
**INFLUENCES OF WATCHING TELEVISION ON FAMILY PATTERNS
IN DISTRICT NAUSHAHRO FEROZE, SINDH**

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ABSTRACT

Family is a basic social institution and occupies a significant position in individual life. It is family that tells us what is appropriate and what is inappropriate behaviour in any social situation, family transfers culture to coming generation and teaches the values of society to its new members. Television has brought various changes in the structure and functioning of family institution. This paper examines the trends of watching television and changes that television has brought up in the family in Sindh, with especial focus on district Naushahro Feroze. Data is collected from 5 Taluka of district Naushahro Feroze, 384 samples are taken randomly from rural and urban areas of the district by interview schedule. Data is analyzed by using SPSS; Chi square test is applied to test the relationship between variables under study. Results, discussions and findings concluded that television has changed the sociology of family institution. Marriage outside the family, joint family system, less number of children, late-marriages and changing socialization patterns are noticed changes in research area district Naushahro Feroze. Previous researches were conducted on impact of television but not specifically on impact of television on changing family patterns. This is first study of this nature in District Naushahro Feroze.

Keywords: Family, Nuclear, Joint, Marriage, outside marriages, age at marriage and Socialization.

INTRODUCTION

Science and technological progress is increasing with a fast pace in the world and also in Pakistan and Sindh. Cell phone, Internet, Television and so on are the fruits of endeavors by the scientists in the field of new inventions. Technologies have many implications in society and they affect at large the socio-cultural life of society. John Logie Baird (1924) of Scotland is regarded as inventor of television. Historically television came in Pakistan in 1960, but it started its official transmission on 26th Nov 1964. Television is an electronic device that hardly any home does not occupy. At home, offices, and now even in cell phones, television transmission is seen.

Family is basic and firstborn social institution. Anthropology of family institution shows that historically this institution has gone through various transformations. There may be the number of factors that has changed the sociology of family but television is most important of them. Social relations among family members are affected, family structure, rearing of children and family size are the important affected areas in family. Marriage is social and legal contract between two opposite sexes to regulate marital relations and reproduce children (International Encyclopedia of Social Sciences). Marriage is now-a-days regarded as an independent institution but it is important function of family. Marriage customs, age at marriage and marriage outside or inside the group are important traits analyzed in this research paper.

Sindh is 2nd largest province of Pakistan in population, having 30,440 (000) population. According to the census report 1998 and 43,587 (000) projected population in year 2011; Sindh occupies land 58,000 sq. miles. In Sindh total number of television sets is 2,154,397 and according PEMRA¹ report, 2009 in Sindh 767 cable television licenses are issued. District Naushahro Feroze is 9th largest district out of 23 districts in Sindh province. According to Census report, 1998 its population was 1,088 (000) and estimated population in district is 1,556 (000) by 2011. Total number of television sets in District Naushahro Feroze is 60204 (SAG Report, 2011).

Study entitled 'Impact of Satellite Television and Social Change in Rural Sindh' conducted by Sheikh, 2007, reveals that trend of watching satellite television channels is increasing in rural Sindh. Study reported influences of satellite television on socio-cultural life of Sindhi society. Family and marriage institution are at utmost threshold of social change. Nuclear family system, less number of children, marriages outside the group and change in socialization patterns socialization are some of the outcomes of television.

In Sindh at present there are eight Sindhi language channels on aired i.e. KTN TV, KTN News, Kashish TV, Sindh TV, Sindh TV NEWS, Mehran TV, Dharti TV and AWAZ TV. Local language channels are mostly viewed and liked by viewers because there is no language understanding barrier.

OBJECTIVES

1. To find out the trends of watching television.

¹ PEMRA- Pakistan Electronic Media Regulatory Authority, regulate private channels distribution in Pakistan.

2. To explore the influences of watching television on joint family system.
3. To disclose the impact of watching television on age at marriage.
4. To know the influences of watching television on marriage out-side the family.
5. To analyze the influences of watching television on socialization patterns.

HYPOTHESIS

Ha: Watching television is likely to influence the family and marriage patterns.

Ho: Watching television is not likely to influence the family and marriage patterns.

SURVEY OF RELATED LITERATURE

Study conducted by Manj, Riaz, Awan, & Siddique, 2014 to analyze the impact of foreign channels on young generation of Pakistan found that Pakistani youth and Pakistani culture is under the influences of foreign culture. Foreign channels have badly affected the values, social norms, traditions and culture of Pakistani society.

