



Acculturation to Western Culture in the Youth of Islamabad.

A thesis

Presented to Department of Humanities and
Social Sciences,

Bahria University, Islamabad Campus

*In Partial Fulfillment
of the Requirement for the
Degree of Bachelor of Sciences
(BS) Social Sciences*

**By
Aiman Nisar**

January 2022

ACKNOWLEDGEMENT

All praise to Allah almighty, the most magnificent who granted his mercy upon us and guided us the right path. First, I would like to thank the most merciful and divine power the Almighty Allah, who has enlightened my mind with understanding and knowledge to conduct this research. Without Allah's help and his beloved Prophet Muhammad (SAW) guidance, I wouldn't be able to complete my goal.

Secondly, I would like to thank and regard my respected supervisor Ms. Madiha Ehsan, department of Humanities and Social Sciences, Bahria university Islamabad. Her expertise, knowledge, help, counseling, and encouragement has helped me in completing my thesis. It was impossible for me to complete without her assistance. I would also like to thank my department and respected Head of department, Dr Muhammad Umer Hayat for providing this opportunity and assistance.

I would specially like to thank my parents for throughout support and prayers which made it possible for me to complete my thesis. Moreover, I would thank my siblings for support especially my elder sister who guided me during this whole time. I would also like to thank my close friends who were very supportive throughout this time and lastly, thanks to all the participants for their valuable time and participation, without them my research wouldn't be accomplished.

Aiman Nisar

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ABSTRACT

This study aims to examine the relation of western culture influencing different aspects of native culture in the youth of Islamabad. This research intends to see how the youth of Islamabad may get influenced by acculturation since youth comprise half of the population of Pakistan which tends to hold the future of this country. A sample of 15 participants consisting of 8 females and 7 males of age between 15 to 24 years old from different sectors of Islamabad were obtained. The main objective of this study was to explore the impacts of acculturation in different areas of life for example, from attire to food, from thinking patterns to mental health, from lifestyle to language, and from every day-to-day activity to identity crises. The study explored that mostly female respondents were highly influenced by western culture and inferiority complex have been observed in them whereas males were not affected by western culture, and they are closer to their native values. It was hypothesized that both genders would be affected the same through this change, but study entails the different results. This qualitative study helped in understanding the viewpoint of respondents regarding the adoption of western culture and how the youth of Islamabad has taken it either into a positive or negative context. The research study will be beneficial in giving an insight into acculturation in other parts of Pakistan. Furthermore, the study also hopes to make remarkable support for the understanding and importance of native culture by recognizing the opinions of respondents and it will also help contribute to the literature on acculturation to western culture for future research to be conducted on this subject.

Keywords: acculturation; youth; identity.

Chapter I

1. Introduction

1.1. Significance/Rationale of the Study

Culture is a comprehensive term that comprises of different values, morals, customs, art, history, and habits which creates normative behaviors of shared feelings and thinking (Edunote). However, when one culture dominates another culture through its values, customs, traditions, and norms it creates an impact on people to convert to the dominant culture to fit in the world so, such modification of an individual or group by adapting or borrowing traits from another culture is known as acculturation (Webster, 2021).

Every country has its own culture, customs, values, and virtues which distinguishes them from other cultures. However, acculturation is a critical process where dominant cultures usually influence submissive cultures who have either left their legacy behind to reach the race of power. Western culture has been a greater influence all over the world due to its emerging trends in economic, social, cultural, and political paradigms. According to the definition of Britannica, westernization is the adoption of cultural practices by societies and countries in a different part of the world either directly by the influence of other countries, through the process of colonization, trade, or globalization (Bauer, 2020). Western culture has set some standards for the world to show their superiority through their language, attire, practices, modernization, technology, and political agendas whereas developing countries due to lack of knowledge and inadequate resources try to fulfill the desires of developed countries to get aids and funds from them to accomplish their needs or either to feel superior by adopting western culture and negating their own culture. However, it is assumed that youth is the most affected agent due to the adoption of acculturation because younger generation seems to adopt new western cultural practices easily. There is no universally agreed definition of youth but according to the United Nations, a person who lies between the age of 15 to 24 years old is considered as youth (Youth). Many studies have shown that youth is more attracted to the concept of westernization due to the attached conceptions of having luxurious, modern, and successful life after the adoption of western culture.

In the last few decades, westerners have believed and imposed that the culture of the west is the culture of the world moreover, they have emphasized that modernization has been brought by the west which is one of the major reasons for abandoning own traditional values, institutions, and customs and adapt what west prevails. Western or specifically American culture is spreading

American food, clothing, pop music, movies, and consumer goods in other parts of the world moreover, the agenda of different multinational corporations or groups such as coca-colonization projects the image that culture is the consumption of material goods, however, culture is opposite to that which involves the language, religion, values, traditions, and customs (Huntington, 1996). Moreover, we can see different countries are under the influence of western culture such as Japan for almost a century was under the new enlightenment, India has lost its ancestral culture and traditions to adopt new trends of the world and Africa after the adoption of economic growth models and modernization theory somehow lost its hold of culture. Similarly, Pakistan is also a country that is under the great influence of western culture and recent patterns of acculturation have proved the fact people are adopting more western culture.

Moreover, this study will help to understand the issues and challenges that arise due to acculturation and how western culture is inculcating new ideas and taking away ancestral values from Pakistani society especially in the youth of Islamabad. Secondly, it will provide suitable solutions to the problems escalating at a higher rate due to western culture. This will also contribute to the literature since there are very few studies in Pakistan on this issue as compared to western countries where there has been a wide range of work done.

1.2.Aim of the Study

This study was aimed to identify the impact of acculturation on native Pakistani culture, differentiate the patterns and perspectives changed after the adoption of western culture, and its influence on the living standards of the youth of Islamabad. Since many factors such as loss of language, cultural values, traditions, customs, adoption of western attire, cuisines, and lifestyle have been observed over the last few decades so, objectives and research questions were analyzed through in-depth study. However, this research was qualitative in nature and has focused upon the opinions, struggles, and judgments of the participants on this particular issue.

1.3.Problem Statement

Culture is one of the important aspects of every country because its traditions, values, customs, and norms make that entity unique and different from others. However, the loss of cultural value is an alarming situation because soon that culture will lose its own identity while adopting the dominant culture (western culture). This study was conducted to find different perspectives of the young generation on acculturation and its influence on our native Pakistani culture and how to

save our national values, customs, beliefs, and tradition from the agenda of the west. Moreover, it has investigated the different effects of acculturation to western culture such as increased psychological issues like depression and stress due to class differences, loss of native language, eating disorders, adopting their attire, cuisines, infrastructure, and parental-child conflicts.

This problem is escalating especially in developing countries like India, Pakistan, and Africa due to their weak system, inadequate resources which make them dependent on developed countries, incompetent institutions and weak cultural roots as people believe following their traditional values will make them backward, therefore, to become modern and superior in society, they tend to adopt new western values which are not only affecting our identity but also our language, lifestyle, and beliefs. Hence, solution should be implemented to control this exacerbating situation otherwise Pakistani people will lose their unique culture and legacy given by their ancestors.

1.4. Research Objectives

1. To identify the change in the living standard of the youth of Islamabad after the adoption of western culture.
2. To explore the perspective about their own native culture.
3. To identify problems raised by the adoption of acculturation.
4. To determine the conflict that arises between western culture and their own culture.

1.5. Research Questions

1. How does acculturation impact the National language of Pakistan 'Urdu'?
2. How does acculturation impact the attire, eating habits, mental health, lifestyle, and family dynamics?
3. In what way acculturation exists and how native culture can be protected by any solution?

Chapter II

2. Literature Review

2.1. Identify Literature Gap(s) Pertaining the Topic Understudy

Considering several factors mentioned some overlooked aspects need to be considered such as the role of acculturation is related to individuals, ethnic groups, and society and how it interacts with other factors moreover, the strategies people use to acculturate need further exploration. It is very important to differentiate between assimilation, integration, separation, and marginalization in each country's context. Additionally, the individual characteristics of being Muslims must require attention as they are from a wider range of countries and cross-ethnicity so all demographic variables should be part of it therefore, it is of interest to observe acculturation similarities and differences among different groups. In such cases role of a mosque and religious scholars can play a vital role in the life of individuals and their interpersonal conflicts. The link between their identities and acculturation should be examined similarly, the relationship between acculturation and mental health needs to be explored in detail (Khawaja, 2016).

However, sufficient literature is available on influences of parent's level of acculturation on children's perception of parental acceptance-rejection and behavioral control, but the sample size taken for the study is small therefore, future research requires a large sample and longitudinal design to create a better understanding between acculturation and the parent-child relationship. And unfortunately, very few studies have been seen in Pakistan on this issue (Khaleque, Rohner, Nahar, & Sharif, 2008).

2.2. Relevant Literature on the Topic

According to Gibson (2001), Acculturation implies the changes that happen due to contact with culturally dissimilar people, groups, and social influences. It impacts the culture of the entity which causes changes in shared meanings, understanding, or groups of people through globalization. Western culture plays an important role in threatening the language of the native area by fabricating their own language English as a medium of communication, for example, migrants who are already English-speaking moving towards the United States will not be affected but a person who is not English-speaking so, migration will affect his language the utmost (Schwartz, 2013). This common trend inculcates the idea that people are leaving behind their language, customs, culture, and traditions.

