Television Violence in Prime-Time Dramas in Pakistan: A Study of Type, Amount and Perpetrator Attributes in Violence

Nadira Khanum[*], Muhammad Hassan Jamil[†], Fazal Rahim Khan[‡]

Abstract

Exposure to violent media content can lead to aggressive behavior. Violence on television (TV) can encourage people to act out on violent impulses. Violence in Pakistani television requires research to quantify violent content because it can have a profound effect on the audience as Pakistan is a country where violent crimes take place frequently. The focus of this study is to investigate whether violence on television has an empirical standing in Pakistani dramas or not. A quantitative content analysis was conducted for a constructed week sample of the time period: June 2020- May 2021. The study analyzed the amount of violence, type of violence, and perpetrator attributes and was conducted for primetime dramas of three leading entertainment television channels in Pakistan (ARY, GEO, and HUM). The results indicate that the amount of violence for each channel is almost equal and significant enough to have effects on the audience(s). Emotional violence took place mostly in the form of control. Females committed emotional violence more than males. Most of the violence was committed by the middle class. Future researchers can get data from 5 to 10 years to yield more information.

Keywords: violence; violence in Pakistani dramas; amount of violence; violence index; perpetrator attributes; type of violence; ARY; GEO; HUM

Introduction

Exposure to violent media content can affect the behavior of youth. The general aggression model states that when exposed to violent media content, scripts are activated in the memory. These scripts are used as a guide to judge whether aggressive behavior is beneficial. Children and adolescents are more likely to be affected by violent media content as their scripts are still forming compared to adults. An already aggressive individual will become more aggressive by viewing violent media content (Coyne, 2010). Moreover, children who are exposed to violent media content are at an increased risk of

[*]Assistant Professor- Dept of Arts & Media Foundation University Islamabad School of Science and Technology, Email: nadirakhanum@fui.edu.pk (Corresponding Author)

[†] Media Scholar, Department of Arts and Media, Foundation University Islamabad.

[‡] Professor Mass Communication at the Department of Arts and Media and the Dean of the Faculty of Arts and Social Sciences at the Foundation University Islamabad

displaying aggressive behavior in early adulthood. Adolescents take characters in media as role models and imitate them. The violence in media is often portrayed with rewards and less negative outcomes. This causes adolescents to display aggressive behavior (Khurana et al, 2019).

Exposure to violent media content can lead to an increase in anxiety with a range of symptoms such as irritability and uneasiness. Adolescents are more likely to watch violent media content as they have less parental control. Due to the high prevalence of violence in media content, adolescents are likely to have more exposure to it. This can lead to less educational qualifications and drug abuse. Violent media content can cause adolescents to feel threatened. This can cause increased blood pressure and worry. Adolescents can have difficulty in facing real-life situations (Madan, Mrug & Wright, 2014).

Specifically, violence on television can lead to aggressive behavior and less sensitivity towards violence. Violent content on television can cause the audience to associate positive feelings with violence. They also become more excited. Youth are more likely to imitate violent content on television compared to adults. Violence on television can lead the audience to believe that aggression can solve their problems. Most Americans are concerned about violence on television and this has led prominent politicians to put pressure on networks to reduce violent content. In America, television sets have V-chips which are used to block violent content (Hetsroni, 2007).

Violence in television can encourage people to act out on violent impulses. This has led to concerns of the drawbacks of violence in television (Khan, 1996). According to a national television violence study, there were three harmful effects of television violence. This includes aggressive behavior, less sensitivity to violence, and fear of becoming a victim of violence (Carpenter, 2005). So, it is important to investigate whether violence in television has an empirical standing in Pakistani media settings, if violence in television dramas occurs in a significant manner, then it will be vital to assess its amount and the current study will also investigate perpetrator attributes and type of violence.

Pakistan is a country where violent crimes take place frequently. 2890 cases were registered for murder in Punjab from 01-01-2020 to 31-08-2020 (Crime Statistics| Punjab Police, 2020). Violence in Pakistani television requires research to quantify violent content because it can have a profound effect on the audience. Members of society can show violent behavior towards others due to the cultivating effect of television dramatized violent content. The violence on television can cause the audience to become excited. They may associate positive feelings with violence. Youth are more likely to imitate violence on television. This is because youth is still in the process of learning. Youth can associate positive feelings with

violence. Epidemiologists in America have claimed that violence on television is responsible for 10,000 cases of homicides per year. Americans believe that reducing violence on television can lead to fewer crimes than tight gun control regulations (Hetsroni, 2007). This study will help quantify violent content which will be beneficial for the drama producers, directors, and writers to analyze what content they are producing and how much threat or benefit it can bring to society later on.

