

VIOLENCE AGAINST WOMEN: EXPLORING THE EFFECTS OF PAKISTAN TELEVISION URDU DRAMAS VERBAL VIOLENCE ON THE RURAL AND URBAN YOUTH BEHAVIOR.

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ABSTRACT

This study shows the effects of verbal violence against women shown in Pakistan Television (PTV) Urdu dramas on the rural and urban youth behavior. 532 students were selected for interview using stratified sampling techniques. The collected data has been analyzed statistically. T-test analysis indicates that the hypotheses H₁ and H₂ are proven while H₃ is not substantiated. The findings are discussed in the light of Cognitive theory of aggression and Cultivation theory. The findings of the studies reveal that violence shown in PTV Urdu drama influenced the knowledge, attitude and behavioral levels of both rural and urban youth.

Keywords: *Violence against Women, Verbal Violence, Residential Status, Rural Urban Youth, Pakistan Television, Urdu Dramas, t-test, Knowledge, Attitude and Behavioral levels.*

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INTRODUCTION

Media is a powerful instrument which derives and teaches the society in its own way to view the world around us. Media transmits the attitudes, values and behaviors to the society and convey important information to its audience. With the help of its different programs media induces changes in the society. Media experts agree that popular media through its different program content, influences awareness, attitude and behavior. Collin et al (2003 p-119) noted that instead of books and classroom lectures television portrays the problems risks and responsibilities in better ways. Different media researches have confirmed that viewers develop a relationship with fictional characters of TV and radio. Hoffer, (1996); Rubin, Perse, and Pawell, (1985) reported that like a friend viewers get guidance from the fictional characters of TV and radio. Media information not only reinforces the attitudes and opinions but also shape the viewers behavior.

Anderson and Bushman (2002) reported that exposure to the media violence is one of the causes which provoke aggressive behavior in audience. Aggression and violence are usually used for the same meaning. A person who intentionally harm or hurts another person is called aggressive behavior. Violence varies according to the region and culture of a society. Women from all over the world have been facing violence for many decades and media presents it. This gender specific violence against women exerts strong effects on youth behaviors. Nielsen Media Research (1990) noted a correlation between heavy exposure to violent media content and impact on youth behavior. Bandura, Ross, & Ross, (1961, 1963) reported observational learning and imitating the behavior of others through media. Bybee, Robinson & Turow, (1982) reported that watching violence programs on television causes aggressive behavior of children. Huston et al., (1992) found increase in aggressive behavior due to the exposure of televised violence. Lazarsfeld (1948) noted that media has a strong and long lasting effect on individuals' behavior. These strong media effects slowly transformed into

institutional changes. Berkowitz (1984) noted that the cognitive processes ultimately affects social conduct. Television experience activates the individuals' frames of references and they react to the things according to their own background knowledge and social beliefs. Zajonc (1980) noted that "effect" is an instinctual reaction to stimulation it is a primary reaction to stimuli. Batson et al (1992) noted that some time behavior and attitude are considered the same as a part of the individual behavior. Byers and Eno, (1991) reported that sometimes youth justify violence against women by saying that they are punishing bad people. Government owned Pakistan Television channel fulfills the entertainment, educational and informational needs of the people. Present studies explore the relationship between difference in residential status and exposure of verbal violence against women portrayed on Pakistan Television (PTV) dramas. The studies also explore impact on different levels of behaviors i.e., cognitive, affective and conative.

HYPOTHESES

H-1 Rural and urban status have impact on watching PTV dramatized violence against women (Robina Roshan. (Ph.D.dessertation HEC, 2013).

H-2 Watching verbal violence against women on PTV Urdu dramas have different knowledge, attitudinal and behavior impact on rural and urban youth (Robina Roshan. (Ph.D.dessertation HEC, 2013).

H-3 Rural and Urban youth have difference in knowledge, attitude and behavior by the exposure of violence against women (Robina Roshan. (Ph.D.dessertation HEC, 2013).

