CHAPTER – 2

REVIEW OF RELATED LITERATURE

It is generally said that introduction is the gate way and the review of the literature is the gate pass for the researchers to conduct the research. The successful lawyer and the physician must acquaint this with the largest knowledge in their field to take the case in their hands efficiently the same is about the field of education where the research workers needs to require to keep up the knowledge and opinion about what has been done in the particular area and what he intends to do that means the researcher must have the clear picture of the problem he is going to investigate.

The research scholar gleamed through the literature in depth and relevant research studies of specific importance have been cited in this chapter which is as under.

Nourse Howard (1986) investigated a process for determining the influence of television advertising, promoting game attendance for a specific division 1st women’s basketball program, upon individual spectator decisions to attend a home contest at that institution Order No. DA 8625267 Nourse, Howard Francis, Ph.D the Ohio State University intercollegiate athletics as the major university level has evolved into the big business making multimillion dollar budgets necessary to provide their financial support.

This has become increasingly true since title IX directed equal program opportunities for female participants. The challenge has become the finding of programs with large cost increases and little revenue increase.

Earlier research has identified a properly marketed women’s basketball program as the greatest potential for generating increased revenue. Survey research was used in this investigation with the 1985-860SU women’s basketball program as a model.

Treatment: A local television station and an advertising agency cooperated to develop a 30 second commercial promoting OSU women’s basketball. This commercial was specific for six promotions throughout the home season. Each promotion period was from...
3 to 5 days and the commercial was aired during all segments of the daily viewing schedule.

Testing: Data was collected through on site survey. Three games representing the 1/3, 2/3, and 3/3 points in the home schedule were pre selected to collect data. During the one hour period prior to the start of each selected game. 5 teams of 3 surveyors each, located at strategic areas of the arena. Approached spectators requesting participation in the survey 600 surveys were conducted at the 3 games.

Conclusions: Survey results were complied using SPSS Two preliminary findings were identified; that a total marketing program including television was significant, and that the commercial used in the study was effective.

Although 57% of the respondents indicated that the television commercial had a positive influence upon their decision to attend a game, the results of the central investigation were inconclusive. Analysis by z-score identified that the results determined in the study were too highly influenced by chance to the deemed significant.

Robert, Valois, Frank. Wickers investigated was in order to investigate the effectiveness of a cable television smoking cessation program within the community of Austin, Texas, Cable –Quit was developed and implemented during the fall of 1989. Past smoking cessation studies have suggested that psychosocial variables such as self – efficiency, expectations for success, social support, depression, and modelling have an influence on the success of an individual’s attempt at quitting smoking. However, little research has been conducted to show the importance of these variables within a cable television smoking cessation program.

Results suggest participant level of self-efficacy (non-smokers reported higher levels of self-efficacy a that smokers), their expectations for success in quitting (participants remaining quit reporting higher expectations for staying free of cigarettes than those returning to smoking), and their level of depression (non-smokers reported lower levels of depression than smokers) to influence their ability to quit smoking at the time of the program. The variables of social support and modelling failed to indicate a significant
difference between non-smoking and smoking participants. In addition, participants as a whole produced a quit rate slightly better that the established quit rates for mass-media quit smoking programs, and the overall quit rate of 17% was comparable to success in some face-to-face clinics.

These results supports the literature suggesting mass-media may successfully be used to implement health education programs such as smoking cessation. Furthermore, the difference found between participants able to successfully quit smoking and those unable to quit indicate that focus on these three influential variables should be included in the design of future televised smoking cessation programs. This information will allow researchers to better predict those participants at risk for failure in televised cessation programs and perhaps enable them to provide additional guidance and support throughout the smoker’s attempt at quitting.

