

Impact of Mediated Dress Culture on Islamic and Social Practices of People

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Abstract

Pakistan is an Islamic country where people from all occupations follow the preaching's of Islam. This study, "Impact of mediated dress culture on Islamic and social practices of people," investigates that dressing presented in Pakistani dramas influences Islamic civilization and culture, promotes Western dress and western dress culture, and cause Islamic and social problems within a society. The researchers use the purposive sampling technique and collect data from 240 male and female respondents under cultivation theory. The researchers use the quantitative method, collect data through survey, The study's demographic findings reveal that most unmarried female student respondent's aged 18-30 participated in the survey. Findings show that Pakistani TV dramas promote Western dressing culture, which is against the preaching's of Islam. The majority of the respondents believe that Pakistani TV drama is not reflecting the Islamic civilization, culture, and dressing patterns shown in Pakistani TV drama are a hurdle to perform Islamic and religious worship. Pakistani TV drama strongly influences Pakistani people's Islamic and social practices due to Western dressing, lifestyle, luxurious life, and Hindu religious activities.

Keywords: Islam and Social Culture, Dress, West, Media, Pakistan

Introduction

Global television refers to a system that converts sight and sound into electronic signals, and then people can see a combination of the two on the screen. All media outlets have had a significant impact on the lives of listeners. The feature of television is that it has both mediums (visual and sound), making it different from other mediums. People can watch cricket, movies and other shows at home without paying for tickets. Television has a lasting effect on human life in fashion, emotion, anxiety and fear (Rahmani 1975).

According to Aristotle, Drama is the name given to the movement of human actions in which the relevance of words, the conversations and actions of the characters shown as they are.

Clothing derived from the word "clothing", which means to hide something, something that hides the ugly condition of a person. The word dress is a noun that means a garment or body covering clothes.

As the Almighty says:

“يَا بَنِي آدَمَ قَدْ أَنْزَلْنَا عَلَيْكُمْ لِبَاسًا يُؤَارِي سَوْآتِكُمْ وَرِيشًا”

O children of Adam! We have sent down to you the dress that covers your shame and provides adornment.¹ (Al-Araf 7:26)

"Everything that hides the undesirable and ugly condition of man is clothing (Isfahani 2015)."

The cloth that covers the body is called a garment. The primary purpose of clothing is to cover seventy parts of the body, but at the same time, clothing also protects man from the effects of the weather. Clothing is an expression of adornment, beauty and splendor. Different societies in different countries have their unique dress and memorable ways. Time passed, and changes kept happening. Then some nations gave nudity the status of a religious ritual. With the advent of Islam came the revelation of the commandments regarding dress. There is no set standard or design for clothing in Islam. Every Muslim can dress as he wishes, regardless of his country of origin. However, according to Islam's spirit, specific clothing conditions to everyone can wear clothes (al-Din 2011).

Drama from TV channels is a source of fashion movement. These plays provide all the information related to the latest style of Finnish. This feature has driven people crazy about fashion. This growing trend of fashion has changed the young generation's dressing style and has persuaded them to adopt western clothes. The modern style has attracted people to it, which have led to significant changes in society. Due to these changes, many evils like violence and harassment have arisen in society.

As the Almighty says

”يَا بَنِي آدَمَ خُذُوا زِينَتَكُمْ عِنْدَ كُلِّ مَسْجِدٍ وَكُلُوا وَاشْرَبُوا وَلَا تُسْرِفُوا إِنَّهُ لَا يُحِبُّ الْمُسْرِفِينَ“

O children of Adam, take on your adornment at every mosque. Eat and drink, and do not be extravagant. Surely, He does not like the extravagant.² (Al-Arāf 7:31)

From this verse, it is known that as far as possible, perform the prayers in good clothes, come to the mosque in good condition, do not come to the mosque in smelly and dirty clothes and do not enter the mosque naked. Shamelessness and immorality have been against human nature since day one. There is shame in human nature. Islam never allows half-nakedness or nudity.