Similarly, J.W. Berry (2004) explains acculturation as the effect of western domination of colonial and indigenous peoples. It has also focused on how immigrants adopt changed behavior after settling in host countries as neo-colonization has impacted immigrants in many ways (Berry, 2004). However, another integrative process has shown that not every culture needs to get affected by the process of acculturation as immigrants usually settle in other countries and mostly their children adapt to the lifestyle of receiving country however, the elder people usually do not forget their native culture. Furthermore, changes in one dimension don't mean that other dimensions are also changing at the same rate for other people, for example, Hispanic and Asian migrants arriving in largely monocultural areas such as America so, they may have little choice but to learn English to stay there. Therefore, they usually become bicultural and acquire the practice of the host country (Schwartz, 2013).

The process of acculturation produces effects on attitude and beliefs as cultural adaption causes the change in everyday practices such as language usage, dress preference, food and leisure, the topic of conversations, religious beliefs, marriage, work-life, child's upbringing, and family life that creates a social disparity among individuals and society (Kamaldeep Bhui, 2012). Moreover, acculturation contributes a major factor in adding stress on people especially adolescents as many reports have shown that anxiety and depression symptoms cause psychosocial stress due to cultural differences where people cannot decide which lifestyle, they should choose without rebelling their own native culture. Furthermore, it has increased intergenerational conflicts as adolescents differ in styles of acculturation from their parents which affects their behavior that further contributes to anxiety, depression, and lower self-esteem (Hall, 2011). Similarly, this trend could be seen in Pakistan where the older generation usually doesn't step out from their ancestral values whereas the young generation has adopted more western ideas and values because they seem more attractive to them.

Pakistan has diverse cultural values due to different ethnic groups representing their characteristics and customs which distinguishes them from other cultures. However, Pakistan has somewhere lost its grip on its own culture and the young generation is adopting more western ideologies. The pattern of divergence of culture in Pakistan has become a problem for people as people living in one culture and imaged culture creating a large gap that diverts the moral discourses. There are social movements for tolerance, rationality, liberty to think, cultural diversity, and gender equality

to a limited extent as people cannot draw long arguments about religion because “Fatwa” would be imposed by Mullahs of Pakistan (Qadeer, 2012).

Since acculturation has been increased in recent decades due to the spread of westernization through media as it displays their dramas and films which shows different intimate scenes, their western ideologies, traditions, values, and different appealing attire that attracts people to adopt such culture. However, the biggest dilemma most Pakistani are facing is the threat to the mother language as most of the people in the middle and upper class are not proud to speak English and are moving away from their mother language. Adoption of the English language is not just a problem, it may have many other effects on the whole cultural values, customs, and traditions. This all started after the British colonial rule in the subcontinent where people were influenced by their language, appearance, lifestyle and associated this all with prestige and class. Moreover, our education system is playing one of the biggest roles in promoting the English language although it is true that English is an international language, therefore, should be adopted to get succeeded at different levels, but a balance is required between our native language Urdu and host language English (Mehood, 2016).

A sudden change in Pakistan’s culture could be seen over the last 3 decades from traditional values to a political point of view, people are outspoken about their liberties, adopting their attire, cuisines, language, and lifestyle such as people preferring jeans and t-shirt over their traditional dress shalwar kameez, similarly, someone speaking English shows that they are educated, modern and elite than those speaking their mother language Urdu are illiterate and backward. The 20th century has become a new era to increase western culture through a medium of media such as film and dramas has portrayed superiority of their culture and language through their fictional characters, attires, and lifestyle which is one of the biggest reasons that people got fascinated by their culture. Whereas they are so many problems in western culture such as the usage of drugs, alcohol, and prostitution are common trends that are now being followed by other countries without any hesitation and people are adopting it for the sake of fashion and an expression of modernization. Despite all openness and modernity westernization is taking people away from their religion and culture (Mehood, 2016).

Furthermore, a case study conducted in the three cities in the Eastern United States explored the relations between mothers, fathers, and children on acculturation patterns. The sample consists of 102 children (52 boys and 50 girls) and 204 parents (102 mothers and 102 fathers). The age of

children was between 9 to 13 years, mothers were ranged between 29 to 50, and fathers were ranged between 32 to 56 years. Bicultural attitude scales were the measure used to demonstrate a significant correlation between the cultural orientation among parents and children. The results showed that parents have more inclination towards cultural heritage (Pakistan) than to host culture (the US) as compared to their children. However, another disparity could be observed in that boys showed higher orientation towards the host culture than the girls hence the adoption of acculturation patterns has been increased in recent times (Abdul Khaleque, 2015).

Another outstanding case study of Bangladesh immigrant families in the United States has shown the process of acculturation which is not only unidirectional but multidirectional involving many new cultural values and forming bicultural or multicultural identities. The case study showed the results that Bangladeshi immigrant, mothers were more monocultural oriented (Bangladeshi) than fathers in the United States. Moreover, shifting of the behavioral attitudes could be seen as in Bangladeshi society responsibility of mother was to serve their husband and look after his children whereas fathers responsibility is to command respect and loyalty from the family and support them financially since Bangladesh is a patriarchy based country so these roles were being followed since long time and children are under strict parental control and harsh discipline but due to acculturation process Bangladeshi living in the United States showed the change in patterns of living as they become warmer and moderate in behavioral control and discipline and children tend to become more modern and self-reliant. However, these patterns are more gender-oriented because less change could be seen in mothers because they are less exposed to other cultures and stays at home than fathers therefore, patterns of acculturation could be seen more in the young generation and specifically the male gender (Khaleque, Rohner, Nahar, & Sharif, 2008).

India is one of the leading countries in the world which has adopted westernization that cannot be ignored as all the traditional shopping markets are changed into shopping malls, metropolitan areas are established, McDonald's is preferred over the traditional Indian dishes, English language, English movies, drama series, music and western attire brands are now very commonly observed throughout India. Since many multinational companies are promoting the western lifestyle through advertisement campaigns as a status symbol especially for adolescents. According to the researchers in India, they believed the consequence of westernization is related to culture and it creates a problem for one's identity. Adolescents are highly affected by this process as compared to children, elders, or adults because they are more exposed to media platforms and technology

which affects their patterns of thinking, living, and beliefs. Global brands like Nike and Coca-Cola are now commonly used throughout India and those market strategies and efforts are creating developmental tasks for adolescents such as identity formation especially if any local Bollywood star or cricketer will promote such international brand so, it creates a perplexing situation for the youth to follow new western culture or their traditional values (Melissa Harrell, 2015).

Moreover, the effects of westernization on people's health have been a major issue in India as it increases the risk of future chronic diseases like tobacco use, poor nutrition, alcohol use, and physical inactivity. Additionally, three research studies have shown the data that the prevalence of obesity has been increased over the last five years and almost 20 million adolescents are overweight. However, obesity is common among rich people not in the poor of the country and common in metropolitan cities like Mumbai and Delhi. Since obesity is closely related to environmental and societal factors such as urbanization, westernization, and globalization as these have changed simplistic ways of living in India. It affects the behaviors of people like India is an agrarian country due to new emerging technology people have left this work to greater extend moreover, usage of tobacco, intake of sugar-sweetened beverages and fast food has been increased over years creating negative impacts on the health so, it clearly shows westernization has a great impact on the physical health of the people (Melissa Harrell, 2015).

According to Jimmy Chulu (2015), globalization concept refers to a great link between the global relationship of culture and economic activity that has increased the principle of comparative advantage and western countries are transferring their ideas, language, and popular culture in developing countries. He also argued that globalization due to western culture is decreasing intercultural contact and increasing conflicts within the country (Chulu, 2015).

Similarly, Africa is another major country that has borrowed the western culture and diffused its own culture on the altar of expediency. Since western culture is superior to non-western culture and unfortunately nothing is left for Africa to promote its own culture. Different research has highlighted that Africans were brainwashed critically through one of the major tools are the education system, which is highly influenced by western civilization moreover, political, cultural, economic, and even religion has been impacted due to acculturation to western culture in Africa. Today it is very difficult to differentiate between African culture and western culture because now it seems like a Eurocentric style and fashion because most African do prefer western items because of the way they are being conditioned for the last many decades by western countries through

colonialism, slave trade, postcolonialism and now globalization. Furthermore, it has decreased inter-cultural contact and increased international contact which adversely affects the interconnectedness and unity of the society that also creates a long-lasting negative impact on native culture due to which people usually forget their cultural values (Chulu, 2015).

Acculturation has an adverse effect on the national heritage and cultural diversity of India as they have followed western culture blindly that even foreign nations see India as a non-cultural nation. Moreover, it has affected both individuals and society as the growth, development, and prosperity of the nation is now depending on the western agendas and ideologies due to which Indians are following more western culture than their own traditional culture (JOSH, 2014). Similarly, Pakistan is richly dotted with thousands of historical and cultural sites which has a great contribution to sustainable development as it is a potential source of tourism. Moreover, Pakistan has a rich intangible cultural heritage such as social practices, dances, music, storytelling, folklore, indigenous knowledge, traditions, customs, crafts, and expressions which helps in maintaining cultural diversity and promotes social cohesion in the country which can contribute to foster the economic growth and provides a rich base for cultural and creative industries to flourish (UNESCO, 2019). But despite all the facts globalization and trade have been increasing day by day which can become a unique window for the promotion of western culture and can weaken Pakistan's cultural values, tradition, and customs as already people are more inclined towards western culture.