Kane (1988) studied that the mass-media are portents in the creation of maintenance of societal perseveres the researcher have used to gauze the acceptance with the help of his study described about the coverage and decision of female athlete in the united states media. It was observed that the images of the world words we here and read, and the types and the amount of coverage provided to certain event are all in the had of the medium, whether the media work to create, reflect culture attitudes. Kane (1988), Kane and Greendorfer (1994), Messner (1988) and Salwan & wood (1994) they investigated that the lack of coverage speaks volume about the media’s treatment of women athletics even more insidious is the type of coverage provided. Researchers point out that when female athlete are covered, it is rarely for their athletics powers, instead the media often chosen to focus on the other roles of the female athletics such as wife, mother or feminine role model. Kane (1988) investigation regarding the co coverage of sports news threw print media. He found that while more coverage was given to the female athlete in sports. Illustrated in the post title IX year as compared to the pre title IX ere she also found that significantly more coverage was provided to female athletes in “sex appropriate” sports (e.g. tennis golf, ice skating) than those sports considered less appropriate. (e.g. basketball, soft ball, body building). Kane (1998), and Lopianse (1997) conducted the studies regarding the coverage and depiction of female athlete suggest that the media has
not advanced the images and concomitant societal acceptance of female athletes, before title IX. 300,000 girls participated in interscholastic sports today that number has increased to 2.4 million.

Duncan Sayaovong (1990) investigated on an analysis of sports illustrated for kids, in which they found a similar nature of lack of female represented this trend of under represented in the media is further substantiated by more recent studies of television, newspaper and sports illustrated.

Richardson investigated in his study to examine the relationship between televised sports participation in higher educational institution. The population for the study was 530 higher educational institutions for the national association of intercollegiate athletics (NAIA) and 881 institutions from the national collegiate. A total of 284 band students from 20 high schools were used as subject. Each student took the musicianship test supplied the background information necessary for the analysis. Two null hypotheses were tested using the two factor ANOVA design. These null hypotheses were: (1) there are no significant differences in the music achievement test scores among different level of success in solo/ensemble festivals. (2) There is no significant difference in the music achievement test scores among student in band which achieved different level of success in term of performance rating. The analysis revealed that the both factor were significant at the 0.05 level. Thus both null hypotheses were rejected. Subsequent Scheffe test but no significant subgroups within solo/ensemble participation and successes.

Salwen & Wood (1994) reported of sports illustrated, to covers they found the five sports in which females were given most coverage were tennis, track and field, golf, snow-skiing and swimming, they showed that male athletes were significantly more likely to be depicted in active poses that female athletes.

The study conducted by Rintala and Birrell (1984) showed that only 15 percent of all newspaper sports coverage was about female athlete. in addition, studies indicate that young female athlete are under represented too. They also studied the photographs that appeared in the magazines Young Athlete and found that only 31 percent of all pictures showed female athletes while only 9.2 percent of cover photographs featured female.
Creedon (1994) investigated the sports coverage in the media and its influence to the society. He investigated that the issue is still up for debate. Creadon, investigation about the sports coverage in the media and it influence to the society. He investigated that the issue is still up for debate. However most would agree that the media have professional to influence thought and attitudes.

Many researchers studied in the field of mass-media and sports coverage like Bryson (1987), Creadon(1994), Kane(1988), Kane & Greendorfer (1994), and Sage (1990), They investigated with the conclusion that the media has an establishment potential, which has such an impact it could be a vital to advanced or inactive female athletes for society acceptance.

Bryant (1998) conducted the study delaying with different types of print and broadcast media show conclusively that female athlete have been under represented. In a study of photograph from the lost Angles Times and New York Post Found that the sports section in each news paper devoting a significantly smaller percentage of photo graph to woman then that other sections of paper and that male photographs “Dominated” in the sports section. The athlete more completely underrepresented in sports magazines. Sports illustrated; tennis and Runners World”.

LUMPLKIN and William (1999), surveyed 3,723 articles in sports Illustrated and found that only 9 percent of the total coverage was devoted to woman similarly salwan and wood (1994) in their study of sport illustrated cover photographs, found that only ss woman were the largest percentage of female (14.3%) on the cover occurred in the 1980s compared to only 6.8 percent in the 1995, female athletes of colour receive even less representation. They also found that only five of 114 covers of sports. Illustrated and only 16 of 3,723 articles featured black female athletes.

Narayana Swamy, explained in his article that the sports papers have produced some of the better writing in journalism and also some of the worst. Influence of media on sports can be analyzed in positive and negative sense, on every remarkable performance and achievement sports person were lifted to moon with extra sports pages color action photographs and special column. This made these sports men/women to become more
conscious of winning and bringing laurels. Sports column with color photographs were headed by young sports editor with vibrance in the field have changed on face of sports writing.