THEORETICAL LINKAGES

The present study deals with the depiction of violence against women as portrayed on Pakistan television fictional world. Its effects on rural and urban youth and consequently on their behavior are also studied. There are several theories of violence. The present study is

based on Social learning theory/Cognitive theory of aggression and Cultivation theory . Bandura, (2004); Sood et al. (2004) reported that on media effects studies social cognitive theory is commonly applied theory. Bandura (2002) noted that through their experience or imitation people learn a lot. Ormrod (1999) noted that audience get knowledge from their environment with the help of observational learning. Mae Sincero (2011) noted that social learning theory of Albert Bandura theory(2004, 78) was mainly focused on reciprocal determinism and has the concepts of attention , retention, reproduction and motivation. Bandura (2004) noted that television transmits knowledge about new styles of behavior to viewers but respondents only absorb the positive behavior. Henry and Charles (1982) noted that in the process of Social Learning models play an important role for learning new behaviors .Berkowitz (1989) reported that the cognitive factors determine the reaction of respondents. Cultivation theory examines the long-term effects of television on viewers.TV exposure caused strong, gradual and direct effects. Cohen and Weimann (2000) noted that the main concept of cultivation theory explains that high viewers of television prefer to live with it and more likely believe that the television portrays the social reality.Gerbner (1969) argued that the mass media propagates particular cultural values amongst the members of that society and in this way binds them together. Evra (1990) reported that those teenagers who heavily depend on television for the different type of information more than others are more effected by the cultivation effect than others .Present study has theoretical linkages to the above said theories since it deals with the television entertainment ,its effects on the different behavioral levels of rural and urban youth . Regarding Pakistan television dramas portraying verbal violence against women which causes effects on the viewers.

CONCEPTS AND PROCEDURES

The term violence against women is defined as actions which harm or cause suffering or indignity to women and children, mainly men carrying out the actions where as women and children are

predominantly the victims. Violence against women is also known as an abusive behavior towards women it includes any sort of aggression or misbehavior. There are many kinds of violence against women which include verbal violence, domestic, street, work place, symbolic and physical abuse. Violence has its roots in gender discrimination and therefore understood as gender-based violence. Singh. A. K., and Choudhury. J., (2012) noted that Violence against women means direct or indirect physical or mental cruelty to women. There are different forms of violence against women. Verbal violence is one of them. The present study included harsh wording, word abuses and using loud voice against women as a verbal violence act. The knowledge, attitude and behavioral effects were also investigated in the study. A well prepared questionnaire was used to collect the data for the present study as reportedly Roshan and Aslam (2012). This scale consists of dependent and independent items. To check responses for the knowledge and attitudinal level of violence act, items are made on four point scale. While to explore violent behavioral level of respondents researcher used four point i.e. scale, never, rarely, often, very often. Present study mainly deals with the media effects. Pakistan Television is famous for its Urdu dramas. Urdu dramas of Pakistan Television were chosen as a sample of program content. A sample of 532 respondents in which 58.1% rural youth and 41.9% urban youth were selected (Robina Roshan. (Ph.D.dessertation HEC, 2013).

RESULTS AND DISCUSSION

The media effects model of TV fictional world are explored in this study. Effects hierarchies i.e., knowledge, attitude and behavioral effects of verbal violence against women are also investigated. The verbal violence further explicated into harsh wording, word abuses and loud voice. The hypotheses of the study were empirically tested. The appropriate statistical tools were used to analyze the data which are presented in different tables that show the various dimension of the study

Table 1: Univariate Frequency Distribution of Residential Status of the Participants.

(Robina Roshan. (Ph.D.dessertation HEC, 2013) (N=532)

	Frequency	Percent	Cumulative Percent
Rural	309	58.1	58.1
Urban	223	41.9	100.0
Total	532	100.0	

Table 1 shows the Univariate Frequency distribution of residential status of respondents out of the total number of 532 research sample 58.1% students belong to the rural area while 41.9% students belong to the urban area.

Table 2: Residential Status Impact on Exposure to PTV Dramatized VAW.