Furthermore, westernization according to Melissa Harrell (2015), drives the contemporary perspectives of acculturation shows that young people prefer four prominent domains of western culture that are language, media, food, and consumer goods. Consequently, a bi-dimensional measure of westernization measured all these four domains through the western scale and Indian scale which proved this notion that acculturation to western culture impacts the Indian culture (Melissa Harrell, 2015).

Therefore, the concept of westernization and acculturation to a western culture entirely fits my research topic as all the above-mentioned issues fall in the category that Pakistan has been accultured due to westernization over last few decades.

2.3. Conceptual Framework



Chapter III

3. Research Methodology

3.1. Sample Selection

The type of sampling method which has been utilized in this study was non-probability sampling. Qualitative research and Non-Probability Sampling were considered appropriate techniques to conduct qualitative studies. In Non-Probability Sampling, every member of the population does not have an equal chance to be part of the study, and only certain respondents are selected from a larger population. Further non-probability sampling seemed to be useful for exploratory studies and this study was also exploratory where the impacts of acculturation on native Pakistani culture has been studied, also changed perspective due to the adoption of western culture, and how it impacted the living standards of the youth of Islamabad were also analyzed.

The convenience sampling technique has been used for the selection of the participants required for the research. Convenience sampling is a type of non-probability sampling where a sample has been taken from a population due to its convenience and availability to the researcher. Furthermore, data has been collected from different sectors of Islamabad with the help of a convenience sampling technique which has helped to trace young respondents that were easily available in any sector of Islamabad.

3.2. Population Frame

Population frame of the study consist of the youth of Islamabad from different sectors. Interviews of different young males and females were conducted, belonging from different sectors of Islamabad such as Sectors I-8, F-8, G-9, E-11, Ghori town VIP phase, F-6, G-8, F-7, I-10, G-6, and Bilal town Islamabad.

3.3. Type of Study

This study was exploratory and qualitative study which has helped in finding the different behaviors and perspectives after the adoption of western culture due to acculturation in the youth of Islamabad.

3.4. Instrumental Development Selection

Semi-structured in-depth interviews were conducted with 15 young individuals living in Islamabad. The respondents included were young individuals both male and female which were easily accessible. The format of Interview was based on open-ended questions as these questions

have helped in collecting more detailed information about the research topic. Moreover, all the interviews were recorded with the respondent's consent through an audio recorder that has helped the researcher to prevent the omission of key information, also recorded data was easier to transcribe for analysis.

3.5. Data Collection

Data has been collected through in-depth semi-structured interviews and interviews were recorded and transcribed. The primary source for data collection has been the in-depth interviews that was conducted in-person and thematic analysis has been carried out whereas the secondary source for data collection was the factual information taken from the internet.

3.6. Data Analysis Technique

The data collected was analyzed through the thematic analysis technique. The thematic analysis technique is a method used in evaluating qualitative data through the process of identifying, coding, analyzing, constructing, and reviewing themes. Those themes further explored the opinion of the respondents on a particular issue determining the results of the study.

Chapter IV

4. Area profile

This chapter holds detailed information regarding the area where the research was conducted. The Maps, details, and relevant pictures have helped in explaining the thinking patterns of the youth of Islamabad residing in different sectors of Islamabad.

4.1.Pakistan

Pakistan is a South Asian country that was a part of the subcontinent for a longer period. Pakistan has historically been influenced by its neighboring countries Iran, Afghanistan, India, and China. Pakistan gained its independence in 1947 with the majority Muslim population migrating to Pakistan, faced a lot of struggles in political arenas and establishment of the country because of less financial resources. Pakistan was under the influence of Britishers and Hindus for a longer period due to which our cultural roots were impacted by their values. Today total population of Pakistan has been estimated as 220.9 million according to the 2020 consensus. Whereas youth comprise more than half of the population around 63% aged between 15 to 24 according to the UN.

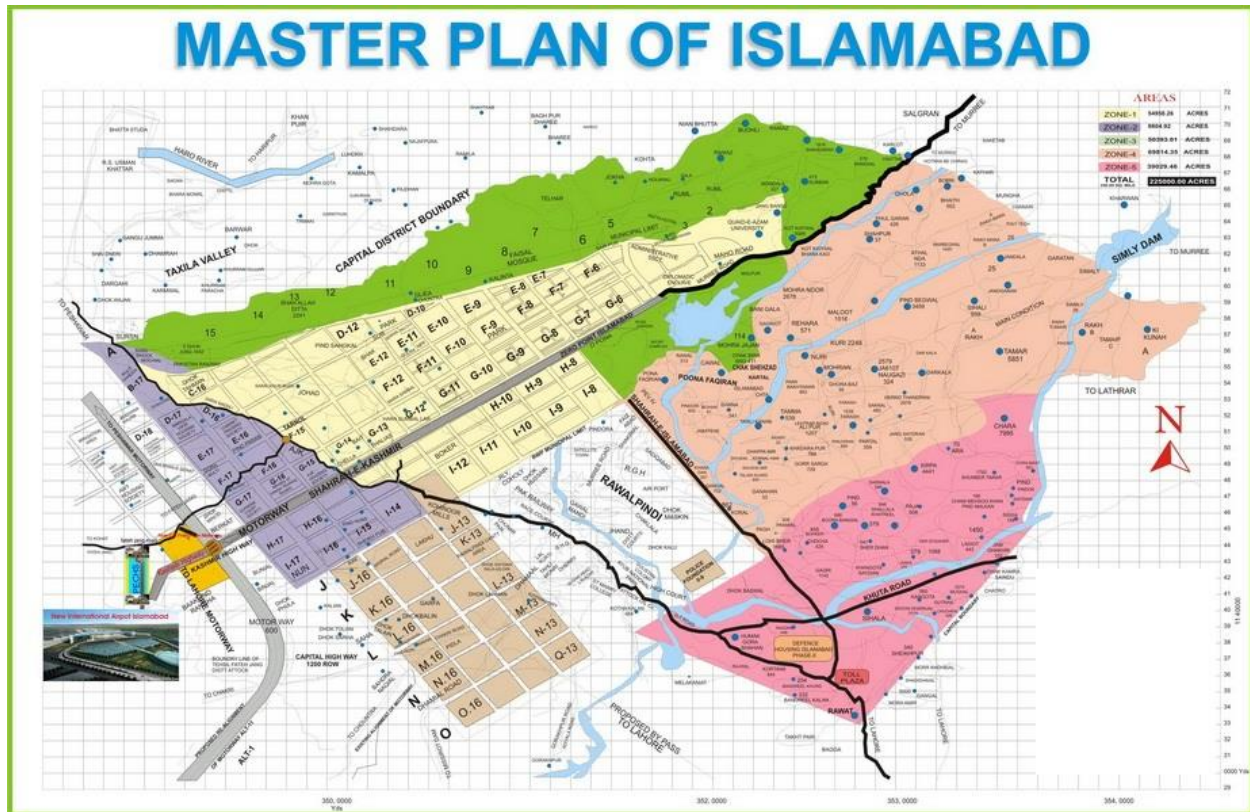
The culture of Pakistan has been changed over many decades due to different reasons either colonization, socio-political instabilities, religion, or even westernization. However, Pakistan is subdivided into four major ethnicities, Sindhi, Punjabi, Pashtuns, and Balochs. Whereas Islamabad as the capital of Pakistan had a very different culture made up of different ethnicities (Burki, 2021).



4.2. Islamabad

Islamabad is the capital of Pakistan established in 1961, on the Potwar Plateau, 9 miles northeast of Rawalpindi. It is placed against the backdrop of Margalla hills. It is a modern-urbanized federated area with wide tree-lined streets, large houses, elegant public buildings, and malls further divided into many sub-sectors. Islamabad has been highly influenced by western culture as people of Islamabad tend to wear jeans, t-shirt, eat fast food and speak English commonly more than any other region of Pakistan. However, Islamabad is one of the world's beautiful capitals and is a high-development residential area. It is further divided into different sectors according to the map of Pakistan, the oldest places of Islamabad are G/6, G/7, F/6, and F/7 whereas zero point is considered as the middle point of Islamabad. Further, a few decades ago other sectors were constructed from D, E, F, G, H, I and further divided into subsectors. Moreover, the city is also divided into five major zones: Zone I, Zone II, Zone III, Zone IV, & Zone V (ISLAMABAD AND ITS SECTORS

ALLOCATION, n.d.). My study entails the responses of respondents from the sectors mentioned below:



4.3.E Sectors

E sectors are numbered from E-7 to E-17. One of the highly renowned sectors of Islamabad where many foreigners and diplomatic personnel lives. Some famous universities like Bahria university, Air university, and National Defense university lies in these sectors.

4.4.F Sectors

F series contains sector F-5 to F-17, some of its sectors are underdeveloped, and some are highly developed. Some prominent places include Fatimah Jinnah Park and Centaurus mall.

4.5.G Sectors

G sector is named from G-5 to G-17. Some important places include the Jinnah convention center, Serena hotel, Karachi company shopping center, and PIMS hospital.

4.6.H Sectors

H sectors are numbered from H-8 to H-17. These sectors are mostly devoted to educational institutions such as NUST, an Islamic university, NUML, and AIOU are located here.

4.7.I Sectors

I sector starts from I-8 to I-18. I-8 is a well-developed residential area whereas other sectors are highly industrialized areas. CDA is also planning to establish an Islamabad railway station in I-18.