The purpose of the study by Williams and Gill (2000) was to assess children’s participating in sports and related activity. The PEQ contains two subscales, (a) Behavioral intensity (“How hard children try”) and (b) Persistence (“How long they persist in physical activity”), each containing three items. Items are presented in a structured alternative format in which children respond to bipolar statements (e.g. really true for me) using a 4 point ordinal scale. Principal components factor (labeled perceived effort) that accounted for 45.5% of the variance. All six items loaded on this one factor. Pilot research resulted in Croanbach alpha internal consistency of .70 (Behavior Intensity) and .64 (Persistence), and an overall alpha coefficient of .82 for the six items. In the current research, a Croanbach alpha coefficient (N=174) was reported for participants responses to the six items questionnaire (i.e. for perceived Effort). Moderate to high correlation coefficients (N=174) were obtained participants responses to the PEQ and their responses to measure of intrinsic interest, perceived competence interest and task orientation (but not ego orientation) were predictors of effort, particularly among female participants. Psychometric data were reported for 103 female and 71 male physical education students, ages 11 to 15 (M=12.7, SD=1.07), from two middle schools in two school districts in the southern region of the country. The students were enrolled in grades 6 thru 8.

The purpose of the study by Seifriz, Duda and Chi (2001) was to assess players perceptions of the degree to which their teams motivational climates were characterized by an emphasis on mastery and performance goals. The PMCSQ contains two subscales: performance climate (12 items) and Mastery Climate (9 items). Players are asked to think what is like playing on their teams during the season. For example, players respond to items such as “The coach favors some players” (Performance climate subscale) or All players items are made suing a 5 point Likert scale with the anchoring of 1 (strongly disagree) to 5 (strongly agree). An initial pool of 106 items was derived from the classroom achievement Goal Questionnaire (Ames & Archer, 1988) or developed by
investigators. Eight experts, leading to the retention of 40 items, evaluated the content validity of the PMCSQ. Exploratory and confirmatory principle components factor analysis (N=105), using oblique and varimax rotations, led to a tow factor solution. These two factors were labeled performance and mastery, and accounted for 39.70% of the variance. Croanbach alpha internal performance and Mastery subscales respectively. Discriminate validity was supported in that basketball athletes who perceived their basketball team environments to be strongly master oriented reported (a) higher levels of enjoyment, (b) higher intrinsic motivation and (c) stronger beliefs that high efforts leads to success that did basketball athletes who perceived their basketball team environments to be low in mastery orientation. Conversely, perceptions of a performance oriented climate were related to the view that superior ability leads to success. Psychometric data were reported for 105 male high school basketball players from nine teams in the Midwest.

The purpose of the study by Silva, Cornelius and Carpenter (2001) was to examine individuals motivation structure for participating in regular exercise. The EMQ contains three subscales: Motivational Orientation (RMSS), Extrinsic Motivation (EMSS) and intrinsic Motivation (IMSS). Croanbach alpha internal consistency coefficients of .70 (RMSS), .66(IMSS) and .82 (EMSS) were reported for 154 individuals. Psychometric data were reported for 88 males and 66 females who participated in variety of exercise settings.