As the Almighty says

وَلْيَضْرِبْنَ بِخُمُرِهِنَّ عَلَى جُيُوبِهِنَّ

And must wrap their bosoms with their shawls.³ (Al-Nūr, V. 31)

Fully veiled clothing that does not violate Islam's limits, as shown in TV dramas today, does not reflect Pakistani culture. Therefore, in this article, the topic of costumes has been taken into consideration. In this article, the costumes shown in the dramas will be researched and critically reviewed. The costumes presented in Pakistani TV dramas can apply according to Islamic society and culture.

The Islamic society established with Prophet Hood's proclamation by the Holy Prophet (PBUH), but after the Holy Prophet's migration (PBUH), its realistic picture emerges. A glimpse of this realistic picture shown in Surah Al-Imran.

”كُنْتُمْ خَيْرَ أُمَّةٍ أُخْرِجَتْ لِلنَّاسِ تَأْمُرُونَ بِالْمَعْرُوفِ وَتَنْهَوْنَ عَنِ الْمُنْكَرِ“

“You are the best Ummah ever raised for mankind. You bid the fair and forbid the Unfair.”⁴ (Al-Imrā 3:10)

Most of the researchers worked on the effects of dramas, fashion shows and morning shows, but no one worked on it, nor did they present a research review in the light of Islam's teachings on how Western and Indian costumes through TV dramas I am thriving. The study looked at the costumes presented in purely Pakistani TV dramas and their social impact in the light of Islamic teachings. The researcher focused on the impact of television dramas on the Pakistani people's Islamic and social practices. Analyze media content's effects on one's behaviour, fashion, dressing, parties, eating habits, dancing, drinking, expensive accommodation, and traditions. The purpose of this study is to clarify how TV dramas are promoting Western culture in Pakistan.

Objectives

Does dressing presented in Pakistani dramas influence Islamic civilization and culture?

Do Pakistani dramas promote Western dress in society?

Does Western Dress culture cause religious and social problems?

Literature Review

Obong (2019) researched to investigate the impact of television on the social values of Nigerian people. The study's findings reveal that antisocial television content has promoted obscenity, pornography, crudeness, language pollution, social life conflicts, interference, aggression, misdeed, materialism, consumerism, and cultural stereotypes people of Nigeria. In contrast, Ali et al., (2015) researched the impact of Indian drama on Pakistani females' language and dressing. They collected data from 100 females aged 16-30 years. Findings of the study show that Indian drama content has strong and profound effects on Pakistan's cultural values. Females, most of the time, use Hindi words in their conversation at home and outdoor. They wear Indian dressing like a sarhi in functions and adopt Indian dressing patterns at home. Many researchers found that television contents have serious and everlasting

effects on people's behaviour (Zadeh and Muzafferi, 2014), which cultivates the minds of people and injects foreign culture (Ju 2019).

Magsadia and Vargas (2021) investigated the influence of cultural transmission through television on children's behaviour. The researchers used the survey method and collected data from married females aged 31-40 and have two to five kids. Findings show that foreign television content has profound effects on the cultural and religious practices of children. Television drama cultivates people's minds and foreign content, promoting their own cultural and religious values among societies. Shehzad et al. (2020) investigated the impact of drama content on Pakistan society's cultural values. The researchers used the survey method and collect data from 600 male and females under the umbrella of cultivation theory. Findings of the study show that Pakistan drama content cultivating the eastern culture into western culture. The content of Pakistani TV drama changes the local social and religious values, and people adopt Western cultural values.

Muslim et al. (2020) researched to explore the effects of cable television on the cultural values of less developed areas of southern Punjab, Pakistan. The researchers collected data from 300 people through a multistage cluster sampling technique. The study's findings revealed that most of the respondents consider television drama characters as real and try to adopt their dressing and living styles. The majority of the respondents believe that TV content provides information about other societies' culture, which cultivates the local culture of society. Safdar and Khan (2020) investigated digital media use and how to deal with religious and moral implications for women. The study was based on a survey and collected data from young women. The study found that young women prefer access to digital content but less access to religious content. The study concludes that women are more interested in accessing dressings and beauty products than religious ones.