4.8.Ghori Town VIP Phase

Ghori town is in Islamabad zone IV which is near Benazir Bhutto International Airport. It's different from other phases of Ghori town with wide roads and ideal location of residential and commercial plots.

4.9.Bilal Town Islamabad

Bilal town is in the territory of Islamabad near Khanna Pull, a well-known residential area.

Chapter V

5. Thematic Analysis

5.1. Theme 1: Modernization and Religion

The concept of modernization came decades ago after the industrial revolution when developed nations made technological advancements and became a powerful tool for the whole world. However, it has impacted the whole world through its standards. Today, all developing and underdeveloped nations are fighting to reach the standards of modernization. Moreover, western culture is one of the biggest factors that could be seen in recent years which has promoted modernization to its peak.

Hence, the reported opinions of participants in this regard are mentioned as follow. Respondent A believed that “due to modernization, people start to feel culturally backward because of the standard that has been established in Pakistani society. Also, liberalism can be seen as emerging notion in Pakistani society because of acculturation which has changed conservative mindset of people over time”.

While Respondent C said that “modernization has increased globalization, as people are connecting and communicating with each other. Individuals can gain knowledge of every existing culture of the world and since culture is stronger than a religion, so it has a huge impact. People adapt mostly through culture for instance, marriages and educational system in Pakistan now-a-days all are based on western culture”.

Similarly, respondent E defined “acculturation in terms of positive aspect because of modernizing and innovative technology, although people even perceive infrastructural advancements as damage and destruction to their native culture for instance, respondent’s friend quoted that people of Waziristan believes that the establishment of roads and usage of phone will cause a massive damage to their ancestral culture, therefore they won’t allow people of their area to modernize so acculturation should be supported due to its positive impact but any interferences with the religion won’t be acceptable on personal level”.

Respondent F said, “modernization has affected people’s life because of peer pressure, although in Islamic and Pakistani society there is no concept of peer pressure but when people follow American music and watch Netflix it creates a huge impact and if someone doesn’t watch Netflix, people judge them badly, so due to that pressure individuals often get disturbed if they won’t follow all this setup, hence they will be isolated”.

Respondent G said that “settling and dealing with her grandparents due to changed values and beliefs have become problematic because of modernization, but at same time technological progression has made life much easier, and people get to explore and know more about non-native culture for example, if anybody goes to America, he/she can easily adapt to American culture”.

Respondent H said “co-education shouldn’t be permissible in Islamic country as religion Islam instructed separate schooling institutes for both genders. So, western system of education is affecting people here. However, it varies from person to person so, if a person allows himself to be affected by western culture, its their personal choice for instance wearing western clothes in university is a personal preference not a necessity to follow”.

Respondent J said, “acculturation brought a neutral change, so it isn’t bothering people especially her”.

Respondent K said, “these days, people’s routine starts with morning and night skin care routine, so people are westernized. As individuals perceive western culture as superior and more powerful but a person speaking his mother tongue such as Punjabi would be labeled as *paindu*. In process of becoming a modern society, people became mentally disturbed as consequence of it. But youth have a lot of awareness and freedom due to acculturation. So, personally respondent is adapting to positive aspect of acculturation because of awareness regarding pros and cons of a non-native culture”.

Respondent I stated that, “acculturation has affected Pakistani society for example, if people opt for international or national private universities for education, a major difference of culture can be seen in comparison to the national government universities. And in numerous cases, western culture must be put into practice to satisfy the needs of upper class”.

Respondent M said “Britishers have given a way of life, from education system to judicial system, everything belongs to them so people here in Pakistan are slave of west ideologies and living in chains. Even though, it has brought technological advancement and fashion trends, but it is destroying native culture”.

Respondent N said “acculturation has groomed Pakistani society, so it has positive shift but if it is seen from the lens of religion, it has affected this society negatively. Personally, it has boosted respondent’s confidence and awareness about the role of women in our society”.

Moreover, respondent O said “people have perceived modernization in a wrong way. People socialize with liberal class that affects their mindset, but religion is very significant part of our

native culture so if western culture intervenes with religion, it should be rejected but any positive outcome of western culture is acceptable”.

5.2.Theme 2: Loss of the Identity

Identity is a very complex phenomenon which defines the feeling of belongingness and connection of an individual to certain group of people, sharing a common way of life. Though, Multiculturalism is unique concept due to co-existence of diverse cultures and ethnicities, but it can create sense of insecurity and loss of identity among people of native culture. The accumulation of western language, attitudes, beliefs, values is affecting the youth of Islamabad on both the, individual and societal level.

Respondent B believed “if people do not have strong hold on their native culture so they can be easily affected by the western culture, so it impacts people’s identity negatively. If one knows their limits that won’t be a problem, so you get less influenced. In the very beginning ideas and concepts of acculturation would be alienated for individuals but then they’ll get used to this culture by interacting with a societal class, where western culture is often practiced”.

Respondent C said, “decline in cultural values can be seen among people but everyone must follow and try to restore their ancestral values”.

Respondent D said “people here are not losing their identity, they have already lost it, *hum ne kabhi apni identity ko janne ki koshih hi nahi ki. We followed Turks, Mughal, Britishers and jo rahi sahi identity thi woh westernization ne le li* so it has definitely affected our identity also through colonialism.”

Respondent E believed “it does affect modernized areas like Islamabad but not rural areas. People in rural areas don’t leave their ritual and norms due to any reason”.

“Our country Pakistan doesn’t even represent at world forum. Also, faces of Bengali, Indian, and Pakistani people are so similar like if Pakistanis visit abroad, people will ask are you Indian? they will never recognize Pakistani people because Pakistanis don’t have any identity”, respondent F expressed.

Respondent G said “*mai yeh baat barre afsoos ke sath admit karti hun ke yes identity lose horhi hai.* People should know their limit, like in Islamabad acculturation is very common, but people shouldn’t be really affected much by peer pressure and acculturation so that I sway away with alcoholism as I live with my grandparents, I should know Urdu. Many friends of mine feel really embarrassed about following their native culture, if I say eat with hands, they are like what are

forks for? So, I must respect my culture like Sadaf Kanwal says *mera culture mera miyan hai toh* I have to respect my elders if they say you must come back at 10 so I have to, however, there is no shame in it, but some of my friends say you still listen to your parents? *Yar*, you need to get off that”.

Respondent H said “everything has been affected now that we have lost our identity for example, our army system from trainings to everyone is all based on British trainings although they are good ethics and etiquettes to be followed but this not our own culture. We should establish our own rules and regulations”.

Respondent J said “we are not losing our identity; we are just absorbing other cultures. Our identity as a Muslim and Pakistani has definitely changed little bit but not absolute 360 change.”

“We are losing our roots; recently I watched a video in which girls was saying my father was admitted in hospital so instead of visiting him, people should call them to ask his condition and shouldn’t burden the family too. So, this isn’t our tradition, our tradition is to support them and help them in billing so we can’t just call and say get well soon” respondent K expressed.

Respondent I said, “we are losing our identity and now we cannot even differentiate between Muslims and non-Muslims”.

Respondent N said “yes, we are losing identity for example, I belong to Pathan family and most of family now speaks English because that makes them look cool, but they are leaving their norms and teaching which were given by our leaders so if we forget about our belongings we can never grow as a nation”.

Respondent O said “our native culture has been changed a lot from political to religious sector. Any lie which is said again and again, becomes the truth, so people tend to believe it, so such trends become cultures due to which negativity is so common because we think we are answerable to no one”.

5.3.Theme 3: Attire

The word attire expresses the ordinary and fancy clothes which people wear in their daily life and on special occasions. Over past decades, the clothing trend in Islamabad has changed from national attire (shalwar-kameez) to western wear such as jeans, t-shirt, skirts due to modernization and globalization. However, clothing trends and fashion styles have affected mostly developing and underdeveloped countries because developed nations have set some standards for the world which makes third world countries to follow them religiously.

Respondent C said, “yes clothes have been changed especially in younger generation because elder people were not aware of these concepts and wearing brands has become our new norm”.

Respondent D said “*mere parents bataya karte thy hum koi bhi kapray pehen kar school chalay jatay but now we have proper uniform that are basically western derived. It has affected us negatively humari mostly population na toh western clothes afford ka sakti hai na hi comfortable feel karte hain aus mein es lehaz se gap create kar diya hai. Hum western elite kehte hain jo yahan par rehte hain toh yeh alag Pakistani hai or dusre alag shehri hain toh affect toh kiya hai. So we need to see that a person should wear whatever he is comfortable in, none should judge anybody, maine dekha hai humare barre apne culture ko bohat important samajte thy or unko bolo jeans pehan lo they were not open to such idea, same goes for youth, if we say wear shalwar kameez they won't listen and jo real elites hai Islamabad ke unhe toh jeans mein bhi nhi dekho gy pata nhi koi new hi attire banaya howa hai, they believed western attire is our identity*”.

Respondent E said, “he saw his father’s picture and in 90s this trend of wearing jeans and shirt was still common in cities, so attire hasn’t been really affected”.

Respondent F said “if I don’t dye my hair or wear western clothes, I feel left out so I might not be able to carry our culture so it’s our mindset otherwise eastern is our culture we should wear it. Firstly, western attire was more adopted in winters but now even in summers people don’t wear lawn, boys wear shorts which isn’t our culture, sweatpants make your body prominent and PJs so definitely attire has been changed so *jo log pehle bhurke pehnte thy ab who chadaron pe aa gaye hain, jo chadarein karte thy who dupattay pe aa gaye hain, aur jo dupattay karte thy unho ne wo bhi utaar diye hain*. Whereas elders still wear their own clothes but their behavior towards youth has become soft because now they accept the independence of children and see it in their surrounding too”.

