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16. **M.C. Duncan and A. Sayaovong (1990)** Photographic images and gender in sports illustrated for kids. Play and Culture


26. **Williams and Gill (2000)** was to assess children’s participating in sports and related activity.

27. **Seifriz, Duda and Chi (2001)** were to assess players perceptions of the degree to which their teams motivational climates were characterized by an emphasis on mastery and performance goals.

28. **Silva, Cornelius and Carpenter (2001)** was to examine individuals motivation structure for participating in regular exercise.

29. **Markland and Hardy (2001)** were to assess individuals participation motives for exercise.

30. **Watkin (2002)** was to assess the motives individuals express for participating in physical activity.

31. **Telama & Silvennoinen (2002)** was to assess the reasons young adults participate in physical exercise and leisure time physical activity.

32. **Weiss, Bredemeier and Shewchuk (2002)** were to assess the motivational orientations of children within a physical education or sport environment.

33. **Suinn (2003)** was to identify the motivational characteristics of athletes.

34. **Wann (2003)** was to assess motivation for involvement as a sports fan.
35. **Tuson, Brieer and Blais** was to assess various components of intrinsic motivation and extrinsic motivation and a motivation toward sports.

36. **Shariffadeen (2004)** looks at some of the major economic, cultural and social Issues faced by developing countries arising from new technology in his study

37. **Camella (2004)** studied Para-social relationships in female college student soap opera viewers today.

38. **Yasmin (2005)** of the Sociology Department of the University of the Punjab conducted her thesis research on “The Impact of television on style of living”.


40. **Butt, S. (2006)** pointed out in his research the perspective of analyzing the projection of Hindu religion in Star Plus soap operas


42. **Shahbaz Z, (2007)** emphasizes on the influence or impact of daily night transmission of Star Plus family dramas on social and cultural values and norms of Pakistani youth of middle class.

43. **Similarly Tariq (2008)** conducted a study on “Invasion of Indian culture through movies”

44. **Khalid (2009)** “66 percent respondents now got chance in their thoughts about world affairs, 84 percent began to eat foreign dishes of food in daily life, and 46 percent chose dresses of foreign style and 50 percent of respondents felt change in their routine”.

45. **Malik (2010)** carried out work on “the impact of cable television transmission on the residents of Multan”.

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46. Qurat-ul-Ain (2010) conducted a study on “Cultural Invasion: An analysis of Ptv’s entertainment programmes and its effects on youth”

47. Shaikh (2010) conducted research on satellite television and social change in Pakistan: A case study of rural Sindh.

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