.4 per cent of rural viewers. Similarly, when asked about favorite prime-time television dramas with HUM TV dramas at the top, 43.3 per cent of urban respondents and 36.5 per cent of rural respondents reported regularly watching HUM TV dramas. This indicates urban viewers are more interested in televised dramas than rural viewers due to the wider availability of diverse content and accessibility of modern lifestyles. In Bandura's Social Learning Theory (1977), this result is supported by suggesting that individuals seek out and select information that aligns with their own social and personal agendas. Urban audiences are more likely to consume contemporary values portrayed in media content such as gender equality, individual empowerment, urban family, etc, which are often found in HUM TV dramas.

The study of Research Question 2 also concluded that family behavior is greatly impacted by prime-time television dramas, particularly when it comes to the morals, attitudes, and family discussions fostered by the shows. The survey revealed that during the last three-batch prime-time dramas, 40.3per cent of the sample stated that "Prime-time dramas trigger family arguments and

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discussions," and 36.3 per cent said that "Prime-time dramas affect texts and opinions of family members." It seems then that television dramas in addition to entertainment can provoke family conversation about moral principles and gender roles. The 36.8 per cent of respondents who said prime-time dramas inspire positive behaviors in their families suggest they have the power to elevate family dynamics. On the other hand, the study showed that 30.3 per cent of the respondents believe that television drama cause negative behaviors among family members. This implies that although television dramas can function to promote positive social behaviors, they also risk exposing viewers to unrealistic expectations or reinforcing negative stereotypes. Some of these dramas portray idealized family structures, gender roles, and consumerist lifestyles, which can promote unrealistic behaviors not representative of actual family dynamics, and also those within lower socio-economic settings.

The effect of television dramas on viewers' social norms and beliefs, particularly with relation to gender conventions, family structure, and social justice issues—was discovered to be significant. The results revealed that 39.3 per cent of the participants agreed that dramas play an important part in setting the norms and values of society, and 42.3 per cent agreed that dramas help reinforce the norms and expectations of society. This implies that television text (particularly in prime-time dramas) is significant in the socialization of viewers within particular cultural and social paradigms.

Moreover, the study found that 32.3 per cent of the participants believed that television dramas often promote negative stereotypes or unrealistic social ideals. For example, from dramas that idealize wealth, materialism and consumerist lifestyles, viewers may become irrationally optimistic about their own social standing and family relationships.

Conclusion

This study with an urban and rural analysis focused on examining the impact of prime time television dramas on social values and behaviors of viewership in South Punjab. The findings show that television viewing habits vary greatly between rural and urban viewers. Urban viewers not only watched more TV but were also more likely to tune in to HUM TV, which broadcasts prime-time dramas, and watch TV every day. By contrast, people in rural areas watched television much less frequently and for shorter periods of time.

One of the study's most striking findings was the effect prime-time dramas had on family dynamics. This indicates that prime time dramas have an influence on the beliefs and attitudes of their family members, which shows the alarming importance of television content in our family life 36.3per cent. And 40.3per cent said that these dramas cause parents and children to talk to each other hearty, which show that television, can be considered to promote family communication. Since 36.8per cent of respondents agreed that television dramas inspire positive behaviors in their families, it seems the strong female protagonists, family unity, and conflict resolution portrayed in these dramas indeed have a positive effect.

The 2nd study found out that the impact of drama on audience social perception is significant in social values and social norms. 39.3per cent of respondents feel that drama shows can affect social order and culture, and viewers in metropolitan cities are more supportive of liberal values such as

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personal empowerment and gender equality But viewers who lived in less populated areas tended to lean more toward supporting traditional values tied to ideas about patriarchy and family unity. Furthermore, the research found that TV dramas are able to promote destructive stereotypes and irrational social values. Out of those surveyed, 32.3per cent thought dramas promoted irrational social expectations about relationships, family structures, and wealth.

Limitations Of the Study

People are not aware that online surveys are also something. They think that if they open the link, they will be scammed. Because of the links, a lot of fraud is happening. All the information on our mobile will be hacked or the mobile data will be stolen. Out of fear of this, they did not open the link or fill the survey form. The researcher has to face this problem a lot.

Suggestions For Future Research

Building on the findings of this study, future research could explore several areas to deepen our understanding of how television dramas impact viewers' behavior and social values:

- **Longitudinal Studies:** Future studies could adopt a longitudinal design to explore how the impact of television dramas evolves over time.
- **Digital Media Influence:** As more viewers shift to streaming platforms and digital media, future research should examine how digital content impacts viewers' behavior and social values.
- **Sample Size:** While the study surveyed 200 respondents, a larger sample size would provide a more robust data set and improve the venerability of the findings.

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