Westoff & Dawn A. Koffman, 2011, found that watching television channels, especially foreign channels have changed the life style of family institution. Family is more affected institution of society, women give prefer less number of children and late marriages are promoted in society.

Karim, 2010, opines that the changes in our traditional way of life that are coming via foreign channels are negative and unfavorable for our culture. Moral values and religious values are disappearing.

Vivian, 2008, television is comparatively more powerful medium of communication. Socialization is important function of media today; it informs and educates young generation about societal norms and values. It greatly affects the culture social life.

Kapoor, 2008 while analyzing the impact of television on rural life of India revealed the facts that television were bringing so many socio-cultural changes. House décor were giving look of urban life style, status of female was improved, female and girl child were given importance in family, less number of children were given preference and importance of formal or school education was seen increasing in rural areas. Villagers confirmed that television has changed their culture and traditions.

According to Sheikh, 2007, the changes that are caused by satellite television channels in Sindh are increased number choice based marriages, marriages outside clan and caste, less number of children and change in way of socialization of children.

These changes cannot be considered negative, because Islam as a dominant religion in District and province gives women right to consent in marriage matters. Islam or state does not restrict to get marriage within a caste or clan. Even medical sciences prove that marriage within a caste or clan causes transfer of family diseases.

Zia, 2007, in her doctoral study entitled “Effects of Cable Television on Women in Pakistan: A Comparative Study of Heavy and Light Viewers in Lahore. Found that television has influenced the family life of audiences, television provides a large variety of channels to audiences privately owned television channels and foreign channels have greatly influenced the domestic culture. All the respondent females were found heavy viewers of cable television, watching television more than 4 hours per day. Change in fashion, home decor, language and interaction were noticed.

METHODOLOGY

Exploratory research methodology is adopted to analyze the impact of television on family and marriage patterns. According to Kothari, (2004) exploratory research is conducted in new area and on new topic with the main purpose to get familiarity on topic under study. Impact of television on family and marriage patterns in Sindh is not searched out before in Sindh. Data is collected from 384 respondents from all five Taluka of District Naushahro Feroze and respondents were selected by applying simple random sampling method. Interview schedule is used as an instrument of data collection. Data is analyzed with the help of SPSS version 17.0, Statistical Package of for Social Sciences. Results are tabulated and graphically presented by using MS word, MS Excel and SPSS. Findings of study are interpreted and discussed in the light of previous researches on topic available at national and international level. Literature is reviewed and incorporated in study where it was considered essential.

STATISTICAL ANALYSIS OF DATA

TABLE-1

Do you think TV affects adopting family type?	If Yes, than which type of family it promotes?			Total
	Nuclear Family	Joint family	Not applicable	
not at all	26	17	40	83
at some extent	73	53	24	150
to a great extent	85	47	19	151
Total	184	117	83	384

Chi-Square Tests

	Value	D.F	Asymp. Sig. (2-sided)
Pearson Chi-Square	45.912(a)	4	.000

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 17.94.

Chi-Square test of independents is applied on table no.1 to show the relationship between watching television and its impact on adopting a nuclear family. Degree of freedom is determined as 4, its tabulated value is 9.488 which is less than Chi square value calculated as 45.912(a). P-value is calculated as .000 which is again less than the significance value 0.05. In light of above results it can be said that null hypothesis is rejected and alternative hypothesis is accepted and there is relationship between watching television and increasing number of nuclear family system.

TABLE-2

Do you think TV affects number of children born in the family?	If yes, than how many children you think are ideal?					Total
	0-2	3-5	6-8	9+	N\A	
Not at all	1	0	0	0	64	65
at some extent	72	119	24	8	0	223
to a great extent	52	28	5	11	0	96
Total	125	147	29	19	64	384

Chi-Square Tests

	Value	D.F	Asymp. Sig. (2-sided)
Pearson Chi-Square	408.222(a)	8	.000

a 3 cells (20.0%) have expected count less than 5. The minimum expected count is 3.22.

Chi square test of independence is applied on table no.2 to analyze the impact of watching television on number of children born in the family. Data shows positive relationship between two variables. P-value is calculated .000 which is less than 0.05 and degree of freedom is determined 8 which has tabulated value is 15.507, that is greater than Chi square value 408.222(a). Results of analysis revealed the fact that television affects the decision of parents regarding number of children, and less number of children is liked in families.

