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## Portrayal of Families in Prime Time Urdu Drama

**Abstract:** *The current study was conducted to analyze the portrayal of families in Urdu drama serials right from the start of television drama to 2016. The Urdu drama serial period was divided into two eras, pre-cable era and cable era. Through the lens of cultivation theory, message system analysis was done of Urdu drama serial for more than five decades. It was hypothesized that pre-cable era will depict more extended families and cable-era depict more nuclear families. The finding of study revealed that our assumption was not supportive and more nuclear families were found in both the eras. Similarly, the other important variable was sibling in pre-cable and cable era. Maximum dramas showed only two to three children in families of both the eras. More diversity of culture was found in terms of family depiction in pre-cable era, and more homogenous and urban elite class was found in cable era.*

**Key Words:** Family Structure, Urdu Drama, Message System Analysis, Pre-Cable and Cable Era.

### Introduction

Media portrayals of the family to more youthful spectators have been of enthusiasm since the development of TV [Morgan, Leggett, & Shanahan, 1999]. Singer and Singer (1984) likened the level of influences of media families to youngsters' genuine cooperation's with guardians and family condition. Without a doubt, media family depictions give kids models that offer data about family development, home condition, parent-type cooperation's, and family jobs. Subsequently, youngsters may distinguish with and understanding touching bonds to specific characters to the amount to which they create Para social connections, draw correlations between media families and genuine communications, and emulate social practices [Robinson & Skill, 2001]. Most importantly, they discover by watching and involvement within their personal families. On the other hand, families don't subsist in vacuums, and household associations are obviously not youngsters' just wellspring of data concerning family connections [yusuf, 2013]. Television is one of the important sources through which kids achieve information concerning their society, including families. Media are wellsprings of this social training for kids; it is significant for guardians to effectively take an interest in kid utilization of media pictures. So as to do this viably, guardians require realizing what variety of messages the media are communicating, and how to examine media messages. Since guardians may look for guidance from family experts in figuring out how to fundamentally dissect and examine media with their youngsters, family advisors preferably should be comfortable with the social messages contained in kids' media and how these messages may in-structure relative's comprehension of themselves and their connections [Tanner, Haddock, Zimmerman, & Lund, 2003].

Pakistani drama set themselves apart from the shows created all around the globe because of their quality substance. Pakistani drama have consistently been well known due to practical stories depicted in such a way that it made it simpler for the watchers to identify with what was being appeared [Huma, 2015]. The 8pm hour has consistently been where the families met up and watched Pakistani shows. Practically everywhere on the nation, each and every family's supper routine has included viewing a Urdu drama together, talking about it and afterward anticipating the following scene [Parvez, Roshan, Riffat, & Qasim, 2009]. Pakistani shows have consistently been viewed as family amusement which has kept up a specific level of decency [Ashfaq & Shafiq, 2018].

Producer of PTV drama in Pakistan focused on the education of the society right from the beginning. In this manner issues faced by the common people was featured through Urdu dramas as well as show maker educate the masses. In 2000, the government of Pakistan permitted the satellite Television and in this manner show came in the possession of private media aggregates from the state claimed sole station PTV [Reifová,

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[2009](#). Anyway it is solid observation that after the appearance of digital TV organization, show maker ignored the social issues and focused in more onto catch the eye of the majority and getting most elevated rating. The concentrates additionally demonstrated that private media separate the amusement from the instruction. The American Media additionally separate amusement from the instruction message. These private media combinations do so, on the grounds that their definitive design is to amplify the benefit and benefit must be amplified through drawing in such a large number of crowds. So their definitive reason for existing is to catch the eye of the majority and have less worry in instructing the majority about certain topic or issue. Therefore it is exceptionally recognition among the media and common man that pre-satellite TV show sequential (1964-2000) featured the genuine issues of the general public ([Qaiser & Jabeen, 2008](#)). Anyway it is solid discernment that after the appearance of satellite TV organization, show maker dismissed the social issues and focused in additional to catch the eye of the majority and getting most elevated rating. Therefore it is profoundly expected to examine that what were the main topic in Urdu drama serials when the coming of the cable. What were the primary issues which were featured in pre-cable time and what were the principles issues are being advanced in post cable time. Examination will utilize the grounded hypothesis to explore both pre and post cable Urdu show ([Rehman, Arafat, Sial, & Shah, 2019](#))