Respondent G said “yes, I saw a lot of change, as the concept of jeans t shirt was fine but ripped jeans, baggy pants are available everywhere. I don’t want to shame anyone but now people are so open like girls don’t even care for what they wear like miniskirts are so common now. But if I see my grandparents, they didn’t adopt any change in their attire, but my parents are like hybrid so sometimes they wear both eastern and western, but youth is totally towards western clothing even *maine both larkiyan dekhi ghar se gowns mein ati aur university akar kapray change kar laity hain*”.

Respondent I shared very similar point of view as, “I have seen girls wearing gowns when they leave their houses but when they come to parties or university, they change their gowns and wear something western”.

Respondent H said “attire has been changed from the very beginning like we saw in schools too that boy should wear pant, tie, tuck in their shirt and if someone wears shalwar kameez we judge them. Elders didn’t accept that culture much, but millennials have followed it”.

Respondent J expressed that “attire especially in Islamabad has been changed a lot towards more modern dressing, but other cities don’t have that much change”.

Respondent K stated that “of course it has completely changed, fashion was there from very beginning, but our dressing has been changed. Before that people in a town dress up same but now everyone has their own identity, which is mostly inspired by the west. Elders do still have a strong hold on their own native culture, but our youth is more into Bella Hadid and into met gala happening, so we follow such thing, but our elders don’t even know about these celebrities and trends”.

Respondent M said “firstly clothes were very covered according to Islamic rules but now they are very revealing and even 10 years ago it was considered very bad to dress up in western attire. And today those People who use to talk and were very strict about such rules and regulation, are also following such trend themselves. There is a huge generation gap, so youth of coming generation will surely adopt such things whereas elders will take a lot of time because of their own connection to their roots”.

Respondent O said, “obviously yes *humne apne dresses ki worth and value khatam hi kar di hai simple example es ki shalwar kameez national dress hai ab agar ap lavish cuisine chalay jao tu koi boona hoga kula and shelwani mein darwaza kholay ga but ap jab andar jao tu manager ne tuxedo pehna hoga* so, this is gradual change from generation to generation especially because of phones and social media”.

5.4.Theme 4: Mental Health

Mental health can be defined as the psychological state of a person which includes emotionality, thought patterns, cognitive abilities, apprehension, despair, and coping skills of an individual to deal with the stressors of life. Mental health issues can be seen widely among youth due to emotional and psychological challenges of acculturation as diverse living standards, societal acceptance, and social competence can create feelings of confusion, inferiority, and rejection.

Respondent A said, “*mental health asay impact karta hai jab ap aik society ke standard ko meet karne ki koshish karte ho, aur ap jab na kar sako because apki family apko hold back kar rahi hai toh log anxiety mein bhi jatay hai, depresson mein bhi. Yes, mujhe khud bhi anxiety hoti hai Instagram dekh dekh kar, mai khud bloggers jesa banay ki koshish karti hun*”.

Respondent B said, “I haven’t faced any anxiety or mental health issue, but I have seen people that they are very conscious for example, if they are wearing shalwar kameez and they in modern gathering so they judge their own selves, so this affects them”.

Respondent D expressed that, “*haan exactly yes mental health has been affected sab se bara jo toll it has taken on psychological health jiski wajha se people sometimes feels so isolated and depressed*”.

Respondent E said, “I haven’t faced any mental issues because I believe I am very strong, and I know my belongings, values and culture so western culture doesn’t affect me at all”.

Respondent F said “it varies from time to time because of peer pressure as our family is very backward, nowadays if we see in our surroundings girls are driving, wearing sleeveless shirts, so it affects but again sometimes it doesn’t affect at all, so it depends on self-contentment that how much you’re attached with your family and your values. But if we try to stay in between so it can cause anxiety because you cannot be a part of both societies”.

Respondent G expressed “yes, my mental health has been affected due to peer pressure because if you’re from desi background, but you go to English medium schools so then you’re too western for desi people and too *paindu* for western people then such situation arises conflict within personality, so I don’t know who am I? Moreover, if I go out with friends in café, they prefer forks and I like to eat with hands, so it makes me uncomfortable and due to that I can’t eat my food properly like steaks”.

Respondent H said, “she didn’t take peer pressure that much, so it hasn’t affected her mental health”.

Respondent I said, “she faced anxiety because of her surroundings like people wearing western clothes impacts her because she can’t wear it”.

Respondent K said, “when I was in my teens, I was inspired by western culture because of my modern friends that created inferiority complex in me but by the time I realized everyone has their own life, values and norms so it doesn’t affect me now”.

Respondent M answered that “it’s not that severe but yes it does impact because when you are introduced to something new whether in culture or religion and if that new concept doesn’t act together with our own culture so that mentally disturbs us for the time being. I have struggled a lot like interacting in social aspects as my upbringing and thinking pattern are different from other people”.

Respondent N said, “western culture has given us the new way of fashion and it is very expensive for us to adopt which creates an inferiority complex so, you lose your confidence”.

Respondent O said, “yes, we have faced anxiety as I really love our native culture for example, music is a part of a culture and I love old songs, I don’t listen to Kim, Kayne West, Cardi B and Nicki Minaj because their songs don’t have anything but our youth in order to become cool “yo” they listen to these. We are not becoming what we are, so we are going to extreme of it”.

5.5.Theme 5: Confidence

The word confidence can be described as state of believing in one’s ability, knowledge, wisdom, or power to face the challenges and difficulties. The subjective opinion related to term confidence can differ among people and cultures. However, it has been correlated with the concept of superiority and modernization. Many Respondents believed that modern beliefs and values generate confidence among individuals.

Respondent B said, “*mere life mein positive change aya hai acculturation se woh es sense mein I have gained a lot of the confidence, ap bahir jatay ho cheezon ko explore karte ho toh confidence boost up hota hai*”

Respondent F believed “*it has a positive effect in a way because I think I am more confident now ke chalo I have certain things I can use in a positive way jese mere se kisi bhi kisam ka banda akar baat kar le toh mai karlo gi, aur agar mai is environment se exposed na howe hoti tu mera minset bhi bohat typical sa hota, yar hum tu jese kahein gy I don’t know if can use this term or not but mai bi yehi kehti aray baray besharam se log hain, yah ye tu Pakistan ke log hain inhe tu kuch pata hi nahi hai, gorray ban rahe hain, maimein ban gayi hain but ab is terha positive impact hai ke now I know ke aik neutrality hai aur aik alag image hota hai ”.*

5.6.Theme 6: Language

Language is the greatest source and medium of communication which connects people with each other. Individuals of diverse societies, communities, cultures, and nations have their own distinguish languages. However, dialects differ among masses, belonging to different tribes,

districts, and communities so language plays a major role in creating an understanding, spreading globalization, networking, and making life much easier.

Respondent A said, “*wohi baat hai aik standard set kiya howa jisko English ati hai woh modern hai halke English is just a language and jiski English mein masla hai hum ausko wahi judge karne lag jatay hain toh hum koshish karte hain zyada English bolein aur Urdu kaam*”.

Respondent C said, “*language sab se zyada affected hai, jisko achi English ati hai hum kehte hain woh educated hai. We can motivate our friends and people around that Urdu bolne mein koi burri baat nahi hai.*”

Respondent D said, “our curriculum is English language oriented so it has affected us in negative sense because most of our population cannot speak or even read English. In schools, teachers use to say ask question in English and because of the weak English spoken we never asked question so there was less learning, and our critical thinking has been affected a lot and this was not only my problem, but my other mates also faced the same issue. Until today if someone speaks with me fluently in English better than me so I feel so oddness, it’s not inferiority but I don’t belong to same set of people as they are, so I feel isolated sometimes, so it has affected me negatively more. *Hum ne urdu ko parhna likhna bilkul chor diya hai, hum koi English ted talk sunte hain toh woh barri simple English use karte but hum jab koi speech tyar karte toh hum words dhoond dhoond ke barre sophisticated si speech likhte hain jabke Urdu ke basic words hi hume ni pata jese ajj se do teen saal pehle mujhe ba-nafs-e-nafees ka matlab nahi pata tha neither my friends do, so hume literal meanings nahi pata. Sardi lag rhi ko cold se replace kar diya ha, pani ko water se, agar parhna hai tb bhi English magazines, aur websites, so our language is in dying phase*”.

Respondent E said, “we have a complex from the very beginning of colonization *gora kala complex* and when one gets educated that person tries to use English in every gathering”.

Respondent F told that, “whenever any lecturer comes to the university he talks in English and all students ask them to speak in English instead of Urdu. Then we always use word excuse me *hum ye nahi kehte zara hat jayein* so we made this our standard. We can see many people still don’t know English numbers like older people, they don’t understand if I say 3560 so instead, I can say *paintis saath* so we are going away from our native culture and identity. Our constitution is also written in English, even names outside the office are written in English, and even Bahria university doesn’t have Urdu departments”.

“*Apko tu interview se pata chal gaya hoga kitna impact hochuki hai Urdu ke maine aik sentence mai koi das lafz English ke bolay hain. So, our pure Urdu doesn’t even exist like I wanted to use word invite in Urdu and I couldn’t remember that word madhu karna hota hai so our Urdu is mixed up*”, respondent G expressed.

