

Cultural Islam: Keeping Faith and Tradition under Indian Culture in Pakistan

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ABSTRACT:

Pakistan is an under developing country and it is facing the problems of globalization which are created due to global media. The present study is conducted to dig out the impact of global media of Pakistani culture with particular focus on the role of media television in the promotion of foreign cultural trends in Pakistan. In Pakistan we are practicing not pure Islamic teaching but cultural Islam is flourishing in our society. To understand that what type of cultural impact have been imposed on our society by foreign TV entertainment channels. By using survey and content analysis data was collected from the target respondents. The results of the study strongly supported that foreign entertainment channels are extremely influencing the Pakistani young generation.

Keywords: Cultural Islam, Tradition, Media, Pakistan

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1. Introduction

Islam acknowledges the diversity in people's customs, race, languages, dress, food, and other cultural expressions, as not only legitimate but a sign of Allah's bounties. Islam, however, also disapproves of and even condemns those aspects of a culture that contradict its teachings and principles. No culture, Arab or otherwise, may therefore be regarded as completely Islamic or completely un-Islamic. Allah says

“And among His signs are the creation of the heavens and the earth, and the diversity of your tongues and colors: for in this, behold, there are messages for all who are possessed of (innate) knowledge!” (Qur'an 30:22)

In another verse, Allah says,

“O mankind! We created you from male and female, and made you into nations and tribes, that you may know each other. Verily, the noblest of you in the sight of God are the most deeply conscious of Him. Behold, God is All-Knowing, All Aware” (Qur'an 49:13).

It is therefore Allah's will that there be variety in the numerous nations, communities and tribes of humankind. It is also decreed that there is no inherent supremacy of one nation, tribe, or race over another since *“the noblest of you in the vision of God is the one who is most deeply conscious of Him”*.

Arab culture is not the basis for Islam, nor is it the practice of the majority of Muslims. In fact, most of the followers of Islam live in Indonesia, Pakistan, Bangladesh, and India. Arabs only make up 15- 20% of the followers of Islam.

Hence, although the majority of Arabs are Muslim, an Arab is not necessarily a Muslim, and a Muslim is even less likely to be an Arab. There is, indeed, at least an 80% chance that a Muslim is not an Arab. The Prophet is reported to have said, *“Behold, God has removed from you the arrogance of pagan ignorance with its boasts of ancestral glories. Man is but a God-conscious believer or an unfortunate sinner. All people are children of Adam, and Adam was created out of dust.”*

In another authentic saying of the Prophet, *“He is not of us who proclaims the cause of tribal partisanship and he is not of us who fights in the cause of tribal partisanship; and he is not of us who dies in the cause of tribal partisanship.”*

Islam is not just a religious order. It is a complete Code of life for the individual, the society, the state, and the nation. Islam does not recognize national, racial, or linguistic boundaries; it is a universal doctrine that does not permit a separation between the secular and the religious

1.1. Problem Statement

Extensive growth of Media network in Pakistan is alarming to replace the Islamic culture of Pakistan. So this study will investigate that how the global media (Media network) is imposing the western cultural trends on the youth of Lahore city (Punjab, Pakistan) with special focus on the on changing attitude, behavior, way of thinking, belief system, and other cultural values.

Most of Pakistani people are practicing Indian traditions in Pakistan.

1.2. Objectives

- To explore the true Islamic culture.
- To dig out the true Islamic values in modern world.
- To indicate the impacts of media on Pakistani society.

2. Literature Review

Barret (1997) stated in his study that global media is promoting the new cultural trends and it is creating uniformity of culture in the world which is replacing the local cultural identity of different nations. Ogan (1988) studied that the media of third world countries is widely influenced due to global media. The third world media is also following the matters of global media. The world is injecting western values by presenting the contents of western media. Thus (2000) finds out that global media is supported by the western advertisers and these are sponsoring their products by using the global media. The global media is also protecting the interests of global advertisers.

Tomlinson (1991) made a study that due to global media the west is creating its superiority over under poor nations. This global media is also introducing the new western cultural trends among the viewers of third world countries. Hamelink (1983) investigated in his study that west has leading media groups and it is universal truth that a culture is promoted when the media of one country is influenced by the media of independent country.

So the media of third world countries is under the influence of developed nation and they are promoting their own cultural values. All the school of thoughts believe media network and television is the major player to promote the western cultural ideology among the youth. Now youth is the target of mass media and is trying hard to capture the mind of youth.

Najia (2003) out in his research that media television is promoting the overseas cultural trends among the youth and foreign cultural trends are most popular among the young generation of Pakistan

3. Research Methodology

Qualitative content analysis method is used to investigate that how the global media is influencing the cultural products by the entertainment programs. To analysis the influence of global media on local media, comparative research between Pakistani channels and foreign channel with particular focus on Indian entertainment channels was conducted. To dig out the media to media effects, it was investigated that how the entertainment channels are influencing the youth in term of culture. How it is affecting our Islamic culture. We are moving away from roots of Islam. We are following traditional Islam. Media is affecting our norms and values. In this way different categories were selected.

3.1. Selected Programs

Various TV programmes were selected to find out the interest of public in Films, Dramas, Music, Fashion and Film Award Show.

3.2. Findings of Content Analysis

The content analysis findings in term of films, dramas and music indicated that Pakistani media is highly influenced by foreign media because to compete the foreign media, Pakistani media is following the contents of foreign media. Such as television dramas and music shows of Pakistani television channels totally depicts Indian culture.