The purpose of study by Markland and Hardy (2001) was to assess individuals participation motives for exercise. The EMI is the 44 inventory containing 12 subscales: stress Management, Weight Management, Re-Creation, personal development, Affiliation, III –Health, Competition, Fitness, and Health Pressures. For each item, participants respond to the stem personally, I exercise using a 6 point ordinal scale with the anchoring 0 (not at all true for me) to 5 (very true for me). Items were generated from an examination of the literature on exercise adherence and from participants’ (N=76) responses to an open ended questionnaire in which they were asked to state the three main reasons why they exercised. Items were also borrowed from the personal incentives for exercise Questionnaire (Duda & Tappe, 1989). A total of 76 items were then
evaluated for clarity, lack of ambiguity, content validity and ease of understanding. Participants (N=249) responses to the 71 items retained were subjected to exploratory principal components factor analysis with varimax rotation. Following eliminations of low loading and ambiguously loading items, a second principal components factor analysis (equamax rotation) yielded 12 factors accounting for 69.40% of the variance. Following an examination of internal consistency, the EMI was reduced to 44 items with 12 subscales comprising 2-6 items. Cronbach alpha reliability coefficients (N=249) ranged from .63 to .92 for the 12 subscales. Test-retest reliability coefficients (N=57) ranged from .59 to .88 across a 4-5 week interval. The authors reported previously (Markland & Hardy, 2001) that the discriminant validity of the EMI was supported gender age and type of exercise involvement (i.e. competitive versus non-competitive activities) mediate3d participants responses to the EMI. Furthermore, the authors reported that participants, scored on the enjoyment and recreation subscales of the EMI were significantly related to the measure of intrinsic motivation for exercise. The first author (D. Markland personal communication, Mach 27, 1996) provided additional information as follows about the validity of the EMI, Markland, ingledew Hardy and Grant (1992) found that the recreation, enjoyment, fitness, personal Development, Affiliation and stress management subscales successfully discriminated between female members of community bases aerobics classes and members of a weight watcher group taking part in aerobics as a part of the weight reduction programme. In an interesting study by Ingledew, Hardy and De souse (1995), weight Management subscale scores were differentially predicted amongst males and females by body shape dissatisfaction. Psychometric data were reported for 249 individuals including 115 female participates in aerobics classes (M age=21.21 years, SD=3.65; 35%=female, 65%=male); and 43 members of local sports clubs (M age =25.39 years, SD=11.38: 81%=male, 19%=female).

The purpose of the study by Watkin (2002) was to assess the motives individuals express for participating in physical activity. The questionnaire contains 19 motivators for participation in physical activity. Individuals respond to each motivator using a 4 point Likert scale. Previous attitudinal inventories (such as Attitudes Toward Physical Activity inventory), together with discussion with students and colleagues, led to the selection of
14 motivator items. Based on the responses of 181 male and female Grade 10 students in Brisbane, Australia, 7 motivator items were retained. Consequently, a revised questionnaire containing more extensive lists of 19 motivators was developed and tested.

Test – retest reliability coefficients for a derived composite motivation score were .74 (N=30 male undergraduate students) across a 7 week interval. The total number of hours spent participating in physical activity the previous week was correlated with the composite motivation score, .50 (N=80 male undergraduate students) and .63 (N=158 female undergraduate students). Furthermore, scores on this questionnaire successfully discriminated between undergraduate students electing or not electing to participate in physical education classes. Psychometric data were provided for 80 male and 158 female freshman students enrolled at Wollongong institute of education in Australia.

The purpose of the study by Telama & Silvennoinen (2002) was to assess the reasons young adults participate in physical exercise and leisure time physical activity. The MPAQ contains 33 items focusing on the conscious reflection of physical activity interests, the advance planning of physical activities, and the influence of weather and friends planning of physical activities, and the influence of weather and friends on one’s own physical activities. Individuals respond using a 3 point ordinal scale. Previous empirical research on motivation for physical activity was drawn upon in constructing the items and measurement methods. Physical component factor4 analysis (N=3106) followed by varimax rotation supported an eight factor solution accounting for 21.3% of the variance. The factors were labeled as fitness Related to the self image, Relaxation, sociability, preference for outdoor activities, Normative Health, competition and achievement, improving one’s physique and functional health, psychometric data were reported for 3106 students residing in Finland. These students were selected through stratified random bluster sampling and represented grades 2-3, 5-6 and 8-9.

The purpose of the study by Weiss, Bredemeier and Shewchuk (2002) was to assess the motivational orientations of children within a physical education or sport environment.

Children respond to five motivational orientation subscales containing six items each: (a) challenge (b) Curiosity (c) Mastery (d) Judgment and (e) Criteria. They are first asked to
decide for each item whether the statement on the left or the right side was most
descriptive and then to indicate whether the statement selected was really true or just sort
of true for him or her. Items are scored on a 4 point ordinal scales with the anchoring 1
(extrinsic orientation) to 4 (intrinsic orientation). The IESMS represents a modification of
Harter’s (1981) Motivational Orientation in the classroom scale in which items were
reworded to be compatible with a physical education or sport setting. Exploratory
factors analyses (N=155) resulted in the retention of six preliminary subscales accounting
for 83.3% of the variance. Cronbach alpha internal coefficients for the six subscales
(N=155) were .81 (challenge), .61 (Curiosity/interests), .64 (Mastery), .64 (Judgment),
.75 (Criteria) and .65 (Curiosity/improve skills). Psychometric data were presented for 86
male and 69 female youth sports participants, ranging in age from 8 to 12 years.