This study aims to (i) examine the variation in type of violence in Pakistani dramas, (ii) find out the amount of violence in Pakistani dramas and (iii) examine the perpetrator attributes and see their relationship with violence.

Objectives and Research Questions

The research questions for this study are below:

1. To examine the variation in type of violence in Pakistani dramas.

2. To find out the amount of violence in Pakistani dramas.

3. To examine the perpetrator's attributes and see their relationship with violence.

Further, the research questions and hypotheses for this study are below:

Research Question 1: Whether the type of violence vary in primetime dramas across different TV channels in Pakistan (GEO, ARY, HUM)?

Research Question 2: What is the amount of violence in Pakistani primetime dramas (GEO, ARY, HUM)?

Research Question 3: How does the amount of violence vary in primetime dramas on different TV channels in Pakistan (GEO, ARY, HUM)?

Research Question 4: What is the relationship between perpetrator attributes and violence (amount, type)?

Hypothesis 1: The type of violence varies with variation in TV channels in Pakistan

Hypothesis 2: The amount of violence (Violence index) will be significantly higher in GEO Primetime dramas as compared to ARY and HUM TV.

Hypothesis 3: Violence (type) will vary with variation in the perpetrator attributes (gender, age, socio-economic status, type of role)

Theoretical Foundations

The theoretical foundation of this study is message system analysis from the Cultural Indicators Paradigm by Gebner and his colleagues (1976). The cultural indicators paradigm had three prongs, these were: 1) Institution process analysis, 2) message system analysis, and 3) cultivation message analysis. Institution process analysis investigates how messages are formulated and disseminated. Message

system analysis is a thorough analysis of television programming to measure the frequent and reliable presentation of images, themes, standards, and depictions via content analysis. Although he focused on violence in TV content this method can be used to analyze any kind of TV content. Cultivation analysis finds out what perceptions about reality audiences have because of watching television. This study utilizes message system analysis for quantitative content analysis of dramas of television leading to numerical reports.

Signorielli, Morgan, and Shanahan (2019) used the cultural indicators violence index to find the amount of violence in primetime broadcasting over a period of five decades. Measures of prevalence, rate, and role were used to find the violence index. The findings showed that the amount of violence on television has been increasing since the early 2000s. Mustonen and Pulkkinen (1997) also used the cultural indicators violence index to find out the amount of violence in Finnish television. Violent act was a basic unit in his study. The prevalence or frequency of violence was found out by the number of violent acts per hour and the number of violent acts per program. It was found that each program had at least one violent act and two violent acts per program. Similarly, McCann and Sheehan (1985) also adopted the cultural indicators violence index to find the amount of violence in Australian television. Prevalence of violence was defined as the percentage of programs containing violence and the percentage of program hours containing violence. Frequency was defined as the number of violent acts preprogram and per hour. It was found that half of the programs and program hours contained violence. There were almost four violent acts per hour and five violent acts per broadcast hour.

The cultural Indicators violence index is composed of three sets of direct observational data. These include Prevalence (the percent of programs containing any violence in a particular sample of programs), Rate (expresses the frequency of violent actions or episodes in units of programming and in units of time), and Role (the portrayal of characters as violent (committing violence) or victims (subjected to violence) or both). The violence index is the sum of five measures (Gerbner, Morgan & Signorielli, 1980). These are:

1. the percent of programs containing any violence (%P),
2. twice the rate of violent incidents per program (2R/P),
3. twice the rate of violent incidents per hour (2R/H),
4. the percent of characters involved in any violence (%V),
5. and the percent of characters involved in killing (%K)

So, Vilence Index VI = (%P) + (2R/P) + (2R/H) + (%V) + (%K)