Pakistani media is playing the foreign dramas and films without any limitations and this freedom is imposing negative impact on Pakistani youth and also on Pakistani Islamic culture. Pakistani dramas are projecting the Indian culture and this projection is great danger to national culture of Pakistan. Our Pakistani media industry is promoting new fashion trends of foreign countries. Pakistani entertainment channels are making and playing the music and dance culture of Indian society. Pakistani media groups are promoting the foreign civilization and traditions which are affecting our national and local traditions and cultural identities.

3.3. Survey Research

Survey method technique is used to find the responses of respondents. The population of present study consists of students of 18-24 years age group from Lahore city which has access to media television. Stratified random sampling method was used to select the target respondents. During survey a sample of two hundred students (50% males and 50% females) was chosen.

4. Findings

The result shows that the target students were the regular viewer of television. This (table.1).shows their timing to watch T.V. programmes for different time span.

Table No.1

Total respondents	Up 1 hour	2-3 hour	4-5 hour	More than 5 hour
Male(80)	34	45	7	14
Female(100)	35	48	8	13
200	69	93	15	27
%	34.5	46.5	7.5	13.5

Findings further indicated that respondents are exposed to media television for entertainment and to kill the time. 35% respondents express their views that they watch the media television to gain the knowledge about different social and political issues (table, 2).

Table No.2

Total respondents	entertainment	information	Fashion	Leisure time
Male(100)	55	15	11	33
Female(100)	38	12	15	45
200	93	27	26	68
%	46.5	13.5	13	34

The results of the study further indicated dramas of Indian channels such as star plus are most popular among the Pakistani female students viewers. In star plus dramas the language which is use is same to the Pakistani national language Urdu and itis another plus point for the likelihood of star plus dramas among Pakistani viewers.

Table No.3

Total respondents	Films	Drama	Music	sports	news
Male(100)	55	45	55	60	22
Female(100)	38	12	45	45	35
200	93	57	100	105	57
%	46.5	28.5	50	52.5	28.5

Findings further documented their views that mainstream of the target students are gain the information about new cultural trends presented in entertainment channels. They further stated that also practice these new cultural trends in their daily life to as fashion.

Table No.4

Total respondents	Modern trends	To attract others	Social interest
Male(100)	55	45	55
Female(100)	38	12	45
200	93	57	100
%	46.5	28.5	50

According to the documented views of 60 % viewers in the survey, they stated that females prefer to western dressing style and they also practice these western type dresses during the celebration of different festivals (Table.5).

Table No.5

Total respondents	Yes	50%	No
Male(100)	67	35	55
Female(100)	77	45	45
200	144	80	100
%	72	40	50

Most of the respondents stated that they are ready and agree to follow the modernization projected by media television and they never feel that our culture replacing due to the adoption of foreign culture. 77% respondents indicated that Pakistani entertainment channels are equal partner to promote the foreign cultural trends in Pakistani society (table 6).

Table No.6

Total respondents	Agree	Disagree	neutral
Male(100)	75	23	22
Female(100)	77	22	41
200	152	45	63
%	76	22.5	31.5

The results show that western TV channels are promoting obsession among youth. It is analyzed that 76 % of overall respondents expressed their views that they mentally puzzled due to English obsession and it is also creating different social evils among youngsters (table.7).

Table No.7

Total respondents	S. Agree	Agree	Neutral	Disagree	S. Disagree
Male(100)	26	45	22	10	2
Female(100)	45	38	12	18	5
200	71	83	34	28	7
%	35.5	41.5	17	14	3.5

Most of the viewers showed their views that modern way of living predictable in the foreign television channel is creating problems in their life and it is promoting the materialistic approach among the viewers. Majority of the respondents stated that media television is promoting fast food culture and now the people prefer to western food instead of their old-fashioned food. Viewers also stated that western food culture is also creating different health problems (table.8).

Table No.8

Total respondents	Yes	To some extent	no
Male(100)	34	22	25
Female(100)	35	25	22
200	69	47	47
%	34.5	23.5	23.5

Survey study indicated that foreign television channels are promoting anti Islamic festivals such as valentine day.

According to findings a difference is creating between modern and traditional nations (table.9).

Table No.9

Total respondents	Yes	To some extent	no
Male(100)	55	27	26
Female(100)	36	15	21
200	91	42	47
%	45.5	21	23.5

Most of the students indicated that media is violating our traditional and National culture by projecting the new cultural trends.

5. Discussion

Globalization is a method of grouping of worldwide relations in which the whole world looks like a village. It has affected the each aspect of human life, globalization in the field of information and communication has created new cultural trends among the different communities of the world. Globalization is the product of invention of modern technologies of communication and information and it has created new cultural phenomenon which are adopted by the different nations of the globe. The adoption of new cultural trends the under developing nations has created different problems to protect their cultural identity.

Global media has direct impact on the Pakistani media. This impact deals with different classification of programmes. Media network in our homeland country is projection the foreign culture especially the anti Islamic cultural trends of India.

As study conducted the responses of viewers and it was conducted from the youth of Lahore city to measure the cultural changes among the youth and in the Pakistani society. The traditional lifestyle of Pakistani viewers is hugely influenced due to global media contents. Media network has become opinion leader for the youth to adopt the new cultural trends. Indian media our national and local languages are badly affected and new world of Hindi and English are barrowed in our language. At the end of discussion on the impact of global

media on Pakistani culture shows that all these problems are created due to freedom of media. Pakistani media should supply the healthy entertainment to the audience by projecting the Islamic culture of our mother land Pakistan at global and at national level.

6. References

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