



Final Research Thesis

**"Application of Cultivation Theory in
Pakistan: A Perspective of Consumerism,
Materialism and the Self-Identity"**

As per course requirement of MBA (1.5 years)

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Abstract

The research study aims to explore the Cultivation Theory as proposed by Gerbner & Gross in 1976 in the Pakistani context and whether it applies in the same or not. In the same perspective, it also explores the existence of the concepts of consumerism and materialism within the people of Pakistan and how and if they have changed or helped develop the self-identities of the Pakistanis. It is believed that prolonged exposure of television and its content can cause people to adopt the values propagated in it as an inherent way of life, changing behaviours and thinking and ultimately causing cultures to change. Since consumerism, materialism and self-identities are closely tied to cultures, the study has been explored in light of Edward T. Hall's Cultural Iceberg Model in order to provide the reader a clearer understanding of the topic under study. The Cultural Iceberg Model identifies two sets of cultures that exist within every society. One is the most apparent culture and can be discovered by anyone at first glance; it forms the tip of the iceberg. The other culture is formed by the inner most values and believes that a society holds and are influenced by many factors. This inner culture which is not so obvious and for most part is hidden forms the core behaviours of a society. The influences include media and behaviours are also propagated through values of consumerism and materialism. The research taps into both types

of cultures to explore and identify the main objectives of the study. This research has been carried out with the aid of qualitative means of collecting and interpreting data. It uses in-depth interviews and resulting findings to form a conclusion.

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