Review of Literature

Exposure to media such as television generates understanding and way of behaving (Carpenter, 2005) as television can affect reality (Gerbner, 1976) and people learn new behaviors from television (Bandura & Walters, 1977). If messages are repeated on television, then this affects the reality of the viewer. Television provides entertainment for people of different ages. Television is used to spread information and create awareness. Hence, television has profound effects (Faiz & Mahmood, 2020). Investigating the effects of television is tough. Television also exposes people to different cultures. In fact, our perceptions about religion and politics are shaped by media (Shabir, Safdar & Imran, 2013). Violence is used by advertisers to catch the attention of viewers (Carpenter, 2005). Dramas on television have a strong impact on audiences, especially youth (Shabir, Safdar & Imran, 2013) but the dramas of primetime of Pakistan contain a lot of violence. The language used in dramas is not appropriate. Television programs contain several types of violence which can be physical, verbal, psychological, and sexual (Faiz & Mahmood, 2020). Films can have large amounts of violence (Coyne,2010). Films in which victims are subjected to extreme violence has attracted a large number of youth audience (Weaver, 1991). Males can become less sensitive to violence if exposed to violent films (Sapolsky, Molitor & Luque, 2003). Films are more likely to lead to aggressive behavior as they are longer in duration and don't have any breaks (Weaver,1991).

An increasing bulk of studies have been produced with diverse findings about violence shown in media, especially television. Analyzing the literature in detail helped in the understanding of the amount of violence on television, perpetrator attributes, and categories of violence, as studied by researchers.

1. It has been observed that different media contents like films, video games, cartoons, and primetime dramas on American television contain and even television commercials have a significant amount of violence (Faiz & Mahmood, 2020; Kaya & Ozdemir, 2020; Hemamalini, Aram & Rajan, 2011; Scharrer, 2004; Turner et al, 2004; Hetsroni, 2007; Carpenter, 2005; Smith, Lachlan & Tamborini, 2003).
2. Researchers (Signorielli, Morgan & Shanahan, 2019; Mustonen & Pulkkinen, 1997; McCann & Sheehan, 1985) of different time periods have used the violence index of cultural indicators paradigm.
3. While researching violence in detail, researchers also studied the characteristics of individuals committing violence (perpetrator) and also the person being victimized., perpetrator attributes including age, gender, and socioeconomic status, which were found to have a link with the amount and type of

violence being conducted (Lachlan, 2005; Sapolsky, Molitor & Luque, 2003)

4. Violence was not only researched as a whole but also found to be categorized based on the nature of violence being conducted like physical violence, sexual violence, emotional violence, financial abuse, and neglect (Postmus et al, 2020; Sperry & Widom, 2016; Coyne, 2010; Mouton et al, 2010; Hetsroni, 2007).

Less research has been found in recent times about violence on television especially with respect to the Pakistani context, as violence is studied in media content in very much detail worldwide, but very less traces of such research are found with respect to Pakistan. This research focused on multiple television channels and the amount of violence in the primetime programs of each channel has been examined, also the categories for the type of violence are additional in this study. This helped in creating a better profile of violence in primetime dramas of Pakistan.

Methodology

This study used quantitative content analysis to explore the amount of violence, perpetrator attributes, and type of violence in Pakistani prime-time dramas. The same method has been adopted by other researchers while studying violence.

Procedure

Pakistani Primetime dramas of three popular television channels from 8:00 pm to 10:00 pm were the population/universe of this study excluding advertisements. The time period is one whole year from June 2020 to May 2021. The 3 leading Pakistani TV channels that are selected are 1.GEO 2.ARY 3. HUM. All three channels are leading channels in Pakistan with respect to viewership. Three channels have been selected so a comparison can be made of different variables.

The population of the study was prime-time dramas on three major channels. Probability systematic sampling was used to select a sample. A constructed week sample was used. One solid week sample is at least as generable to a year's programming as a larger randomly drawn sample (Gerbner & Gross, 1976). A week was constructed from the selected year and primetime dramas of this constructed week were analyzed.

Unit of Analysis used for observation (McCann & Sheehan, 1985): program/ programs as a whole, specific violent action (if any), in the program, and specific classes of character appearing in the program

A coding sheet and coding book have been developed to code each variable. Coding is a way to divide a theme into several

categories. The amount of violence, type of violence, and perpetrator attributes were categorized and further explained in the coding book. The coding sheet and coding book were pretested on a smaller sample (6 dramas) to check validity and reliability.