The purpose of the study by Youngblood and Suinn (2003) was to identify the
motivational characteristics of athletes. The scale contains 95 items and 19 categories
such as social approval, competition, self mastery, fear of failure, status, heterosexuality
and emotional releases. Items within each category can’t be answered using a yes no
format or a 5 point rating scale format. The authors developed a list of needs that might
influence the personal choice to be involved in athletics. Psychology faculty, 22 college
level coaches and 16 members of the physical education faculty who had prior
participation or experience in coaching reviewed the list. A final list of 19 categories
resulted. The test retest reliability coefficient for the total score was .93, with the median
test retest reliability for the subscales of .76 on data from 25 female college swimmers
and drivers. There was a significant correlation coefficient between these (N=25) female
athletes total scores on the scale and their coaches rating of their level of motivation at
four different times during the season.

The purpose of the study by Wann (2003) was to assess motivation for involvement as a
sports fan. The SFMS is a 23 item scale and assesses eight motivations for the
involvement as a sport fan: eustress, self esteem, escape, entertainment, economic,
aesthetic, group affiliation and family reasons. Participants respond to each item using an
8 point ordinal scale with the anchoring 1 (this is not at all descriptive for me) to (this is
very descriptive for me). All subscales contain three items except the family reasons
subscale, which contain two items. Subscales were derived from a review of the literature on the motivations of sports fan. Initially, a 38 item scale was developed. Exploratory principal components factor analysis (N=272) led to the retention of seven factors. However, although there were only two items that loaded on a family reasons subscale, this subscale was retained in the final SFMS. Cronbach alpha internal consistency coefficients (N=272) supported the hypothesized eight factor model. Furthermore, the convergent validity of the SFMS was supported in that these participation responses to the SFMS were positively correlated with their scores on the sport spectator identification scale. In other words, scores on the SFMS were related to level of identification as a sports fan. Descriptive statistics and psychometric data were reported for 166 University students and 106 participants in a recreational softball league. There were 100 males and 172 females (m age=22.9 years) who served as participants.

The purpose of the study by Pelletier, Fortier, Vallerland, Tuson, Briere and Blais was to assess various components of intrinsic motivation and extrinsic motivation and a motivation toward sport. The SMS contains seven subscales that assess three types of intrinsic motivation (intrinsic Motivation to know; Intrinsic Motivation Toward accomplishments and intrinsic Motivation to experience Stimulation) and three forms of regulation for extrinsic motivation (introjections identification and external regulation). The SMS also contains a motivation subscale. The SMS focuses on the perceived reasons for engaging in sport by asking participants to respond to the question “why do you practice your sport?” participants are presented with 28 items (e.g. for the prestige of being an athlete and for the pleasure feel in living exciting experiences”) and are asked to rate each item using a 7 point ordinal scale. There are four items per subscale. The SMS was originally constructed in French and preliminary and validation studies were conducted with approximately 600 athletes (M age =18.4 years) representing eight different sport. A mean Cronbach alpha internal consistency coefficient of .82 was reported and a mean test retest reliability coefficient of .69 was found across a one month interval. Confirmatory factor analysis (with LISREL) supported the hypothesized seven factor structure of the instrument. Convergent validity was supported using measures of interest toward sport, sport satisfaction positive emotions experienced during sport dropout. The current report (referenced as the Source above) details efforts to translate
the instrument into English (titled as the sport Motivation Scale) and to assess its psychometric properties. Cronbach alpha internal consistency coefficient (N=593) ranged from .63 (identification scale) to .81 (intrinsic Motivation to know intrinsic motivation toward Accomplishments) with a mean coefficient of .75 reported. Internal consistency coefficients ranged from .71 to .85 on a pretest and from .69 to .85 on a posttest of the SMS given to 51 soccer players. Test retest reliability coefficients ranged from .58 to .84 (M Test retest reliability coefficient of .70) for these same soccer athletes across 5 week interval. Confirmatory factor analysis (LISREL 7) using the scores of 593 university athletes supported the hypothesized seven factor structures of the SMS. Also, inter correlations coefficients among the three intrinsic motivation subscales were moderate, and inter correlation among the seven scales displayed a simplex pattern, thus supporting the construct validity of the SMS. The convergent validity of the SMS was supported in that participants (N=593) responses to the SMS were related to their responses on measures of perceived competence and to four forms of coaches interpersonal behavior (e.g. caring). Also, these participant responses to the SMS were related to the activity, effort and future intentions of practicing the activity). Psychometric data were reported for 319 male and 274 female university athletes (M age = 19.2 years) representing nine sports who resided in Ontario, Canada.