### **Family in Urdu Drama**

The way that TV is so common in Pakistani culture has prompted concern, or if nothing else enthusiasm, about the impacts that the topics, examples, and by and large messages conveyed through TV have on watchers. The general impact of TV on kids has been especially contemplated. Today 'we are' what we see, observe and consume, through our five senses and other external mediums. Today all we know is obtained through the media because media is the window we see the world from. According to the gratification approach we love to consume media contents to gratify our needs. The media content we consume does not only entertain us but it has vital impact on our thinking patterns, and it forms our opinion regarding the others and world ([Fatima, 2019](#)). We consume multiple mediums to gratify our needs. We read newspaper, magazines, listen Radio broadcast and watch television for multipurpose. The most of all we observe and form our opinion regarding the things connected to our-self and the things connected to our life. The first and foremost things in our life are indeed our family ([Ibrahim, Abbasi, Adnan, & Bhatti, 2011](#)). Almost all the mediums help us and idealize for us various family systems and structures. The best genre on the television depicting and portraying the family system is drama. The dramatized entertainment is the most famous item on the television for the youth because of its closeness of fit with their utopian family inspirations for future planning. The television contents we daily consume directly influence our thought patterns and help us in the formation of our opinion and decision. The first thing a boy or girl try to form or plan right after entering the age of puberty is family system. The social learning theory by Albert Bandura says that we learn through the contents we consume or from the environment around us we live in and on the second level we try to act and behave the way as we have learnt through media. The media has undeniable influence on our daily lives and the way we live our lives ([Kothari, 2005](#)).

Clayton (2013) noted that media defines our relationships with the people and helps us to set the parameter of level of interaction even with our own family members. Media has ability to design the nature of our family system. All types of family systems are being presented in our dramatized entertainment with various formatted and outcomes, but most importance is given to nuclear family system that ultimately leads us towards individualism. Individual has never been an ideal of Pakistan normative family systems. Pakistani normative family system does not seem supporting individualism because of its ties with the western way of life. Pakistani normative family system can be traced out from the centuries old "Hindi Culture" with the amalgam of Islamic family format. It cannot be said as any newly born culture, but it has centuries old civilization long standing history. Existing family system, driven from the sub-continental long standing culture is entirely different in nature from the western cultural family system. For many Indian and Pakistani sociology scholars western family system is not ideal because of its atomized nature. Western atomized family system has no harmony and compassion among even its own family members. But the media in dramatized entertainment in Pakistan is idealizing western way of life and inculcating youth to adopt western successful model of family system which is based on individualism. The western nuclear and atomized family system has no compatibility with the normative Pakistani joint family system. Pakistani social system is observing a confused kind of living style among youth being inculcated by the media. But a gradual shift from the normative family system to borrowed western family system can easily be seen in Pakistan as an outcome of dramatized entertainment. Social cognitive theory and cultivation theorist do affirm believe that image of women depicted

in media is very vital because it play direct role in the socialization of the masses about the image of women in the society. Among the different medium of media, television has significance role about the image of women, because it is the only medium which has picture along with voice. Second importance of television is that masses do use media unselectively. Just switch on the television and one will find the different program. George Gerbner stated that people who watch more television start believing on television like Religion. Similarly any image of women depicted on the small screen will have great influence on the mind of the people. On the other hand no television program can be accomplished without the entry of women. So it is highly recommended that the depiction of women is necessary to analyze in the Urdu drama serial, especially after the advent of cable TV network, when this story telling device is in the hand of private media conglomerates.