Variables

Researchers have used several variables to analyze the amount of violence, perpetrator attributes, and types of violence on television (Signorielli, Morgan & Shanahan, 2019; Mustonen & Pulkkinen, 1997; McCann & Sheehan 1985; Lachlan et al, 2005; Sapolsky, Molitor & Luque, 2003; Postmus et al, 2020; Sperry & Widom, 2016; Coyne, 2010; Mouton et al, 2010; Hetsroni, 2007). This research analyzed two independent (channels, perpetrator attributes) and two dependent variables (amount, type of violence). The variables of this study are below:

a.   TV Channels

Three private entertainment TV channels in Pakistan have been chosen for this study. These channels are GEO, ARY and HUM. The channels have been chosen because of their high viewership, popularity, and high ranking (Shabir, Safdar & Imran, 2013). Analysis of Pakistani dramas from two major channels of Pakistan showed that they contain physical violence and verbal violence (Faiz & Mahmood, 2020).

b.   Perpetrator Attributes

A perpetrator is a person who commits violence. Attributes are the characteristics of the perpetrator which include age, gender, ethnicity, socio-economic status, and type of role.

- *Age* analyzed how old a perpetrator of violence is Analysis of video games showed that half of the violence was committed by adult characters (Carpenter, 2005).
- *Gender* is the sex of a perpetrator. Gender analyzed the sex of violent characters. Analysis of the gender of violent characters showed that the number of female violent characters in primetime programming of America increased in the late 1970's and decreased in the 1980's. It again increased in 1990's (Hetsroni, 2007).
- *Socio-economic status* analyzed the economic well-being of violent characters. Analysis showed that almost half of the violence was committed by people of the lower class. One-fourth of violence was committed by people of the upper class (Khan, 1996).
- *Type of role* is kind of character. The type of role analyzed whether the violence was committed by a hero, villain, or neutral character in Pakistani dramas. Analysis showed that all villains were involved in violence. The heroes committed

almost one-third of the violence. Half of the neutral characters committed violence (Khan, 1996).

c.   *Amount of Violence*

The amount is the quantity of violence. Amount has been measured through the Cultural Indicators Violence Index as explained by George Gerbner (1969) which is composed of three sets of direct observational data. Prevalence, rate, and role. Prevalence is the percentage of programs containing any violence in a particular sample of programs. Rate expresses the frequency of violent actions or episodes in units of programming and in units of time. The role is the portrayal of characters as violent (committing violence) victims (subjected to violence) or both. Analysis of American programming over five decades showed that violence increased from the late 1960s to the late 1980s. It increased till the late 1990s. It again started increasing in the late 2010s (Gerbner, Morgan & Signorielli, 1980).

d.   *Type of Violence*

The type of violence is the categorization of violence. In this study, violence has been divided into five forms. These are physical violence, sexual violence, emotional violence, financial abuse, and neglect.

- *Physical violence* involves violence through physical contact for example kicking and punching. Physical violence analyzed how violence was committed physically. Analysis of Japanese commercials showed that most of the violence was committed in the form of punching and kicking (Hetsroni, 2007).
- *Sexual violence* is violence committed to hurt a victim sexually, for example, molestation and rape. Sexual violence analyzed violence committed in a carnal way. Analysis of films showed that most of the violence in films is physical (Coyne, 2010).
- *Emotional violence* involves manipulation using disgrace and terror. like control and ridicule. Emotional violence is analyzed as violence that does not involve a physical touch. Analysis showed that menopausal women mostly face emotional violence in the form of isolation (Karakurt & Silver, 2013).
- *Financial abuse* is violence that involves resources, for example, theft. Financial abuse analyzed violence done to restrict the finances of victims. Analysis of databases of psychology and sociology showed that economic abuse is controlling the finances of the victim (Postmus et al, 2020).
- *Neglect* is violence that involves failure to provide something. Neglect analyzed failure to provide necessities of life such as food and shelter. Analysis showed that children who faced

neglect had less economic well as adults (Sperry & Widom, 2013).

The below table explains the operationalization of key variables.