Karim and Shehzad (2016) researched the effects of romantic scenes in a Pakistani TV drama on the youth of Gujrat, Pakistan. The researchers

collect data from male and female students of the University of Gujrat through survey method and use social learning theory and elaboration likelihood model of persuasion. The study's findings show that most of the students watch Pakistan drama and follow the lifestyle, dressing patterns and bold scenes shown in the drama. Compared to males of the urban area, females watch drama most of the time and believe that these dramas are promoting romanticism in a society.

Theoretical Framework

Cultivation theory argues that TV content is responsible for shaping or nurturing the audience's ideas about social reality. The combined effects of mass television screenings shape the individual's perception of social reality over time and, ultimately, culture. Gerbner argues that the mass media cultivates attitudes and values that already exist in the culture: it tied because the media maintains and cultivates those values among the members of that culture (Gerbner, et al. 1994). Over time, by consuming and watching TV forms, people refine their thinking of reality and create their worldview. Therefore, there is a ritual of this theory that talks about effects (McQuail and Windahl 1994). This theory suggests that people who watch television most of the time are called heavy viewers and that this viewing creates an image of the world in people minds (Signorielli and Morgan1990).

Entertainment channels play an essential role in Pakistan and provide a wide range of dramas, morning shows, and fashion shows, which build opinion worldwide. Most people watch television, and it becomes a common thing in the family. In the 1970s and 1980s, Garbner concluded that farming theory made it clear that TV was turning people's minds and cultivating. Cultivation theory explains how television broadcasts programs that create a superstitious atmosphere in people's minds and distort people's perceptions of social life (Zaharopoulos 2001).

Methodology

This study utilized a purposive sampling technique and survey method to investigate the impact of dressing patterns of TV drama on the Islamic

values of a society. The researchers collect data from 240 male and females aged 18 to 60 through a questionnaire. The respondents asked to fill an online survey questionnaire. The demographic variables included gender, age, area, profession and marital status of the respondents. The reliability of the scale found to be 0.75.

Results

Table 1: Demographic Variables

Demographic Variables		Frequency(%)
Age	18-30	222 (92.5%)
	31-45	17 (7.1%)
	46-60	1(.4%)
Profession	Working	59 (24.6%)
	Student	172 (71.7%)
	Household	9 (3.8%)
Marital Status	Single	199 (82.9%)
	Married	40 (16.7%)
	Divorced	1 (.4%)
Gender	Male	76 (31.7%)
	Female	164 (68.3%)
Area	Rural	63 (26.3%)
	Urban	177 (73.8%)

Table 1 shows that 31.7% of males and 68.3% of females participated in the survey; 73.8% belonged to the urban area, and 26.3% belonged to the rural area. Most of the respondents, 92.5% have age 18-30, 7.1% from 31-45 and .4% from 46-60, whereas 24.6% of respondents were workers, 71.7% students, and 3.8% were household. Findings also show that 82.9% of

respondents have single marital status, 16.7% married and .4% divorced who participated in the survey.

Table 2: Pakistani dramas reflect Islamic civilization and culture.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	80	33.3	33.3	33.3
Disagree	87	36.3	36.3	69.6
Neutral	27	11.3	11.3	80.8
Agree	35	14.6	14.6	95.4
Strongly agree	11	4.6	4.6	100.0
Total	240	100.0	100.0	

Table 2 shows that 36.3% of respondents disagree that Pakistani TV drama reflects Islamic civilization and culture, whereas 33.3% strongly disagree, 14.6% agree, and 11.3% have a neutral opinion.

Table 3: Pakistani dramas promote Western dress in a society

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	12	5.0	5.0	5.0
Disagree	23	9.6	9.6	14.6
Neutral	14	5.8	5.8	20.4
Agree	94	39.2	39.2	59.6
Strongly agree	97	40.4	40.4	100.0
Total	240	100.0	100.0	

Table 3 shows that 40.4% of respondents strongly agree that Pakistani dramas promoting western dressing culture in society, whereas 39.2% agree, 9.6% disagree and 5.8% have a neutral opinion.