Shariffadeen (2004) looks at some of the major economic, cultural and social Issues faced by developing countries arising from new technology in his study. He concludes that the new communication era should not be perceived as a purely technological phenomenon. Its ultimate impact is social and cultural, although technological advancement is the key enabler. This new era invites a change in social and cultural patterns. At individual level, it raises the importance of mental and intellectual ability. For society at large, it engenders new forms of social organizations. Economic restriction will result from information intensification in production and delivery of goods and services. A strategic approach involving full mobilization of critical resources is suggested as being the key to a higher level of achievements. Finally, it is suggested that developing nations promote a learning culture among their people in order to gain foothold in the emerging information based economy.
Camella (2004) studied Para-social relationships in female college student soap opera viewers today. This study is based on media impact data was collected through a questionnaire which was given to 20 females in Pinney Hall at Western Connecticut State University and was then compared to each other depending upon the number of episodes watched.

This study concentrated on two main questions regarding this type of communication; what is para-social interaction and is it affected by the 42 amount of time spent watching? For this study Camella applied the cultivation theory which developed largely by George Gerbner and states that the more television watched the more you are likely to obtain distorted views of life (Wood, 2000, p. 252) and Altman and Taylor (1973) who hypothesized that the more time people spend watching and involving themselves the more they become more intimate with the media personnel. Therefore, viewers who have watched a personality consistently over time may perceive a sense of intimacy evolving from their expectations of increased intimacy in the past interpersonal experiences (Rubin, Perse, Powell, 1985, p.156). The answers and results found agreements with recent studies that have been done on these types of relationships. The final outcome was the more as a student watched the higher degree of involvement occurred in this type of relationship. Theorists have claimed that these relationships can in some cases be life changing and personality moulding, but definitely life impacting. More importantly, it appears that they can occur and one may not even realize it. Ultimately, it becomes clear that television is one of today's most dynamic media vehicles touching more people than most other communication vehicles. Ali (2001) conducted a study on “Impact of satellite television channels on the people living in Lahore”. The emphasis of the said research was to see whether the lives of people living in Lahore were under the influence of satellite television channels. The researcher made the following conclusions:

- The socio-cultural and religious thinking of the people was under the influence of foreign cultural values.
- Satellite channels were influencing the language, fashion, food, architect and Social behavior of the viewers.
- There was an impact of the satellite channels on the style of living of the people
Living in Lahore.

Pakistani Mass-media was under the influence of satellite programming.

Satellite channels were intermingling the eastern and western cultures resulting in the formation of an “International Culture” Likewise conducted research on the opinion of social science students of the university of the Punjab about television programmes in Pakistan. The universe of the study comprised 800 social science students of the University of the Punjab.

Questionnaire was used for data collection. The sample was one-fourth of the whole. The purpose of the study was to discover the opinion of the social science students of the university about the television programmes, including the impact of these programmes on the people’s standard of living and their attitude and behavior towards this media. The researcher after a careful study of all the data and its interpretation concluded that systematic television should bring a change in our traditional values and social norms and in introducing and reinforcing certain new trends. The satellite channels are at the fingertips of everyone; channel surfing has now become a favourite hobby. The trend of commercialization has not only injected into the 45 audience, but on cultural grounds. They have become defenseless too. Advertisements presented through satellite television channels are not only the tools of marketing but they have become sources of entertainment for the viewers. Most of the people turn towards foreign channels, where the cultures of foreign countries are shown in a very alluring and glamorous manner.