Table 1: Operationalization: Content Categorization of Key Variables

Variable	Categories	Operational Indicators
Perpetrator Attributes	1. Age 2. Gender (Hetsroni, 2007) 3. Socio-economic status (Khan, 1996) 4. Type of role (Khan, 1996)	1. Adolescent, middle aged, old aged 2. Male, Female, 3. Lower class, middle class, upper class 4. Hero, Villain, Neutral
Channels	• Hum • GEO • ARY	Primetime dramas from 08:00pm to 10:00pm
Amount of Violence	• Violence index $VI = (\%P) + (2R/P) + (2R/H) + (\%V) + (\%K)$ (Gerbner, Morgan & Signorielli, 1980)	The Cultural Indicators violence index is composed of three sets of direct observational data. prevalence, rate and role Prevalence : the percent of programs containing any violence in a particular sample of programs. Rate: Rate expresses the frequency of violent actions or episodes in units of programming and in units of time. Role :the portrayal of characters as violent (committing violence) or victims (subjected to violence) or both Violence index is the sum of five measures. These are: 1. the percent of programs containing any violence (%P), 2. twice the rate of violent incidents per program (2R/P), 3. twice the rate of violent incidents per hour (2R/H), 4. the percent of characters involved in any violence (%V), 5. and the percent of characters involved in killing (%K)

			VI = (%P) + (2R/P) + (2R/H) + (%V) + (%K)	
Type of Violence	1. Physical violence (Hetsroni, 2007)	1. assault,		
	2. Sexual violence (Coyne, 2010)	2. rape and sexual assault, molestation		
	3. Emotional violence (Karakurt & Silver, 2013)	3. dominance Control Isolation ridicule, or the use of intimate knowledge for degradation		
	4. Financial Abuse (Postmus et al, 2020)	4. preventing resource acquisition, preventing use of resources, and exploiting resources. misusing family finances; damaging property; stealing property, money, or identities; going into debt through coercion or in secret		
	5. Neglect (Sperry & Widom, 2013)	5. food, clothing, shelter, and medical attention.		

Results and Discussion

The research aimed to find the amount of violence in primetime dramas of Pakistan and also perpetrator attributes. The dramas were analyzed via quantitative content analysis. Probability sampling was used to collect the data. A statistical package for social sciences was used for statistics.

Violent acts were analyzed for each channel. *HUM* had the most number of violent acts (99) as compared to *ARY* (59) and *GEO* (67).

The victim's type of relationship with the perpetrator was analyzed. Table 2 shows the cross-tabulation of victims' type of relationship with perpetrators against gender. Out of a total of 92 males committing violence, 24% committed violence with male victims, and 76% committed violence with female victims. However, out of 144 females, 53% of females committed violence against females and 47% against males.

*Table 2: Cross Tabulation: Victim's Type of Relationship (with Perpetrator) * Gender*

Type of Relationship	Male	Female
Male/Male relationship	24%	0%
Female/Female relationship	0	53
Male/Female relationship	76	47
Total	92	144

The victim's level of relationship with the perpetrator was analyzed. Table 3 shows the number of violent acts involving different levels of relationship. The victim and perpetrator had a family relationship (55.93%) in a maximum number of violent acts compared to another level of relationships such as love relationships (13.98%) and business (5.51%).

Table 3: Victim's Level of Relationship with Perpetrator

Level of Relationship	N	%
Cannot code	37	15.68
no relationship	8	3.39
Business	13	5.51
Friendly	6	2.54
Family	132	55.93
In-Laws	7	2.97
Love relationship	33	13.98
Total	236	100

*Table 4: Cross tabulation: Type of Violence * Type of channel (H1)*

Type of Violence	Category	Type of Channel		
		ARY	GEO	Hum
Physical violence	Natural means	12	7	15
	Conventional weapons: handheld firearms	0	0	1
	Total	12	7	1
Emotional violence	Ridicule	1	0	0
	Control	54	59	82
	Total	55	59	82
Financial Abuse	Stealing property, money, or identities	2	1	0
	Total			
		2	1	0
Total		59	67	99

Note: Sub categories reported zero are excluded from table

The type of violence didn't vary much with variation in TV Channels. Table 4 shows the number of violent acts of each type, HUM (99) had more violent acts in total.

Hypothesis 2 stated that the amount of violence will be significantly higher in GEO primetime dramas as compared to ARY and Hum TV. A violence index was used to test this hypothesis. First prevalence was calculated by how many programs in the sample contain violence. The rate was found to be the number of violent acts per hour and per program. The role was found out by the percentage of characters involved in violence as perpetrators and killers. A formula was used to combine the results. ARY (159.88), GEO (160.51), and HUM (164.96) all had almost equal scores. There is no variation hence, the hypothesis is not accepted.