## **Review of the Related Literature**

It is believed that television is one of the agents in promoting the family structure and family values among the youth. Soap opera, telenovels and drama serials are considered to be the important and primary agent in transferring the family structure and family values in the youth. Scholars have contributed in this regard to scrutinize the family structure in the films and drama serials. Jessica D (2018) offers an examination of the common portrayal, development, and activity of families with in Disney animated cinema picture. After some time, by and large to an exchange of the impacts of media on youngsters. The researcher has used cultivation theory in this research. Researcher investigates and evaluates a sample of 85 Disney films during content analysis. The researcher assessed the abilities of family organization and demographics in 85 films census analysis from the time 1937–2018. Jessica integrated two Disney animated films [1] *Snow White* in 1937 and [2] *Ending With Coco* in 2017.

Researcher used four variables to conduct study Family configuration, Family support, family relationship climate and Protagonist to family relation. Research found that the mostly represented family structure is single parent families [41.3%] whereas the 25% representation consists of nuclear and while other 19.2 % makes the guardian family. They likewise saw that the premier portrayal of a non-Caucasian family unit was exhibited during the 1990s, with an increasing number of ethnically assorted families since that time. On the other hand, negligible interactions linking families of differing ethnicities are distinguished. Generally, over 75% of all films showed warm and compassionate familial interactions, with 78.8% of the motion picture demonstrating a optimistic relationship between the protagonist and other member of the family [\[Zurcher, Webb, & Robinson, 2018\]](#).

[Samantha A. Wiscombe \(2014\)](#) aims of this study to describe the measurement of the unit of analysis in Family Configurations in dramas it is also help out the new researcher in their relevant field. Their study was based on the measurement of family portrayal from year 2004 to 2013 in which they used cultivation theory for content analysis of the measurement of existing literature , researcher doesn't describe the cultivation effect on the audience but point out a question for researcher related to the television content [\[Wiscombe, 2014\]](#).

Caroline Clayton Clar (2008) describe that the purpose of this study is to explore the family structure like their social status, economic status , children , occupation and their role in teen film movies during the three decade staring from period 1980 to 2007, it is helpful for that because before this ,little bit research has done in the range of representation of family structure in teen film movies.in their research they used content analysis of 80 top teen movies during the period of three decades including 1980s, 1990s and (2000s to 2007s) in the domain of cultivation theory. Result found that after the 1980 the ratio of appearance of traditional families would decrease , they stated that During the 1980s, ratio of appearance of traditional families in teen films is 60.0% and were seen as two parent families than aftermath the decade of the 1990s saw a decrease in traditional families to 43.2% and after the decade of 90s there were seen further decrease in the appearance with 42.0% of all teen being depicted as traditional, two-parent families [\[Clark, 2008\]](#). [George Gerbner \(1980\)](#) elaborated that the basic purpose of this study is not only to describe the portrayals of families in the mass media but also point out the objective of production houses and their goals regarding society. He said that now television content during program was seen as more sexy. Secondly, this is also helpful to examine the impact of these upon family structure and life. Their study based on content analysis in which they used a case study of existing literature based on different aspect of media at different time secondly they summarize the finding of existing literature that was based on only television dramas in their finding researcher elaborated the sexual portrayals in drams , stated that from 1977 to 1978 in one year period there is increased in depiction of sexual content on dramas during prime time and also seen an increase of 0 to 10 percent mixing sexual with violence content on television during the prime time while the ratio of

bareness reference content on television dramas during same time as I discussed above jumped from 2 to 14 percent and nudity content 3 to 6 percent increase in one year [\[Gerbner, 1980\]](#).

[Charles Daniel Fisher \(1974\)](#) in their paper stated about the aims of this paper is to describe the sociological and psychological effects of marital and household women life in television dramas and it is also help out to new researcher for future studies. His study was a combination of the functional and the cultural norms theory of mass communication and it is based on theoretical framework although the basic unit of analysis for this project was marital and familial role behaviors. Result founded that representation of marital and familial role behaviors of women on television play a significant role regarding to shapes their relation and interaction with spouse and children as well as values and also important for society because they affect the institution of marriage and family [\[Fisher, 1974\]](#). Researcher [Boelman \(2010\)](#) point out the Purpose of this study is to explore the investigation of Gottman and Silvers (1999) book "the seven principles for making Marriage work" finding related to the couples interaction in television during dramas or programs and also draw a light on the interaction codes whether it is positive or negative in nature. In their investigation they used content analysis by using two theory social learning theory and cultivation theory to investigate the content, and their sampling unit of analysis was Emmy comedy serial from 2000 to 2004. Result founded that television represent both healthy and unhealthy relationship and also portray long term relationship in their serial while the ratio of positive and emotional relationship was seen slightly higher than the ratio of negative interaction on serials. In last researcher also noted that this study result will be applicable in both institution in the field of educational and clinic related to the therapists couple interaction [\[Boelman, Zimmerman, Matheson, & Banning, 2010\]](#).