TABLE-3

Do you feel any variation after watching TV	Does TV discourage early marriages?		Total Yes
	Yes	No	
To some extent	205	54	259
Yes, to great extent	86	39	125
Total	291	93	384

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.921(b)	1	.027

a Computed only for a 2x2 table

b 0 cells (.0%) have expected count less than 5. The minimum expected count is 30.27.

Chi square test is applied on table 3 to analyze the relationship between watching television and decreasing trend of early marriages. Analysis shows that there is positive association between both variables. P-value is calculated .027 which is less than significance value 0.05. Degree of freedom is determined 1 that has tabulated value 3.841. Chi square value is calculated 4.921(b) which is greater than tabulated value. Therefore, it is concluded that early marriages are discouraged by watching television.

TABLE-4

Do you think TV affects choice of marriage?	Do you think TV promotes marriage outside the family?		Total
	Yes	No	
Not at All	62	49	111
At some extent	140	42	182
to a great extent	68	23	91
Total	270	114	384

Chi Square Test

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.773(a)	2	.000

Chi square test is applied on table 4 to analyze the relationship between watching television and increasing trend of marriages outside the family. Analysis shows that there is positive association between both variables. P-value is calculated .000 which is less than significance value 0.05. Degree of freedom is determined 2 that have tabulated value 5.991. Chi square value is calculated 15.773(a) which is greater than tabulated value. Therefore, it is concluded that marriage outside the family are encouraged by watching television.

TABLE-5

Do you feel any variation after watching TV	Do you think TV has effect on socialization patterns?			Total
	Not at all	at some extent	to a great extent	
To some extent	52	172	35	259
Yes, to great extent	14	55	56	125
Total	66	227	91	384

Chi-Square Tests

	Value	D.F	Asymp. Sig. (2-sided)
Pearson Chi-Square	45.852(a)	2	.000

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.48.

Chi square test of independence is applied on table 4 to test the independence of two variables impact of watching television on socialization patterns. Calculation shows positive relationship between both variables. P-0value is determined .000 which is less than significance value 0.05. Chi square value is calculated 45.852 (a) with degree of freedom 2 that has tabulated value 5.991. Chi square value is greater than tabulated value. Therefore, it is concluded that watching television has affected the socialization patterns of family.

FINDINGS OF THE STUDY

- Study Attempted to find out the Influences of Watching Television on Changing Family and Marriage Patterns. Results show that television has greater impact on family and marriage patterns in District Naushahro Feroze, Sindh.
- In Sindh, especially in urban and rural areas of District Naushahro Feroze. Study finds that now trend of early marriages is declining due to television.
- In some castes and in rural areas of Sindh marriage outside the family was considered a dishonor. Marriage between first cousins were most preferred, Islam does not make restrictions on marriages outside the family. Holy Prophet (PBUH) suggested marriage outside the family for the birth of healthy children. Watching television has liberalized and modernized the traditional thinking; now trend of getting marriages outside the ones group in Sindhi families is increasing.
- Study found that watching television have greater impact on number of children born in family. Less number of children is idealized in TV dramas and knowledge of modern contraceptives is also provided that has positive implication on public opinion and decision regarding number of children. Frequency trends show large percentage of people prefer 3-5 children and secondly 0-2 children.
- Socialization is important function of family institution that has undergone so many socio-cultural changes due to television.

RECOMMENDATIONS

This study has a limited insight on impact of television on family institution due limited resources and time. There are number of aspects as patterns of family interaction among family members and outside the families are affected by television, which needs to be investigated from sociological perspective. Besides, this study has not examined in detail the changes that television has caused in socialization patterns. Therefore, a lot of work still can be done on this topic.

Keeping in view the power of television, researcher recommends the media persons to focus on women developmental programs. We should not copy the subject of foreign programs instead we should also highlight moral values of our culture. Bad traits need to be replaced by good ones but good traits of our culture and society must be preserved.

CONCLUSION

Analysis of primary and secondary data on the topic has revealed various changes in family institution are being caused by the television programs. This study concludes that important aspects of family

institution have under gone various changes due to watching television, late marriages, marriages outside the family; less number of children in family and change in socialization patterns are some noticed changes in District Naushahro Feroze, Sindh.

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