(Robina Roshan. (Ph.D.dessertation HEC, 2013)

Categorical Variables	Residential status	N	Mean	Std. Deviation	Std. Error Mean	F	t	P
Exposure to PTV Urdu Drama	Rural	309	3.01	.841	.048	.004	-3.025	.003
	Urban	223	3.23	.769	.052			

The table 2 indicates the N, Mean and standard deviation for both rural and urban respondents. There is a significant difference in their mean scores to watching violence against women on PTV Urdu dramas. The mean for rural youth is 3.01, which is significantly lower than the mean score of 3.23 for the urban youth . The difference in the means with standard deviations of rural and urban youth is .841 and .769 respectively. The T-test comparing responses of youth Residential status on exposure to PTV Urdu is also summarized in table 2. Here F=.004, t value is -3.025 and p is .003 which is significant at .05 levels. Hence, hypothesis 1 is substantiated.

Table 3-a: Cross tabulation of Cognitive effects of verbal violence against women by the exposure to PTV Urdu drama.

(Robina Roshan. (Ph.D.dessertation HEC, 2013) N=532

Categories	Respondents	S. Agree	Agree	Disagree	S. Disagree	Total
Harsh Wording	Rural	168 54.4%	44 14.2%	59 19.1%	38 12.3%	309 100.0%
	Urban	106 47.5%	56 25.1%	39 17.5%	22 9.9%	223 100.0%
Word Abuses	Rural	191 61.8%	38 12.3%	54 17.5%	26 8.4%	309 100.0%
	Urban	137 61.4%	40 17.9%	25 11.2%	21 9.4%	223 100.0%
Using Loud Voice	Rural	128 41.4%	41 13.3%	115 37.2%	25 8.1%	309 100.0%
	Urban	102 45.7%	27 12.1%	85 38.1%	9 4.0%	223 100.0%

In the above table 3-a SPSS 12.0 V is used to analyze the data of the study. Results reveal the knowledge level of rural and urban youth about verbal violence act. It can be seen in the table 3-a that more than 50% of both rural and urban youth are cognitively influenced by the exposure of verbal violence act against women depicted on PTV fares because they agreed that harsh wording, word abuses and using loud voice are all the verbal violence act. Where as 45.3% of rural youth and 42.1% of urban youth are not cognitively influenced by the exposure of verbal violence act against women depicted on PTV fares. Because they have less knowledge about verbal violence act.

Table 3-b: Cross Tabulation of Affective Effects of Verbal Violence against Women by the Exposure to PTV Urdu Drama.

(Robina Roshan. (Ph.D.dessertation HEC, 2013)

N=532

Categories	Respondents	V. Much Like	Like	Little Like	Dislike	Total
Harsh Wording	Rural	19 6.1%	65 21.0%	194 62.8%	31 10.0%	309 100.0%
	Urban	10 4.5%	53 23.8%	138 61.9%	22 9.9%	223 100.0%
Word Abuses	Rural	11 3.6%	11 3.6%	93 30.1%	194 62.8%	309 100.0%
	Urban	9 4.0%	22 9.9%	61 27.4%	131 58.7%	223 100.0%
Using Loud Voice	Rural	33 10.7%	19 6.1%	141 45.6%	116 37.5%	309 100.0%
	Urban	26 11.7%	11 4.9%	103 46.2%	83 37.2%	223 100.0%

Table 3-b reveals that equal percentage 37.2% of both rural and urban youth dislike using loud voice. Likewise percentage of rural youth on harsh wording is 62.8%, which is slightly higher than urban percentage of 61.9%. Table 4 also shows that 62.8% of the rural students dislike word abuses. Where as 58.7% of urban students dislike word abuses.

Table 3-c: Cross Tabulation of Effects of Verbal Violence Against Women by the Exposure to PTV Urdu Drama.