*Table 5:Cross tabulation: Violence index*Type of channel (H2)*

	Type of Channel		
	ARY	*GEO*	*HUM*
Samples			
Programs analyzed	11	14	13
Program Hours Analyzed	11	14	13
Prevalence	%	%	%
Programs containing violence	100	100	100
Program hours containing violence	100	100	100
Rate	N	N	N
Number of violent episodes (acts)	59	67	99
(R/P) Rate per all programs	5.36	4.79	5.82
(R / H)Rate per all hours	5.36	4.79	5.82
Roles			
Total Characters	158	171	253
Perpetrator/ Violent (committing violence)	61	69	103
(%V) Any involvement in violence	38.60	40.35	40.71
(%K) Any involvement in killing	0	0	0.97
Indicators of Violence			
Program Score: P S = (% P) + 2(R / P)+ 2 (R / H)	121.44	120.16	123.28
Character Violence Score: CS = (%V) + (%K)	38.60	40.35	41.68
Violence Index: V I = PS + CS	*159.88*	*160.51*	*164.96*

Note: Subcategories reported as zero are excluded from the table.

All three channels have an almost equal score and support that there is no variation. Table 5 shows the sample, prevalence, rate, and role.

Hypothesis 3 stated that violence (type) will vary with variation in the perpetrator attributes (gender, age, socio-economic status). A cross tab was used to test this hypothesis. First, the type of violence was compared against age. The Findings show that most of the violence has been committed by adults (138) and elderly (97) in the form of emotional violence. A variation can be observed. After this, the type of violence was compared to gender. Both males (20) and females (20) committed an equal number of physically violent acts. However, both males (72) and females (119) did not commit an equal number of emotionally violent acts in the form of control. Here variation can be observed. Lastly, the type of violence was compared to socio-economic status. Most of the violence has been committed by the middle class. More physically violent acts were committed by the middle class (24) compared to the lower class (5) and middle class (7). Similarly more emotionally violent acts were committed by the middle class (162) compared to the lower class (9) and upper class (23). Here variation can be observed. So, this hypothesis is accepted.

Table 6: Cross tabulation: Type of violence*Age (perpetrator attribute) (H3)

Type of Violence	Category	Age			
		Child	Young adult	Adult	Elderly
Physical violence	Natural means	0	1	28	10
	Conventional weapons: handheld firearms	0	0	1	0
	Total	0	1	29	10
Emotional violence	Ridicule	0	0	0	1
	Control	0	0	107	84
	Total	0	0	107	85
Financial abuse	Stealing property, money, or identities	0	0	2	2
	Total	0	0	2	2
Total		0	1	138	97

Note: Subcategories reported zero are excluded from the table.

Table 6 shows the type of violence against age. The results show that most of the physical and emotional violence has been committed by adults and the elderly.

Table 7:Type of Violence* Gender (perpetrator attribute) Cross tabulation (H3)

Type of Violence	Category	Male	Female
Physical violence	Natural means	19	20
	Conventional weapons: handheld firearms	1	0
	Total	20	20
Emotional violence	Ridicule	0	1
	Control	72	119
	Total	72	120
Financial abuse	Stealing property, money, or identities	0	4
		0	4
	Total		
Total		92	144

Note: Subcategories reported as zero are excluded from the table.

Females committed more emotionally violent acts in the form of control compared to males. Table 7 shows the type of violence against gender.

Table 8:Type of Violence* Socio-economic status (perpetrator attribute) Cross tabulation (H3)

Type of Violence	Category	Socio-economic status		
		Lower	Middle	Upper
Physical violence	Natural means	5	24	7
	Conventional weapons: handheld firearms	0	1	1
	Total	5	24	7
Emotional violence	Ridicule	0	1	0
	Control	9	161	23
	Total	9	162	23

Financial abuse	Stealing property, money, or identities	0	4	0
	Total			
		0	4	0
Total		14	191	31

Note: Categories/Subcategories reported zero are excluded from the table.

The middle class committed more violent acts in the form of emotional violence and physical violence compared to the lower class and upper class. Table 4.9 shows the type of violence against socio-economic status.