Respondent H said “we feel so proud in speaking English but we feel ashamed of speaking in Urdu, Punjabi, or Pashtu so it is a negative thing, but you should prefer your native language. There is a huge peer pressure to give presentations in university in English because everyone is doing so. We speak in English with our kid so when kid grows up, he knows English, but they cannot speak Urdu”.

Respondent I stated, “people feel shame in speaking Punjabi if we speak English so we will be modern”.

Respondent J said, “our Urdu language has been impacted a lot and pure Urdu is almost demolished especially younger generation doesn’t know Urdu numbers”.

Respondent K said, “*humein shoro se hi angrez nahi bana chaiye jese beta yahan play nahi karna, beta sit down aur beta stand kar lein* so stuff like that shows English is a superior language and we try to enroll our children in English medium schools and if we encounter someone from Urdu medium school, we look down upon them”.

Respondent M said, “I belong to Gilgit, and my mother language is Shina, but I can just understand it but can’t speak properly. So, I’m getting away from my roots. We are now even typing messages in roman Urdu”.

Respondent N said, “*taraqi insan ko hmesha apni zuban mein karni chaiye tab ap indepth hokar sochte ho*. If we only focus on English, we can never progress although it is important to learn and understand English but it’s a standard of the world, no doubt Sir Syed also emphasized on learning English because we can progress through that but that doesn’t mean we take English into everything of our daily life”.

Respondent F expressed “it doesn’t impact our language because everyone knows Urdu, but we have less opportunities in life due to which we learn English. If we see Sir Syed also said leave these wars and study English, translated books so language is a very important factor. Chinese president never talks in other language, but our president talks in English, so we are leaving our language”.

5.7.Theme 7: Lifestyle

Lifestyle differs from society to society and culture to culture. Still, it completely depends on a person's desirability to choose his way of living, thinking, and implementing the manners of living. However, transformation in living style and habits has been noticed in recent years due to globalization, technological innovations, and modernization.

Respondent E believed "lifestyle and mentality of people has been changed over the time, but children should talk to our parents about the change, we should let them know what we want so it shouldn't be shocking for them that our son is rebellious now, so we need to talk about this and find middle ground for the problems".

Respondent F said, "people are facing inferiority complex due to acculturation because modern people are superior to us because of their lifestyle moreover, youth have a lack of confidence. As a society we are flourishing according to western society we are developing as a state as we are getting technology, fashion designers, innovation but as individual it is affecting our mindset because not every individual can adopt such standards".

Respondent J said, "people's lifestyle has been changing due to technological advancement, as people are constantly running behind that if people don't have that they definitely feel low self-esteem so overall it has impacted us a lot".

Respondent I said, "due to acculturation lifestyle has been changed and personally my personality development could be seen".

5.8.Theme 8: Fast Food

Fast food has been emerging as widespread trend globally due to its fast-paced cooking, rapid delivery, and unique taste. Most of the youth is embracing and recognizing this food culture and numerous food franchises like Mc Donald's, KFC, and pizza hut has been established in all over the world, but Pakistani youth has also been attracted and influenced by western food taste which shows the acceptance of modern lifestyle.

Respondent A stated that "yes if we see youth so they prefer fast food rather than our local dishes. Whenever friends go out, they prefer fast food. *Ghar ka khana mujhe bohat kaam acha lagta hai, yehi dil hota ke bahir se order kar lo* so I prefer fast food more".

Respondent B said, "*haan kyun ke humare ghar mein desi khana banta hai toh jab bi bahir jatay toh* we order fast food so yes, it is taking over but it also depends on personal choice".

Respondent C said, "only in biggest cities and especially in Islamabad fast food is really getting common but in rural areas people still eat desi food".

Respondent D believed, “westernization isn’t affecting our cuisines, it completely depends on the mood sometimes you want to eat fast food and sometimes local food. Wherever we have quality local food people strive to go there and *ab tou fast food itna agaya hai ke log local dhoond rahe hote hain*”.

Respondent E expressed, “no fast food isn’t taking over, it has brought a new variety and businesses *jese kal hum local cuisine kha kar aye hain, ajj hum fast food khayein gy*”.

Respondent F said, “now Chinese, Japanese, and Italian restaurants are preferable. In all gatherings we see culture of high tea, culture of pasta so we eat less local food. Majority still eats *desi khana* because they cannot afford that fast food so they can have it like once in a blue moon”.

Respondent G said “I don’t think fast food is taking over because it completely depends on the taste of people. I have seen people who are elite are eating *desi* food so it depends on mood like if I want pizza, I will eat that or if I want *shinwari* I will go for that”.

Respondent H told, “yes fast food is taking over because whenever we go out with friends, we think what to eat either Italian, Chinese so we don’t say let’s go eat desi food because eating pizza and burger will make you feel very modern”.

Respondent I said, “fast food has definitely taken over because I love fast food and our young generation loves it too even whole family at house eats it”.

Respondent J said “yes, only youth prefer fast food but not the elder people of today’s generation”.

Respondent K believed, “it has somehow affected Pakistani cuisines but now trend of *desi* food is coming back, there was a boom time of fast food in early 2000s but not anymore”.

Respondent M said, “fast food is easily accessible, easy to make as its name suggest fast food, so yes! local food has been taken over”.

Respondent N said, “services like food panda are also spreading fast food culture so yes, it is becoming certainly common”.

Respondent O said “no fast food isn’t taking over, *local ki apni charm hai a person who eats shinwari he won’t like burgers*. If there is 22 crore people, I don’t believe more than 1 million will love burgers, and 53 to 57% is youth and they love *karahi and shinwari* more. So, it all depends you cannot eat burger daily and steak is something which people prefer but no other fast food and it also depends on age like my father won’t be eating candies or chocolates, same for me I can’t eat cerelac because baby eats that so with time you prefer different food”.

5.9. Theme 9: Parent Child Conflicts

Conflicts among parents and children can be exemplified as areas of disagreement and dispute, which may arise depending on difference of opinions and beliefs, for instance, a child deviates from learned social norms, imparted by parents and society, however the defiance of child to follow parent's expectation can create a huge tension among families. Therefore, from discussion of choosing a career of personal liking to pursuing education abroad, getting married, or choosing a way of life one wants to live give rise to a disagreement among children and parents due to miscommunication and difference of opinions.

Respondent A said, "there is a gap in a family as our generation thinks completely different, they have liberal values and support openness whereas our elders support their own cultural values. Personally *meri larai kapron pe hoti hai, agar mai friends se milne ja rahi hun ya kisi cousins ki gathering pe toh mujhe hota dupatta na pehno aur jeans pehno tu mama ko tu nahi but papa ko bohat issue hota hai jabke meri thinking hai yeh koi anokhi baat tu nahi hai sab hi karte hain but unko hota hai nahi karna. Tu larai tu proper nhi hoti but difference ajata hai*".

Respondent B expressed, "it depends on the nature of children for example, there are some people okay with change and some are not, so it depends on situation. *Mai khud rebellious nahi hun like unho ne mujhe bataya howa hai itni limits mein rehna toh I do that.*"

Respondent C told, "Conflicts has been decreased because *inko bhi pata chal gaya hai modernity ke begair hum nahi chal sakte* so they have also adopted modernization".

Respondent D said "I have seen kids fighting with their parents over difference of opinion, personally I choose not to argue with them but there is difference in our thinking. My parents allowed me choose whatever I wanted to do either in studies or whatever I wanted to wear but some people in Pakistan are conservative, whereas youth is adopting new change and they believe adults are negative about this new concept".

Respondent E said "*oh yes yeh toh roz hota hai, bache kehte hain apni marzi se shadi karni hai and parents kehte khala ki beti achi ha. Meri kabhi larai nahi howe mujhe lagta hai apne abu ko trigger nahi karna chaiye, mai mediocre ground istemaal karta hun, wase mere abu open hain es cheez ke liye lakin ami thori rigid hain tu unko bhi samjha leta hun ye nahi ke apna argument chor dun tu samaj jati hain woh bhi*".

Respondent F said "yes exactly Pakistani culture tells you to respect elder, firstly there was generation gap now we also have a cultural gap, so it creates difference in thinking because it doesn't sink anywhere it's like north and south. I have fought many times for example, I want to

go abroad for studies, and they are like *nahi larki zaat hai tu halat nahi achay, khud ko cover kar ke rakho* so it creates conflicts”.

“I have seen so many conflicts like if you say I don’t want to get married till 30 and be independent women and don’t want children as I can adopt them whereas parents say you must marry at 25 then those children go to such company where they all have same thinking pattern which creates rift within family. Sometimes I do argue with my parents like I do dupatta but not on head so whenever guest comes, they want me to do dupatta on head so I say *es se kya hota hai kuch bhi nahi* then mama says no but of course they have authority I can’t say anything more on that”, respondent G expressed.

Respondent H said “somehow yes because when children get education, their thinking from extended family becomes different so for youth such behavior becomes acceptable because they study in coeducation so boys and girls can be just friends whereas our parents or grandparents will never understand such thing. I personally never fought with my parents because I know my boundaries and we are responsible for our own acts, so we already know what is right and what is wrong!”

Respondent I said, “yes, I had a fight with parents because we wanted to do group study and then go for some lunch afterward, but they strictly said you can’t go out with male friends”.

Respondent K said, “exactly it has created conflicts for example I often argue with my mother that *trouser zyada upper hai, aur yahan dupatta karna tha* so these impacts create conflicts among families”.

