

# Effects of Prime Time Indian Dramas on Culture of Chitral in Pakistan



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## Thesis Approval Sheet

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## **Dedication**

**I, Zuljalal Ali Akram proudly dedicate this thesis to the memory of my beloved brother Zulfiqar Ali Murtaza who passed away few years back.**

**This work is also dedicated to all my beloved family members, my father, (Sher Nawaz Khan) and my mother (Ashroon Nawaz) and to my sisters for their endless support. The research reached its fulfillment because of their prayers, where ever I am, is because of them and I owe them.**

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## ABSTRACT

*The study was aimed to measure effects of Indian dramas on the culture of Chitral, specifically the discussion highlighted the prime time dramas and their effects. The research thoroughly assessed the extent of negativity in culture of Chitral and the how cultural rituals are changed by these Indian dramas. This study examined, how the culture is being cultivated and how it has been evolved over time are been highlighted. The reason behind the overly influenced society was the core problem of identification of this research, and the research is conducted through Observations (non-participatory) and with a sample size of 100 questionnaires using the convenience sampling technique. The research was based on the assumption that the Indian dramas only have the negative impacts on rural culture of Chitral and has led to cultural identity crisis. Yet the findings of the study substantiated the assumed problem of statement and demonstrated that these Indian dramas are mainly the reason behind the morally and socially changed culture of Chitral. And has majorly influenced dressing, language and behavior of the people.*

**Key Words:** Indian Dramas, Adverse Effects, Culture of Chitral, Identity Crisis, cultural invasion.



## Table of Contents

ABSTRACT.....	8
1. (Chapter 1) Introduction .....	11
1.1. Culture.....	12
1.1.1. Culture of Chitral.....	12
1.2. Indian Prime Time Dramas.....	13
1.3. Objectives/Aims of the study:.....	15
1.4. Research Questions: .....	16
1.5. Statement of the problem .....	16
1.6. Significance of the study .....	18
2. (Chapter 2) Literature review .....	20
3. (Chapter 3) Theoretical Framework.....	26
3.1. Cultivation theory .....	26
3.1.1. History of Cultivation Theory: .....	26
3.2. Relevance of the theory with the Research study:.....	28
4. (Chapter 4) Research Methodology.....	30
5. (Chapter 5) Results and Analysis.....	35
6. (chapter 6) Discussion.....	50
6.1. Conclusion.....	52
6.2. Limitations of the study .....	53
References .....	54
Survey Questionnaire.....	56
Plagiarism Report.....	59