(Robina Roshan. (Ph.D.dessertation HEC, 2013)

N=532

Categories	Respondents	Often	Rarely	Never	Total
Harsh Wording	Rural	3 1.0%	185 59.9%	121 39.2%	309 100.0%
	Urban	7 3.1%	115 51.6%	101 45.3%	223 100.0%
Word Abuses	Rural	2 .6%	256 82.8%	51 16.5%	309 100.0%
	Urban	0 .0%	183 82.1%	40 17.9%	223 100.0%
Using Loud Voice	Rural	1 .3%	174 56.3%	134 43.4%	309 100.0%
	Urban	0 .0%	126 56.5%	97 43.5%	223 100.0%

The table 3-c indicates that equal percentage 82.1% of both the rural and urban youth verbally abused women. Similarly equal percentage (56.5%) of both used loud voice against women .Table also reveals that above 50% of both rural and urban youth used hash wording against women. It is interesting to note that both rural and urban youth practiced verbal violence against women. The tables 3-a, 3-b, 3-c show exposure of verbal violence effect on both rural and urban youth cognition, affection and conation by the exposure of Pakistan Television Urdu dramas Hence, hypothesis 2 is substantiated.

Table 4-a: t-test (to compare Means difference on residential status and knowledge of VAW)

(Robina Roshan. (Ph.D.dessertation HEC, 2013)

knowledge of respondent	Residential status	N	Mean	Std. Deviation	Std. Error Mean	F	t	P
Verbal violence	Rural	309	3.0874	.67467	.03838	.536	-.851	.395
	Urban	223	3.1375	.66443	.04449			

The table 4-a shows the Means difference of rural and urban youth on knowledge level and effects of verbal violence presented on PTV Urdu dramas. There is a slight difference of means for both rural (3.0874) and urban youth (3.1375) about verbal violence which shows that both rural and urban youth have equal knowledge of verbal violence. Standard deviations for rural youth is .67467 and for the urban youth is .66443. These values suggest that there is no significant difference of the knowledge level of both rural and urban youth regarding verbal violence. For the knowledge of verbal violence F=.536,t value is -.851 and P value is .465. The significant value exceeds at .05 level so the difference in variance is non significant.

Table 4-b :- t-test (to compare Means difference on residential status and Affection of VAW)

(Robina Roshan. (Ph.D.dessertation HEC, 2013)

Affective of respondents	Residential status	N	Mean	Std. Deviation	Std. Error Mean	F	T	P
Verbal Violence	Rural	309	1.8706	.47802	.02719	.699	-.931	.352
	Urban	223	1.9103	.49717	.03329			

Table 4-b summarizes the Means difference of rural and urban youth on the affective and effects of verbal violence presented on PTV Urdu dramas. The mean value for the rural youth (1.8706) and urban youth (1.9103) shows no significant difference. Both rural and urban youth have partially different mean for verbal violence against women. For affective level of verbal violence $F=.699$, t value is $-.931$ and Probability value is $.403$. They are non significant at $.05$ levels. There exists an equality between the variance of two groups. Hence, hypothesis is not supported.

Table 4-c :-t-test (to compare Mean difference on residential status and behavior of VAW)

(Robina Roshan. (Ph.D.dessertation HEC, 2013)

behavior of respondents	Residential status	N	Mean	Std. Deviation	Std. Error Mean	F	t	P
Verbal Violence	Rural	309	1.6764	.36373	.02069	.334	.682	.496
	Urban	223	1.6547	.35915	.02405			

The comparison of responses of rural and urban youth behavior and effects of verbal violence presented on PTV Urdu dramas is shown in table 4-c. The table indicates that there is no significant difference in the mean scores for "residential status". Both rural and urban have partially different mean for verbal violence against women. For behavior of verbal violence $F=.334$, t value is $.682$ and Probability value

is .563. They are non significant at .05 levels. There exists an equality between the variance of two groups. Hence, hypothesis is not supported.

The results of the study in tables 4-a,b and c, show difference in residential status and knowledge, attitude and behavioral effects on youth. The findings of t-test show that Both rural and urban youth have partially different mean on these levels and impact of verbal violence depicted through PTV Urdu drama. They are non significant at .05 levels there exists an equality between the variance of two groups. Hence, H3 is not established.

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