Therefore, if we look around, we will see more faces wearing makeup, more girls wearing fashionable clothes, more stylish hair cuts, and more boys with long hair fond of motorcycling, more teenagers fond of burgers, coke and hotel. Thus, we can say that the effect of satellite television channels on its audience is not simply to the extent that it has left very little time for family get together but it is introducing new trends, behaviors, attitudes and standards for modern life as well. So we can conclude that because of its interest-oriented programmes, satellite television channels have greatly and deeply affected the society.
In 2005 Yasmin of the Sociology Department of the University of the Punjab conducted her thesis research on “The Impact of television on style of living”. Samples were taken of housewives from Allama Iqbal Town, Model Town, New Muslin Town and Garden Town. But the finding was that these two attributes i.e. exposure to television and change in style of living are negatively correlated, as the value was Z=0.03.

A study conducted by Saleem (2005) “Cultural Imperialism: A case study of the impact of dish antenna on Pakistani society” concluded that dish antenna’s programmes are successfully influencing the socio-cultural and religious beliefs and values of Pakistani viewers. An alarming issue came to light that projection of other cultures and values has compelled 36 per cent respondents from all to think that Islam is a conservative religion and they appreciated socio-economic and religious values of western societies.

On the contrary Butt, (2006) pointed out in his research the perspective of analyzing the projection of Hindu religion in Star Plus soap operas, conclusively shows not only total percentage of this projection but also depicts it separately on above mentioned units of analysis that how much projection is given according to point scale of need, support, extra projection and extra informative projection.

The researcher found that the sample soap operas directly and indirectly are giving maximum coverage to Hindu religion through the projection of names of gods and goddesses, religious verses, religious words and history, different scenes in religious background, sounds and prayers. Some of the religious scenes are the requirement of the story but most of the time 46 their projection is unnecessary. He included most famous for their programmes and if they are projecting Hindu religion with such percentage then projection of Hindu religion will affect their viewers. Because the viewership of these soap operas is not the countrywide but it is worldwide.

The researcher employed content analysis research methodology in this study to check the projection of Hindu religion in Star Plus soap opera. For this purpose quantitative analysis has been opted to analyze the contents of soap opera of Star Plus channel. The researcher also gave a future agenda for other researchers in which he included that first of all this study should be strengthened as an effect or impact study to check the effects
of this projection on Pakistani Muslims especially on children and youth. Further, one more research study can be conducted on the behaviors of users and non-users of cable television after this effect study.

Shahbaz, (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.

The survey research concludes that the socio-cultural thinking of Pakistani youth is under the foreign cultural values through these Star Plus dramas. They are also affecting the language, fashion food and architect, social behavior and daily life style of Pakistani society. These dramas have increased the generation gap, and through these dramas, Pakistani youths have become more money oriented. They have created impact on the ‘lifestyle’ of middle class Pakistani youth and influenced the thoughts of modernist and traditionalist thinkers. Star Plus is actually intermingling the eastern and western culture resulting in the formation of an ‘International Culture’ and promoting more liberalism and modernism in Pakistani society and youth. They have impact on social interactions and on norms and values of youngsters and have increased the desires, demands and idealism in Pakistani youth. These Star Plus dramas have frequent and intensive negative impact on Pakistani youth’s social and cultural norms and values.

Similarly Tariq (2008) conducted a study on “Invasion of Indian culture through movies”. This study evaluated the influence of Indian movies on marriage traditions/celebrations in high class of Lahore, Pakistan. The sample size of this study was 100 respondents from Defence, Lahore.

Findings of the study revealed that majority of the respondents (87.9 percent) watched Indian and English movies on cable television. 92.2 percent respondents were agreed that Indian movies show attractive marriage traditions, hairstyles, colours, makeup, dresses, jewellery and lifestyles. Four–fifth of the 47 respondents agreed that marriage functions in high class were following the patterns shown in Indian movies. Three–fourth of the respondents admitted that dress of bride and bridegroom and their parents were influenced by Indian movies. Similarly, jewellery makeup and hairstyle of bride and stage
decoration also had been changed by Indian movies. Indian dances and songs were played during the marriage ceremony. Marriage expenditures and traditions in Pakistan were influenced by Indian movies.

According to the thesis report of 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”.