[Sara Valoise Lamb \(2018\)](#) narrate that as media play an important role regarding awareness and information towards society especially television is a tool that was used as a source of relationship portrayal's on dramas while portrayals of sexual content on television in teen programs played an important role regarding information to younger instead through their parents. So the aim of this study is to analyze how teen dramas on television fulfill the expectation of younger regarding relationship and sexual content and also investigate the ages, gender, types of relationship and sexual behavior that was shown on the teen dramas. Researcher used cultivation and scripting theory to analyze the effect of content on teen ages and scripting theory was used in the study to determine the expectations of teen ages in five show The 100, Reign, The Vampire Diaries, Pretty Little Liars, because these program represent teen drama, teen sexuality, relationships, and sexual behaviors. Result founded that In 64 hours and 94 episode of teen drama in television of five show based on 182 couples viewers, 47.8 % of couple in relationship, 11.5% were coded as married in first show while in second show "The 100" six couples coded, "The Vampire Diaries coded 12 couple out of 35 relationship, Four couples were coded 13 times in some type of relationship in Teen Wolf. There were 24 couples in Reign coded 65 times in some type of relationship as well, and there were 17 couples coded 50 times in Pretty Little Liars Teen Wolf. In conclusion mark he stated that in five show ratio of " in relationship" was higher than other content [\[Lamb, 2018\]](#).

Past research on Urdu drama has examined the different aspect of Urdu drama. Ur Rahman (2019) has examined the plot of the Urdu drama serials in cable and pre-cable era. The study concluded that most of the Urdu drama serials in pre-cable era manifested the societal problems and addresses the real problem faced by common men. On the other hand the plot of the Urdu drama in cable era is revolving around the family quarrel between the husband wives, or between mother in law and daughter in law. Similarly sister striving for same boys is also becoming the leading theme in contemporary Urdu drama serials. This study confirms that media is deviating from depiction of societal problem to more fantasy theme to grab the attention of the common men. Study also concluded that Urdu drama plot is tilting from social problem to commercialism where only focus is to grab the attention of audience and get more rating.

Yasar (2020) research conducted on the relationship between the married spouses clearly depicted that relation are presented in very negative manners. On the other hand most of the spouses are involved in the extramarital relation. These extramarital relations are presented in very positive way. Most of the husbands and wife are show as antagonist to each other and their protagonist are shown outside the family. Even after the decades these married spouses are not satisfied and looking for happy life outside the married life. In pre-cable era the situation was quite different. Most of the couples are shown leading happy life in Urdu drama of pre-cable era. In cable era this situation changes dramatically and more cases of extramarital relation are examined in the cable era.

[Litsa RenÉE Tanner \(2012\)](#) both Researcher Organized a study to describe the idea about marital spouse and their families. With in sequence, family advisors can assist guardians go about as go between, strengthening subjects guardians concur with and introducing options in contrast to topics they don't. The discoveries of this investigation likewise can help family advisors in working with kids to more readily comprehend the sorts of messages kids may conceivably be utilizing to understand their family and themselves. A topical examination was performed on a chose bunch of 26 full length Disney animated films. Utilizing purposive testing, films were chosen that are most usually viewed by kids today, and are among the more mainstream or most watched motion pictures among numerous ages of Disney watchers. The films were picked dependent on their consideration in the classification of Disney Classics, as well as ongoing motion pictures delivered in theaters not yet regarded works of art. From this gathering, extra determination models were utilized incorporating motion pictures delivered in theaters unexpectedly after 1990; motion pictures reissued to theaters more than once; and films appraised in the best 10 animated films, top 25 films, or top10 musicals in Disney's "100 years of enchantment review." The motion pictures chose speak to those with either continued or current prevalence. The motion pictures will be referred to by handily remembered single word shortened forms. Data analysis was directed in two stages. Initial, a format was created as codes, or questions, to compose the ordering of material). These codes were organized in to three general classifications: families, guardians, and couples. Inside each of these general classifications were the accompanying codes or questions: (a) which persons are available inside this class? For instance, what people comprise a family? (b) How is this classification made? For instance, how are families made? (c) How do people identify with keep up the connections in this category? (d) What is the idea of people in this class? For example, what is the idea of explicit relatives?