No noteworthy difference was found in the amount of violence. The results of this study indicate that the violence index of each channel is almost the same. ARY (159.88), GEO (160.51), and HUM (164.96) almost had an almost equal violence index. The possible reason for this is that the dramas of these three channels had the same themes and were family-oriented. Hence, variation was not observed in the violence index. The factor of influence on media content is that primetime dramas of Pakistan depict the society of Pakistan and so dramas are made which focus on family issues. Almost 5 violent acts per hour were found by McCann and Sheehan (1985) which is the same number as this study for all 3 channels. Signorielli (2019) found an almost similar maximum violence index (150 approx.) for a period of five decades in America. This shows that family-oriented dramas in Pakistan contain a high amount of violence despite the fact that only two hours of programming per day were analyzed for this study compared to Signorielli (2019) who analyzed more than two hours per day.

This study found that the same type of violence was committed for each channel. Emotional violence was committed more for each channel in the form of control. The possible reason for this result is that the dramas of the three channels were family-oriented and were not active in nature. Hence, emotional violence was more observed. These findings are consistent with some previous literature Faiz and Mahmood (2020) found most of the violence is emotional and Kaya and Ozdemir (2020) also found more psychological violence in their study of Turkish dramas. Although some previous researchers like Sapolsky (2013) found physical violence to be more prevalent in his study he was studying the action genre and this study is about family dramas. Carpenter (2005) and Hetroni (2011) found more physical violence in television commercials but TV commercials also show more action in less time. When video games (Smith , Lachlan & Tamborini, 2003; Scharrer, 2004) were analyzed, the violence was also

found to be physical as video games were also under the action genre and the action genre shows more physical actions.

This study found that most of the violence was committed by adults (138) and elderly (97) at varying levels. The possible reason for this result is that children and teenagers were not the main characters in the dramas. The factor of influence on media content is that adults and elderly age groups in Pakistan have more power in family politics. Hence, more violence was committed by adults and the elderly. Females (119) committed more emotional violence than males (72) in the form of control at varying levels. As this study focused on dramas of Pakistan which are usually based on family stories and stories are based on female characters in family dramas females were found to be committing more emotional violence than males Hence, emotional violence took place more. The factor of influence on media content is that primetime dramas of Pakistan try to depict the society of Pakistan and so family issues are focused on women being an important part of it. However, Hetsroni(2007) found that males committed more violence in primetime programming of America; McCann and Sheehan (1985) found that most of the violence was committed by males on Australian television. The findings also showed that most of the violence was committed by the middle class (191) compared to the lower class (14) and upper (31) classes at varying levels. The possible reason for this result is that the dramas of the three channels had stories focused on middle-class families. The factor of influence on media content is that the number of middle-class families is increasing in Pakistan and is gaining more prominence. Hence, characters of the middle class committed more violence. Khan (1996) found that the lower class committed most of the violence in the primetime programming of PTV. This difference is because this study only analyzed two hours of programming per day and other types of programs such as films were not analyzed. It was found that mostly females were the victims of violence irrespective of the gender of the perpetrator. The primetime dramas of Pakistan are family-oriented and hence, females were more victims of violence. The factor of influence on media content is that primetime dramas of Pakistan try to depict the society of Pakistan in which women are often oppressed.

Conclusion

The violence index of the primetime dramas of three leading Pakistani channels showed a very alarming and noteworthy situation. The violence index (160 approx.) in these dramas almost matched the violence found in prime programming. If viewers are exposed to this much violence on a daily basis at family time, then very negative psychological effects on the mental health of the audience in expected. The results also reveal that emotional violence was the most used violence category in these dramas and there was no variation in

type of violence for each channel. All three channels had the same type of violence. However, less variation was found in the type of violence. All three channels have almost the same amount of violence. There is however variation in type of violence and perpetrator attributes. Females committed more violence than males. Most of the violence was committed by the elderly and adults. The middle class committed most of the violence. Most of the victims were females irrespective of the gender of the perpetrator. If the female gender is victimized in prime-time dramas more than society will also adopt the same. Already Pakistani society shows a very vulnerable picture of females in terms of human rights.

The findings of the study clearly showed violence in the TV content of leading Pakistani channels. It has been recommended that TV channels address the amount of violence and reduce it as TV has a greater impact on its viewers and Pakistan is a country where violent crimes take place frequently. 2890 cases were registered for murder in Punjab from 01-01-2020 to 31-08-2020 (Crime Statistics| Punjab Police, 2020). The TV regulatory authority of Pakistan PEMRA should also pay attention to the violent content on Pakistani TV dramas as it has its greater impact on Pakistani society.

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