Respondent M said “yes there a generation gap because older generation has their own ideas whereas new generation has their own thinking patterns which creates clashes for example, some years ago after doing matric or intermediate children use to get phones but now kid is just 3 years old, he has a phone and before a baby is born there would be Facebook id for a baby. So, it creates peer pressure in society and majority of the children fight with their parents”.

Respondent N said, “yes there are conflicts due to generation gap for example, my mom is around 40 years old, and our average life expectancy is around 70 years so until 40 years we have groomed so much that we have established our personality so we can’t change our thinking patterns easily so they can’t adopt things. So, our parents have different norms, but new generation have new norms now, so it creates a lot of conflicts among them”.

Respondent O said “this is one of the biggest things, who doesn’t want to live happily and peacefully such as people change from relationship to more materialistic thing for example, culture of girlfriend boyfriend attracts our youth more than simple Nikah. Parents expect you to complete your studies and do job then conflict of shared property so definitely many issues have been raised due to difference in thinking pattern”.

5.10. Theme 10: Media

Media is a very powerful tool in the 21st century that can be used for both positive and negative agendas however, in recent years media came out as a platform for raising voice against many social issues and helping people gain justice. Whereas it has also increased the concept of globalization and modernization due to emerging social media platforms and its usage among masses.

Respondent A said, “in order to reduce impact acculturation social media can be an influential tool like influencers and bloggers are wearing modern clothes, promoting fast food and speaking English on stories so like whole youth follows them so, if they can change their way of promoting culture through social media, we can bring a change.”

Respondent C expressed, “media can be used to solve these problems by spreading awareness and through campaigns. Social media is the best tool for raising awareness on an issue of losing cultural identity. Social media *har kisi ke access mein hai tu hum asay apna culture promote kar sakte hain*”.

Respondent D said, “people can use media to spread their own native culture and people shouldn’t just focus on western culture”.

Respondent F believed that “*the best medium is media, electronic bhi hai, print aur social media bhi hai kyun ke har dusra insan jese jo daily wagher hai toh woh bhi tik-tok use kar raha hoga, beshak pura din ausy dehairi na milay lakin woh phone use kar raha hoga, panch hazar mein touch phone easily ajata hai so social media har insan use kar raha hai tu wahan se apne apna culture promote karna hai, thora nationalism ko, patriotism ko promote karein, cultural days hone chaiye jinke pass ability hai or afford kar skte jo literate people hai woh art ko promote karein, portray art, exhibitions kar skte so it depends on you. Ab asa tu nahi hoskta ke lecture de kar ap logon ke dimag mein daal skein. Ab apka jo lawn launch hota hai aus mein kyun sleeveless kapray pehnate model ko, toh ap proper kapray dekha sakte aur jab ap kisi bhi ramp pe walk kar rahi hoti ausi kapray ko maroor taroor ke frock banaya hota ha jabke dukaan pe jao tu sedha kapra laga*

hota hai toh apki mazri hai jese bhi bamwao toh woh jo demo hota hai woh itna westernize kyun hota hai, ap pyari shalwar kameez bhi bana kar model ko ramp pe le kar ja sakte hain.”

5.11. Theme 11: Communication

Communication is the way of channeling and expressing information such as thoughts, feelings, emotions, and opinions from one person to another. The effective communication is based on transparency and clarity of thoughts which minimizes the risk of transferred information being misinterpreted. However, the process of communication gets hindered by numerous factors such as perceptual barriers, which are psychological obstacle developed from preconceived ideas regarding people and events. Other communication barriers include emotional barriers (lack of emotional awareness), cultural barrier (misinterpretation of non-native culture’s body language, facial expressions, and cues), language barrier (difference of speaking language and dialect) and interpersonal barriers. The changing cultural dynamics tend to produce such communication barriers among people due to intracultural mix of societal values, verbal words, sign languages, visual gestures, stereotypical and biased beliefs. However, globalization has attempted to minimize these barriers through cultural exchange, so people are becoming aware of cultural differences.

Respondent D said, *“hum koi bhi culture impose nahi kar sakte jese humare buzurg hum par apna thought impose karna chahte hain jabke liberal mindset wants to be free. We need to think that there is great difference, and we need to respect that hum jo thore bohat traditional mindset ke log hain that the maximum we can do is make our children, make our youth and younger generation aware of what our roots are, what is our traditional culture and what are the negative impacts of western culture. We can just tell them, at the end of the day younger generation have to choose”.*

Respondent E said, *“we should always talk to our parents and find middle ground, ab yeh na ho ap kahein hum hi theek hain is terha tu parents bhi apni jagha theek hain”.*

Respondent J said *“ I think communication is the key right now to promote our own culture, jese humare adults hain woh apne culture ko preserve kiye rakhay howe hain aur woh apni roots se asay connected hain keh they are passing information to the next generation esi wajha se level of respect increase hota hai, jese jo do alag alag generations exist kar rahi hain jese elders and youth hai in dono ne alag cheezein observe ki hain lifestyle mein, tu unki wajha se unke bech mein aik difference ha jo ke kaam kiya ja sakta hai agar communication or respect hogi utna acculturation ka impact nahi aye ga especially if I give example from my own family toh there is a tradition in my family that in Moharram, my nani always unke ghar mein majlis hoti thi tu after her death unke*

son ne bhi asay hi continue rkha phir after mamu's death tu unke bete ne bhi asay hi maintain rakha so it always depends on ke bache kaise observe kar rahe, respect kitna kar rahe hain or information kitni pass ki jati hai. So, if you want your culture to stay alive you need to communicate with each other."

5.12. Theme 12: Company

A well-known proverb goes by "a man is known by the company he keeps", which means a person's repute and status will be judged based on individual, which he chooses to spend time with. Consequently, a person's company matters a lot as these association reflects his moral values, personal beliefs, and mindset. Social scientists have labeled man as social-being, but these associations and friendships also play an important part in shaping their personality, character, and social repute.

Respondent B said, "*pehle toh mai yeh kehna chahti hun hume na judgmental logon se dur rehna chaiye, ab isko hum bilkul kaam tu nahi kar sakte lakin aus se bara farq parta hai, agar log judgmental hain tu apko apne andar khud itna confidence rkha hai ke ap affect na ho, aur logon ko cheezein dekh ka adopt nahi karni chaiye toh when we sit in good company these things will not affect you and believe in yourself."*

Respondent O expressed, "change is good, value yourself, value your people and love everyone so, take care of people around you but don't waste your time keeping everyone happy so your company should be good so you shouldn't be affected by acculturation."

5.13. Theme 13: Promotion of Education

The education is one of the foremost important aspects of people's daily life, as individuals grow through learning, education teaches people how to live, behave in society and adopt new values and culture of the society. Education system of Pakistan is also highly influenced by westernized academia and until now it's debatable to have Pakistan own educational system to promote and preserve Pakistani culture, traditions, and language.

"Hum government level pe different initiatives le sakte hain ke urdu humari sarkari zaban hogi but aaj tak yeh baat purri nahi howe hai, jab tak humare official documents Urdu mein a nahi jatay aur jo Urdu mein likhe howe hain woh itne muskil hain, itne sophisticated zaban mein is ke liye yah tu bilkul sadha alfaz use karein yah tu apni youth ko aus level tak le kar ayein school, college and university level mein urdu courses karwayein. Warna Urdu ko asaan banaye", Respondent D expressed.

Respondent I said, “*ab university, school and colleges mein yeh cheez promote karni chaiye ke jis ko Urdu ati ha woh acha khasa parha likha insan hai tu English koi parameter nahi jo parha likha insan define karay*”.

Respondent L said, “we can bring change through education if teachers cooperate with us, like in presentations they ask us to wear suits, why can’t we wear shalwar kameez? So, we need to bring equality in this”.

Respondent M expressed, “*university level pe beshak English mein parhayein but preference apni zaban ko dein ab iski aik example hai keh Chinese apni zaban mein matric and intermediate tak sab Chinese mein karwate hain chahe English se Chinese mein translate karna, parhana, aur tarbiyat karna phir jab aus level tak pohncj jatay then they learn other languages, esi wajha se unka nizam itna impact nahi howa, so it’s a minor change on their culture jabke hum pe English language ki wajha se bohat change ayah ai or humne apni zaban kafi haad tk chor di hai.*”

Chapter VI

6.1. Discussion and Conclusion

This study was designed to explore the impact of acculturation of western culture in youth of Islamabad. The effect of acculturation among the youth was studied on different factors such as lifestyle, cultural identity, eating habits, attire, mental health, communication, family dynamics and religion. In context of Pakistan, acculturation has widely taken over Pakistan's native culture at both societal (educational, lifestyle, language, cultural values) and individual level (attire, food patterns, mental health, religious beliefs). The conducted thematic analysis method however demonstrated that changes in native culture has not been occurred completely because of the strong cultural roots and ancestral values which has somehow held the concepts of cultural norms in Pakistan's youth. Islamabad is a highly urbanized area because of its residential prominence but also because of adoption of westernized societal standards and norms. Furthermore, western culture has been commonly exercised more among youth than elders because youth has been recognizing westernization as a superior notion that makes them stand proudly and confidently in the society. Acculturation should be seen in wider aspects to analyze the positive and negative changes happening in society and how it has been impacting the personality, personal values, and lifestyle of youth of Islamabad.