The consequences of this investigation give data to family advisors when working with youngsters and their families. Taking into account that a huge number of individuals have bought duplicates of Disney vivified films in the United States, these movies are probably going to assume a part in the improvement of kids' way of life and may impact youngsters' and grown-up's data about families. The following segment will examine four notable subjects in the manner by which Disney enlivened movies speak to couples and families: (1) family connections are a solid need, (2) families are various, however assorted variety is often streamlined, (3) fathers are raised, while moms are minimized, and (4) couples are spoken to dependent on conventional sex jobs. Clinical ramifications of the discoveries of this investigation additionally will be accommodated two sorts of clinical circumstances: helping guardians in turning out to be arbiters of their youngsters' media use, and utilizing Disney films as a way to coordinate kids into family treatment ([Tanner et al., 2003](#)).

Sentimental connections are seen by most everybody in their day by day life; regardless of whether an individual isn't seeing someone they see other people who are, whether it's their companions and colleagues, or their preferred characters on a TV show. Many sitcoms in the parody class show characters in serious relationships, and these satire sitcoms need their couples to be relatable to an ordinary individual and their relationship with their better half. Despite the fact that, it's flawed concerning that they are so relatable to the survey crowd overall. An absence of assorted variety in the characters that is spoken to in parody sitcoms would make it trying for gatherings of individuals to discover somebody that was like them that they could identify with. To take a gander at the assorted variety in these shows, a few inquiries were presented: How regularly are hetero, gay, lesbian, and between racial couples spoken to in well-known satire sitcoms, and how are the people in these gatherings depicted on screen? To explore the way and recurrence that hetero, same-sex, and between racial couples are spoken to in early evening sitcoms, a substance examination was directed for five parody TV arrangement. These TV arrangements were *This Is Us* (NBC), *The Big Bang Theory* (CBS), *Kevin Can Wait* (CBS), *Modern Family* (ABC), and *New Girl* (FOX).

These were chosen dependent on positioning in the IMD rundown of "Most admired humor TV Series, "and different program on the rundown were killed in the event that they never met the regulations of: (1) being an organization program during primetime (connecting 8 pm-11 pm), (2) considered a satire arrangement, (3) had essential characters that were in associations, and (4) were at present circulating another season. The initial 5 scenes of the ebb and flow seasons were remembered for this examination. Another variable of intrigue is the sex belief system of the couples or the amount they follow sexual orientation standards; this was uttered by coding for three feature: (1) domestic employment (dusting, cooking, adorning, preparing drinks), (2) youngster participation (expend time with kids, grasp or solaces them, addresses their issues, reply their inquires), and (3) business (indicating person at work, departure for work, or returning house from work). These above classifications are like the ones utilized by Holz et al. (2009). The very last factor which was taken a gander at is conjugal force. As such, who acquire their mode in the relationship, and

how would they perform it. The marital spouses were coded for who provides orders demand employing the variable from Holz et al. (2009). Coding for control and apologizes first likewise added to figuring out which accomplice has more conjugal force. The entirety of the spouses were coded for these factors to decide whether there were any examples in the portrayal of the various classes of connections in the ideal time parody sitcoms were chosen. To build the unwavering quality of the outcomes, every scene was coded two times. It appears like people watching satire sitcoms would struggle discovering a character that they could narrate and relate to except if they were white and straight. Practically 80% of the person in these programs was white, and just a single same-sex spouses appeared. This isn't intelligent of genuine individuals in our general public ([Bramlett-Solomon, 2007](#))