Table 4: Fashionable dresses hinder the performance of Islamic worship.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	2	.8	.8	.8
Disagree	19	7.9	7.9	8.8
Neutral	26	10.8	10.8	19.6
Agree	96	40.0	40.0	59.6
Strongly agree	97	40.4	40.4	100.0
Total	240	100.0	100.0	

Table 4 shows that 40.4% of respondents strongly agree that dressing patterns shown in Pakistani TV drama are a hurdle to perform Islamic and religious worship, whereas 40% agree, 10.8% have a neutral opinion.

Discussion

Drama on TV channels has become the fastest-growing source of fashion. These plays provide the latest fashion trends. The effects of TV are difficult to measure. However, it is a fact that TV is having a profound effect on people's minds, and it has affected the personal, social, religious and political life of an ordinary person. It plays an essential role in influencing the behaviour of young people. Today, Pakistani culture is in danger due to global media coverage. The glamorous cultural image of Indian dramas, in particular, has had a profound effect on the dressing and traditional aspects of Pakistani society, the effects of which can be seen especially during festivals and wedding ceremonies.

The researchers collect data from 240 respondents of Gujrat and found that 31.7% of male and 68.3% of females participated in the survey. Most of the respondents, 73.8%, belong to an urban area, and 92.5% of respondents are 18-30. 71.7% of respondents were students, and 82.9% of respondents have single marital status. Mainly students of schools, colleges and universities are feeling the effects of dramas and fashion shows on TV channels, as they prefer to be uniquely masculine with modern fashion at this age. The fast-growing fashion trend has persuaded

the young generation to change their dressing style and adopt a western-style dress. Pakistani society is religiously and culturally rich and has its values, customs and traditions. Pakistan's entertainment TV channels are co-casting dramas with foreign content that focus on Western society's lifestyle and costumes (Shehzad et al., 2020).

Findings of the study show that Pakistani TV dramas are not reflecting Islamic civilization and culture. The majority of the respondents, 36.3%, believe that TV drama content is not according to Islamic values and norms. Dressing patterns shown in Pakistan TV dramas are disturbing the cultural and religious values of Pakistani society. 41.3% of people believe that Islamic laws bound people not to wear western dressing, whereas 45.4% of people believe that local dresses are more comfortable than western dresses. Every Muslim can dress as he wishes, regardless of his country of origin. However, according to Islam's spirit, there are certain conditions for clothing that are subject to everyone can wear clothes (Al-Din, 2011).

Now a day youth became more exposed to many influential figures through traditional and new media. The findings of the study reveal that Pakistani dramas are promoting Western dressing styles in society. 40.4% of respondents strongly agree that Pakistani dramas promote Western dressing culture in a society that is an alarming situation. Pakistan is an Islamic country where people are religiously powerful and follow eastern cultural values. Traditional media like TV, radio, print, and new media like the internet portray the lifestyle of celebrities, which affects young people's behaviour and attitude (Safdar & Khan, 2020). Fashionable dresses are the big hurdle to perform religious worship. 40.4% of respondents strongly agree that dressing patterns shown in Pakistani TV drama are a hurdle to perform Islamic and religious worship. Findings also show that Pakistani TV channels drama content presented western dressing culture, disturbing the religious and cultural norms of a society. Most of the students watch Pakistani TV drama and follow the lifestyle,

dressings patterns and bold scenes shown in the drama (Karim and Shahzad 2016).

Conclusion

The primary purpose of clothing is the hijab of seventy parts of the body, but clothing also protects a person from the effects of the weather. Clothing is also a source of adornment, beauty and splendor. It is a human companion that has been with man from birth to the end of his life. In the beginning, the man was not aware of clothing; with the advent of consciousness, he began to cover his body in various ways, including grass, leaves or skins of wild animals. Freedom of worship, justice, an atmosphere of unity, equality, welfare and unity should establish. People living in Pakistani society are Muslims and non-Muslims who have the freedom to live according to religion and perform acts of worship. The costumes shown in the dramas are promoting Western culture, which is a threat to Pakistani society's cultural values and civilization. Pakistani TV dramas promote Western dressing culture in a society that is a significant threat to the local culture. Pakistani TV dramas are not portraying Islamic culture, laws and values; despite that, they present the latest lifestyle, dressing patterns, and makeup style, which are a significant hurdle to perform religious activities.

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