The concept of modernization has emerged due to acculturation as people have adopted modern technology and lifestyle which has created a positive change in their lives. It has increased globalization, connectivity, and confidence among people to embrace their way of living through liberalization and freedom enforced by western nations. However, a major drawback could be seen as people faced identity crises because of being called "*paindu*" as they cannot completely merge themselves in new western culture. The co-existence of diverse cultures in Islamabad has created a challenge for Youth to follow their native culture and religious values but also to adopt western culture which deviates from their cultural roots and religious beliefs. This issue has developed loss of cultural identity among youth because they have been labelled as either *liberals* or *paindu-desi*, and when they try to accept both cultural identities of host culture and native culture, they face confusion, powerlessness, sense of inferiority and other psychological problems like anxiety, depression, isolation, and lower self-esteem.

Moreover, one of the foremost important issues that has been observed was the negative impact of acculturation on the national language “Urdu” of Pakistan. As Youth prefers to speak English more often than Urdu because of its institutionalized acceptance by educational, constitutional, judicial system and English language has privilege of being an official language. Hence, the expansion and use of English has become threatening for native culture and languages. Pakistan has diverse ethnicities such as Pashtuns, Sindhis, Punjabis, Balochi, and Kashmiris etc. so, the co-existence of western culture with the native culture creates a complex phenomenon with diversified problems therefore, embracing the western culture by youth of Islamabad, has led to risk of losing their identity because they weren't submerged in their native ethnicity before, and the mesmerizing idea of western culture has influenced them. However, this problem can be dealt with prioritization of language, cultural values and by boosting patriotism, and knowing the worth of native culture tends to promote native values, beliefs, attitudes, cultural norms, and language.

Other analyzed key themes have shed light on patterns of lifestyle, attire, and familial conflict due to acculturation. The responses have shown communication and generation gap among youth and elders because of differences in their lifestyle, thinking patterns, education, and peer pressure. However, many conflicts among youth and parents especially on attire, marriage, and food choices were reported. As attire has been replaced over few decades because people prefer to wear western-influenced clothes such as jeans, t-shirt whereas elders don't appreciate and accept westernized dress code especially in case of Pakistani females. Similarly, in Pakistan parents are considered as appropriate and rightful owner to decide about the career and marriage of their children but due to liberalism, awareness of rights and modernization, individuals are becoming vocal about the crucial life choices which makes them rebellious and disrespectful in eyes of their parents and elders. Moreover, this communication barrier can be eradicated through acceptance and unjudgmental approach to understand the change happening at personal and societal level. Lastly, the existence of fast-food franchises has been recognized locally, so people prefer to have non-native cuisines over local cuisines thus, change has been taking place in native culture due to acculturation.

The critical analysis of problem statements has identified the solutions necessary for preservation of native culture. So, significant platforms like Media especially social media can play its role in cultural preservation and restoration as it is most empowering tool which can promote and expand

cultural values, dressing, food, language, and lifestyle. Hence, bloggers, youtubers and influencers can wear shalwar kameez, communicate and give reviews in Urdu, eat desi food rather than promoting western attires, fast food and lifestyle hence psychological problems like anxiety and depression due to powerlessness, inferiority complex and cultural confusion can be reduced. Cultural values and attitudes should be taught from grass root level to higher level, therefore cultural representation is necessary because of a globalized world where people are following emerging trends and ideas rather than sticking to their native roots. So, a new modernized lifestyle requires modernized solutions.

The study discovered that mostly female respondents were highly influenced by western culture and inferiority complex have been observed in them whereas males were not affected by western culture, and they are closer to their native values. It was assumed that both genders would be affected the same through this change, but study entails the different results. However, more research is required to be conducted to know the opinion of elders towards this change in the case of Islamabad, and a comparative study about acculturation in Islamabad and other cities needed to be analyzed to know the full flux change of western culture on Pakistani society.

6.2. Limitations of the Study

One of the important limitations that were being dealt with was the pandemic crises as covid-19 has made the situation for participants and researcher difficult because daily-based activities were ceased due to smart lock-down. Moreover, many institutions were closed, and people were also hesitant from human contact, so it had become quite difficult to access the respondents and collect data in such a threatening environment of a pandemic. It was difficult to locate people in such a situation when covid-19 was at its peak.

Moreover, this research had small sample size which makes it difficult to generalize over larger group of people. Also, the research has been limited geographically to area of Islamabad which creates hindrance in generalizability of result. Furthermore, research area of present study has inadequate literature review in Pakistan's context which posed a limitation for generating in-depth and detailed data on this topic.

Also, respondents had limited knowledge regarding the concept of acculturation, so it was necessary to brief them about the area of research which was time-taking and effort consuming.

6.3. Recommendations

In the context of Islamabad, acculturation can be seen as a captivating idea that should be followed only to some extent. For that purpose, knowledge about native ancestral values and culture should be communicated by parents and elders. Since acculturation has its pros and cons, but this process is dependent on native people's preference and perception to adopt values and beliefs of host culture. In the 21st century, where world is being globalized, the fact regarding growth and evolution of man without modernization, and globalization could not be negated as progressive modernization is necessary for development of nation but even such advancements can bring pervasive cultural changes so there should be a middle ground present to follow the modernized values without leaving indigenous cultural principles.

Youth is considered as significant part of the county which holds the future of the nation, so it is important to have a hold of youth on native culture. Youth should be aware of their national language and mother languages, their traditions, norms, and splendors of their culture. Therefore, cultural teachings can be taught through parenting, education, festivals, media portrayal (dramas and movies), art and literature so early exposure and continued practices will better inform them on the importance of cultural values and how culture connects people with each other and their surrounding environment. Hence, media could be used as a powerful tool to promote values, behaviors and attitudes associated with culture as every other individual is using smartphone and social media apps in Pakistan so, they can be educated about important cultural aspects and such implementation of cultural teachings could be encouraged through social media influencers such as youtubers, vloggers, bloggers, and media figures by promoting traditional notions and practices.

The film and drama industry in Pakistan is solely focused on showing of mainstream themes such as domestic quarrels and typical love stories but it has failed to depict narratives on religious extremism, embracing cultural morals and history of mother land. Possibly if media takes initiative to address stereotypical and controversial ideas, the stories of collective experiences, cultural authenticity and cultural diversity will reconnect people to their ancestral land and history.

Also, communication is a key through which people can negotiate and create a balance between ideas and thoughts so, conveying the views of both elders and youth with each other can help in dealing the challenges related to difference of opinions and judgment. Hence, positive effects of transitioning social environment could be conveyed to parents while teachings regarding native

culture should be delivered among youth to make them aware and conscious about ancestral values. Moreover, culture based education and importance of diversity should be taught at school, college and university level so every individual should be aware of his/her history, traditions, norms, religion, language, and practices and the best way to emphasize this teaching is through making cultural heritage a part of curriculum and government should take initiatives regarding the provision of education and cultural exhibitions, dramas among people for the promotion of cultural values and Pakistan should be represented at international arenas so people around the globe will recognize its cultural uniqueness and richness .

Patriotism plays an important role in preservation of a culture; Pakistan became an independent state with a lot of sacrifices and hardships which our leaders and people endured so topics like gender equality, human rights, freedom of speech, diversity, minority rights, and religious tolerance should be part of national curriculum so that such concepts shouldn't sound foreign.

Pakistani people hold a strong religious belief along with its unique culture; however, non-native culture and religion contradicts with each other on certain aspects which creates a conflict among people especially in youth as western culture is opposite to religion Islam because westernized ideologies like liberalism preaches freedom of living life according to person's own preference. For instance, religion promotes veil and covering of body while modern attires encourage people to dress without any restriction, similarly other crisis regarding liberalist vs Muslim mindset, modern lifestyle vs simple living, co-education vs separate education, to have a relationship with opposite gender vs maintaining distance from the opposite gender to speaking English instead of Urdu, all should be taken into account by parents, teachers, nationalized authorities, mental health professionals and social scientist to create solution focused strategies in order to reach common ground of negotiation.

Additionally, the negative psychological aspects of acculturation such as anxiety, lack of self-esteem, feelings of inferiority and depression should be addressed by mental health professionals. Therapist and psychologist could use different therapies to address, advice and counsel the individuals (parents and children) having acculturation related disputes. For addressing the challenges of acculturation, social scientist should work more on such concepts and their pragmatic effects on people to create awareness and understanding of cultural transitions due to

multiculturalism and this could be done through seminars, virtual discussions, awareness campaigns and published news or internet articles.

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ANNEXURE-A**QUESTIONNAIRE:**

- Q1.** Do you think acculturation has affected your life?
- Q2.** Do you see acculturation creating any positive change or negative change in people's lives?
- Q3.** If any, why has a positive or negative change in your life?
- Q4.** In your perspective, how acculturation is taking away our native culture, and are we losing our identity?
- Q5.** Do you think acculturation has impacted your mental health?
- Q6.** Do you believe our attire has been changed over a few decades due to the adoption of western culture?
- Q7.** Do you believe the attire of elders has been changed or not?
- Q8.** Do you believe, fast food is taking over our local cuisines due to acculturation?
- Q9.** Does conflict among family has been increased due to differences in thinking patterns of parents and children due to the adoption of western culture?
- Q10.** Have you ever fought with your parents due to differences in their and your thinking?
- Q11.** How does acculturation impact our national language 'Urdu'?
- Q12.** Can you suggest any solution to this escalating problem?

ANNEXURE-B

Acculturation to Western Culture in the Youth of Islamabad.

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