## **Theoretical Framework**

In this study, we will use cultivation theory. Prior to talk about cultivation theory it is vital to reminder that the existing study does not recommend to check the effects of Urdu Darama; somewhat it only scrutinize information about how much family members in urdu Darma. Therefore this study only focus the one prong of cultivation theory that is message system analysis. The technique is identified as message system analysis, which is being used since 1967 to sketch the most constant and persistent images in media message. Explained by Gerbner, Gross, Morgan and Signorielli as a "tool for making systematic, reliable, and cumulative observations about television content", it not only outline the professed consciousness of an person regarding what is individual consuming through television, but furthermore characterize the enduring collective messages revealed on television that outline bigger community imitation over an extended period of time. Though information supplied through media message is not all the time trustworthy, message system analysis grants a process for characterizing the messages broadcasted through television.

Social cognitive theory and cultivation theorist do affirm believe that image of women depicted in media is very vital because it play direct role in the socialization of the masses about the image of women in the society. Among the different medium of media, television has significance role about the image of women, because it is the only medium which has picture along with voice. Second importance of television is that masses do use media unselectively. Just switch on the television and one will find the different program. George Gerbner stated that people who watch more television start believing on television like Religion. Similarly any image of women depicted on the small screen will have great influence on the mind of the people. On the other hand no television program can be accomplished without the entry of women. So it is highly recommended that the depiction of women is necessary to analyze in the Urdu drama serial, especially after the advent of cable television network, when this story telling device is in the hand of private media conglomerates.

## **Research Questions**

**RQ-1:** What is the major family structure that emerges in Urdu Drama?

**RQ-2:** How are families depicted in terms of ethnicity?

## **Research Hypotheses**

On the basis of research questions, the following hypotheses have been proposed for this study.

**H1:** More Nuclear family is observed in the cable era?

**H2:** More extended family will be there in pre-cable era.

**H2:** Urban elite class is dominating in the drama serial and local culture and ethnicity is missing in these drama serial in cable era.

## **Research Methodology**

The quantitative content analysis will be used in this research work to analyze how the Urdu drama is portraying the family. For analyzing the family in Urdu drama serial, researcher has developed the indicators to analyze the member of the family ([Neuendorf & Kumar, 2015](#)). Quantitative content scrutiny is a research technique in which attribute of text, images, or auditory material are systematically classified and documented accordingly. Extensively employed in the area of communication, it moreover has effectiveness in other fields. Fundamental to content analysis is the development of coding, which engages following a set of commands about what characteristics to remark for in a message and then manufacturing the designated notation when that feature appears.

### Population and Sampling

Population of this study consists of all Urdu drama serials telecasted on television before and after the cable era. Sampling in this study consists of all PTV award winning drama before cable, which starts from 1964 to 2000. Similarly in cable era all private channels Urdu drama serials which were nominated for Lux award winning will be analyzed from 2001 to 2017.