The study also revealed that 64 percent of the respondents were using Hindi words Whereas 34 percent were using phrases on different occasions. In some way, 11 percent respondents were fascinated by foreign cultural and social norms and values as compare to local channels. This study had made it crystal clear that “cable television channel Star Plus had influenced social and cultural norms and values of Pakistani youth.” Fantasy which was showed in these channels was the main reason to attract the students and Pakistani new generation. Following are the researchers that had been produced at Bahauddin Zakariya University, Multan, with reference to television.

Malik (2010) carried out work on “the impact of cable television transmission on the residents of Multan”. She concludes it is obvious that the viewers who spend time watching cable television transmission, their routine and activities are affected. Inter individual communication has decreased. Results of the survey indicated that powerful culture traditions of alien culture, particularly Indian culture, are getting popularity due to cable television transmission. Moreover, this transmission is promoting the modern way of life.

Qurat-ul-Ain (2010) conducted a study on “Cultural Invasion: An analysis of Ptv’s entertainment programmes and its effects on youth” that concluded that almost every Ptv programme contains traits/elements of foreign culture. It has been observed that audience with different media exposure have different effects of these foreign cultural contents. It has been seen that higher education level helps create more effects while those with low level receive more effects. Impact of STN dramas on the residents of Multan by Rubia Ehsan (1998) Concluded that STN’s dramas were not only influencing the citizens of
Multan but they were also becoming the cause of inferiority complex and class conflict among people. Because of it people were developing materialistic tendency. People were developing the habit of show-off. The dramas of STN were putting negative impact on the social and moral consideration of people. The effect of Ptv dramas on the wedding ceremonies and Islamic thoughts by Ahtesham (1998) proved that in dramas of Ptv the marriage ceremonies which were shown were not in accordance with our Islamic traditions. Islam teaches simplicity. In the dramas of Ptv there was unlimited glamour and those dramas were playing an important role in putting the people in psychological conflicts. The effect of dish antenna on Ptv dramas by Noreen Shafiq (1995) concluded that the number of private satellite channels was increasing. Ptv was not producing new and interesting programmes for the public. The standard of programmes was falling. With the arrival of dish antenna people liked to watch Zee TV and enjoyed BBC. Now there were ten channels in Urdu language at the same time so one could judge the position of Ptv.

Shaikh (2010) conducted research on satellite television and social change in Pakistan: A case study of rural Sindh. This study determined the degree of satellite television, people’s access to other medium of mass communication, their favourite channels, programmes, and their viewing time. It also explored is it bringing changes in cuisine, culinary practices, attire, house decor and architecture, social customs, celebration of festivals, music traditions, approach to education, family system, clan and tribal system and comprehension of language(s) other than the mother tongue. The research concludes that changes are occurring in all the parameters except education approach.

Meek, (2011) The value of media coverage generated by a sports event is often built into estimates of that event’s economic effect (Dwyer et al., 2000; Higham, 1999). How do the two giant industries sports and media establish and cement their symbiotic relationship in order to benefit each other? During leisure time, people have such choices as to watch television, read magazines, or play sports; mass media and sports, in this aspect, fall in the same dimension, but in direct competition with each other. A North American folklore has developed involving watching sports on television (Wenner &
Gantz, 1998). However, mass media have in fact done much more for the development of sports than most people imagine.

Sports and mass media clearly rely on each other to prosper. The mass media profit from offering a valuable commodity, sports information, which the public seems to want; sports, in turn, gains popularity and wealth by offering broadcast rights (Smith & Blackman, 1982). Heinemann (n.d.) describes the mutual interests of sports and mass media as follows:

Sport has become an essential part of the entertainment program of the mass media; simultaneously there is another advantage for sport: the widespread coverage of sport via the mass media contributed to its popularization. Interest in a particular sport rises considerably when its television coverage is extensive.

Mass media’s role in this particularly reciprocal relationship centers on the huge injection of money it provides to sports; this creates an ever-ascending spiral that has meant better media coverage of sports, better sports equipment and facilities, larger sports audiences, additional sponsorship opportunities, and larger athlete and staff salaries. Mass media benefits, on the other hand, from using sports as a powerful promotion outlet attracting advertising contracts and the viewing public’s attention, thanks to exclusive sports information. The symbiotic relationship between sports and mass media creates nothing less than a win-win strategy.