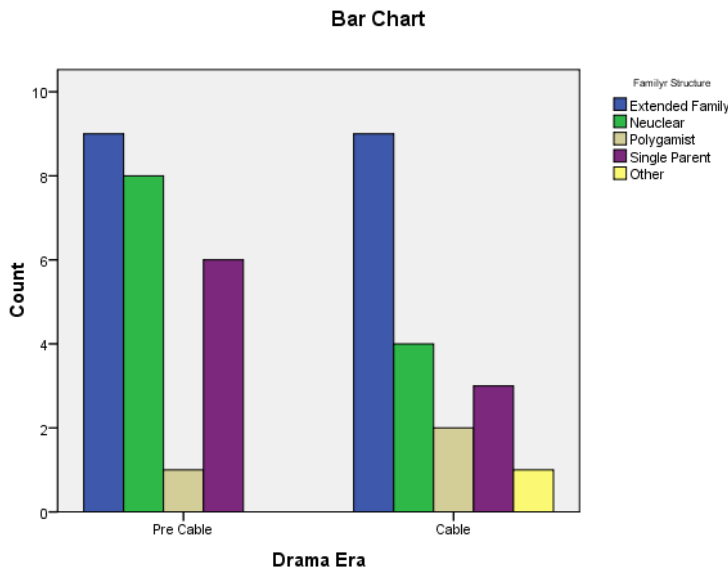
### Coding Procedures

The details and variables be implied in two different ways (Strijbos & Stahl, 2007). Initially, the subsequent stuff were open respond: small screen program, family forename, year of broadcast, figures of period and episodes, occurrence length, channel forename, and statistics of male and womanly children. Next, the following substance were numerous option with the choice to mark an interchange answer in the open space: type, channel name, objective spectators family pattern category (beside with custodian type and attendance of comprehensive family members), blood relation type (along with sexual orientation and reason for lack of presence), and parent marital status.

### Result and Finding

**Table1.** Drama Era \* Family Structure Cross tabulation

Family Structure		Extended Family	Nuclear	Polygamist	Single Parent	Total
Drama Era	Pre-Cable	9	8	1	6	0
	Cable	9	4	2	3	1
Total		18	12	3	9	1

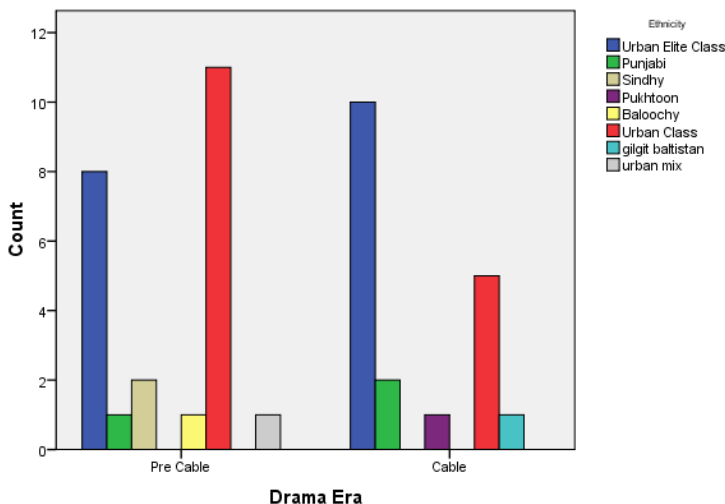


The result did not find any conclusive difference between the families of Pre-cable era and cable era. Contrast to our hypothesis where it was assumed that more extended families will be observed in the Pre-cable era. The result showed that percentage of extended families in cable era was little higher (47%) than the pre-cable (37%) era. On the same node the Nuclear families was found lesser in numbers in pre-cable era than the cable era. It shows that families' structure did not change from decades and television producer continue to depict the Urdu drama family in similar way. On the other hand polygamist families were more depicted in cable era. Similarly single parent families were recorded (25%) in Pre-cable era and only (15%) in cable era. By concluding, the research proposes that family structure did not change for last five decades in the Urdu drama serial.

**Table 2.** Ethnicity in Urdu Drama

Drama Era * Ethnicity Crosstabulation		Ethnicity								Total
		Urban Elite Class	Punjabi	Sindhy	Pukhtoon	Baloochy	Urban Class	Gilgit Baltistan	urban mix	
Drama Era	Pre Cable	8	1	2	0	1	11	0	1	24
	Cable	10	2	0	1	0	5	1	0	19
Total		18	3	2	1	1	16	1	1	43

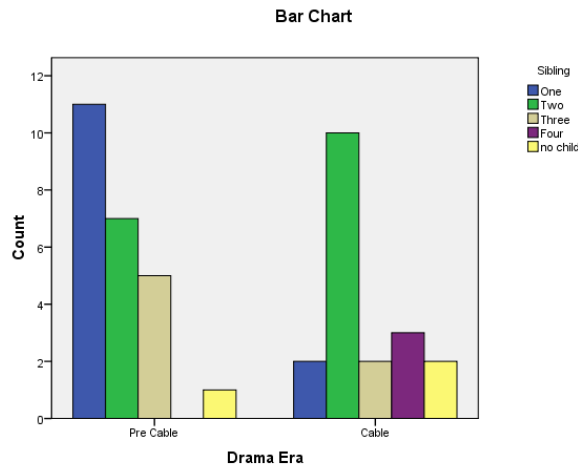
**Bar Chart**



In terms of ethnicity a contrasting difference was found between Urdu drama elite serial in cable and pre-cable era. In pre-cable era urban families were found much ahead of all other but it was limited to only 33%, however the elite urban class is on massive increasing in the cable-era. More than 50 % of the cable-era Urdu drama families were found in the category of urban elite class. On the other hand Urban middle class family was also an important segment of this research, data show a very small portion of urban middle class families in the cable era with just [26%] of family belong to this class. on the other hand in pre-cable era most of the television screen was dominated by the middle urban class families in Urdu drama serial. Approximately 50% of the pre-cable Urdu drama serial consist of middle urban class families. Sindh and Balochy families were absent in the cable-era. Not a single drama serial depicted the Sindhy and Balochy families in the cable era. However these families were also in small number in pre-cable era but to some extent their presence was at least visible.

**Table 3.** Sibling in Urdu Drama Serial

Drama Era * Sibling Crosstabulation		Sibling					Total
		One	Two	Three	Four	no child	
Drama Era	Pre Cable	11	7	5	0	1	24
	Cable	2	10	2	3	2	19
Total		13	17	7	3	3	43



Sibling is also an important part of the any family, in fact family structure is incomplete without the sibling. The number of sibling in Urdu drama serial is also an important aspect of this study. One sibling was present in most of the pre-cable Urdu drama serial while most of the cable era drama serial consist of two siblings. 53% of the cable era drama serial consisted of two sibling where 55% of pre-cable era drama serial consist of on sibling. One of the important thing which is depicted in Urdu drama serial is that almost in five decades the mostly sibling were either one or two. Almost seventy percent of the Urdu drama serial of both eras showed maximum two siblings in their daily broadcast. Along this there is also increase in no child families in the cable era. Similarly three children were also present in great numbers in most drama serials in pre-cable era, whereas in cable era this trend of three siblings is also declining.

## Conclusion

Overall PTV drama from 1964 to 2002 seems to be depicting about the real picture of society. These dramas not only depicted some negative social aspect of the human life but also depicted the positive image of the society. These dramas not only provided the entertainment but also highlighted such character and plots which appears to be more close to our society and one can remark them very easily around him/her. One of the major contributions of these drams is also that they force the common man to think about the problems of the society and along with that these dramas also provided how to tackle these problems. It is also evident that no part of Urdu literature got popularity to as an extent as PTV Urdu drama got. PTV drama serial provided a change to common man to understand the problems of the society both at macro level and micro level. These Urdu drama serials sensitize the audience about the range of problems from feudal, to landlord, from farmer to Merchants, from educated to uneducated, from police to criminal, from honest to bribes person, from psychological problem to friendship with Jinn, each and every sort of problems are discussed in these drams. It looks that in first twenty five years, PTV producer worked with true intention to highlight the social problems of society and especially problems faced by the common man. However this social intention reduced with the passage of time, instead of social intention producers focused more on commercialism. Commercialism badly affected our Urdu drama serials. Now instead of intention and passion, rating and money making badly damaged the true face of the Urdu drama. Everybody including drama producer, director and drama financier are under the influence of commercialism. Now the producer are more concern what they will earn how they have to compete the other channels. Instead of focusing societal problems focus is how to get rating. Without the discussion of negative and positive, one need to admit that Television Urdu drama got mass attraction as compare to stage or radio drama. In nut shell it is concluded that our drama of television is the only form of literature which is being seen, discussed, and analyzed from Karachi to chital. In past, when single state channel PTV was the sole drama broadcaster, families used to meet mutually and observe Urdu telenovels. As an alternative, nowadays we observe the static story line that appears to be motivated through Indian teleplay. What is more problematic is that contemporary private television channel on air content that is nonstop challenge with our civilizing and societal values. Family values and family size might be affected by the Indian and European telenovels. Most of the family size, depicted in the prime time Urdu dramas are in line with the modern western telenovels.

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