

# PSYCHOLOGICAL VIOLENCE AGAINST WOMEN AS DEPICTED IN PTV URDU DRAMAS

Dr. Muhammad Aslam Parvez  
Mrs. Rubina Roshan  
Mrs. Summaira Riffat  
Mr. Zeeshan Qasim

## ABSTRACT

*The present study is carried out with the primary objective of exploring the amount of psychological violence against women being portrayed in dramatized entertainment of Pakistan Television. It is content analytical enquiry conducted by adopting content analysis research design. It was hypothesized that, "the psychological violence is committed against women by men & also by the women".*

*In this study PTV dramatized psychological violence against women is the unit of analysis and seven PTV Urdu dramas of one specific week telecasted during prime time transmission are selected by purposive sampling technique.*

*The data is analyzed by statistical technique of univariate frequency distribution*

*The findings of the study reveals that 123 characters played their roles in 106 scenes of seven dramas. The ratio of violence scenes remain 22.64%. And 28 female characters were portrayed as psychological victimized by 25 male characters. This social scientific enquiry concludes that PTV Urdu dramas portrayed in-home psychological violence against woman, which is mostly committed in father`s and husband`s home by her brother and husband.*

## INTRODUCTION

The communication allows us to know in rather broad what we can expect of other and what they can expect of us. Simultaneously, communication affords a land of maps or set of guide post for finding our ways about life. It provides a configuration of dos and don'ts, a complex patterned mental stop and go signs that tell us about the social landscape. The transfer of information from one agent to another, in which communicator is impersonal, feedback is indirect or delayed, audience is not specified and the messages are generalized is called mass communication. The mass communication involves the use and support of mass media, press, Television, Dish, Cable, Radio, movies, etc. The mass media particularly electronic media gives rise to a form of communication or mass production with mass consumption.

The electronic media provide latest information about important events, happenings and News which influence the thinking, attitude, beliefs, behaviors, values, standards, social life style and the social structure of the society. In their lust for popularity & increasing their audience they provide such entertainment which is against moral values & media ethics. The negative side of the TV entertainment programs is the presentation of women who is presented as a "show-piece" or "oppressed" or "victim".

The entertainment programs of TV channels include several forms of violence such as verbal violence, physical violence, written violence, symbolic violence, etc. the most commonly appearing & un-noticed violence is 'the psychological violence which is committed either by male against female or female against male etc. Sexual harassment is very important form of psychological violence. Its primary victims are women's mobility & access to educational & employment opportunities. In the work place & in the public, women under go psychological violence in form of sexual propositions, songs, jokes, comments gestures, pictures, smiling, tone, signals, symbol, over-attention, accidental touching, pushing, molestation, etc. Although the degree & form of violence may vary according to class, region, & culture the gender-specific violence against women occurs all over the world & the media presents it.

In sometime unhealthy but glamorized way which affect the audience. Smyth in 1954, reported that the television drama contained a great deal of violence & it is very frequent in programs directed at women. So, the presentation of violence in the drama effects the attitudes & behavior of audience which leads to psychological violence against women that results in suffering to women including threats of liberty, whether occurring in public or in private life & very often in physical violence. {A Justice Department report estimated 430,000 sexual assaults against women annually, including 316,000 rapes. To this number can be added perhaps 1 million physical assaults. (U.S Bureau of Justice Statistics, 1996)}. In the developing countries like Pakistan the TV channels are *required* to act as unifying & not a diver's force. They are to be instruments of information for social change & social Justice , Pakistan Television is the government controlled channel which presents programs according to social structures & religious standards of people. Today it is presenting social reality but in context of medial reality. It highlights, several social issues but it generally depicts women in dependent or weak position which affects women's psychology dignity, self-esteem, emotional healthy, etc. PTV drama depicts violence in form of forced & child marriage, forced threats, over-work, abusing, bullying, humiliation etc. These all types of violence are infect, the forms of psychological violence. Many forms of psychological violence are not even recognized as such, but rather ignored, condemned or justified by invoking religion, culture, or traditional beliefs. So, in this study relates with the portrayal of psychological violence against women in PTV dramas.

### **SIGNIFICANCE OF STUDY**

PTV Urdu dramas depict the reality, which is contradictory with actual social reality. By investigating the extent of depicting psychological violence against women through PTV Urdu dramas, this study will educate the women about their rights and real status in the real world in context of media reality. This study will also sensitize the media policy planners about the ratio of portraying violence in PTV entertainment world. This message system content analytical study would be helpful & serve as food for thoughts for future researchers to explore the violent effects in real world by exposure to violence in PTV Urdu dramas.

### **STATEMENT OF THE PROBLEM**

The depiction of psychological violence against women in PTV Urdu dramas.

### **OBJECTIVES OF THE STUDY**

1. To explore & investigate the percentage & intensity of depiction of psychological violence against women in PTV Urdu dramas.
2. To determine the number of characters involved in psychological violence against women in PTV Urdu dramas.
3. To investigate the gender of violent characters.
4. To explore the number of violent scenes.
5. To study the status of the violent characters.
6. To examine the ratio of violent/victim ratio
7. To determine the environment, i.e. where the violence is committed.
8. To determine the duration of psychological violence.

## **LITERATURE REVIEW**

Mass media is the tool of mass communication. Mass media is a socially created product not a reflection of the objective reality. Understanding the nature of media content is crucial in understanding the nature & importance of contents' effects on people & society, Dominick (1993). Uma (1984) stated that "The media tend to offer uniform & relatively consensual versions of the social reality & their audience is acculturated accordingly. There are several types of mass media but one of the most popular & attractive medium is the television. The television set has become a key member of the family who tells most of the stories, most of time. T.V is. Creating *reality* , which is different from the actual social reality, Dominick (1993).It produces a large number of products programs for a large number of people. A large portion of today's media production is of products not required to meet human physiological needs, but is designed to meet the needs Noil (1984).

Television is a house form cinema which produces a wide variety of programs for people of all ages, interests & groups but sometimes, T.V programs include such characters or scenes which are violence against gender, single individual, or group. Television depicts several forms of violence through several programs. The television content (both news & entertainment) contain a high level of violence that is consistent over time. Although year-to-year program to program fluctuations do occur the overall picture is one of substantial violence, (Show maker, Reese 1991). Television is an attractive, effective & colorful medium, which provides information education, propaganda, guidance & entertainment simultaneously and affects the audience through its colorful messages. Media has direct or indirect effects on behavior of audience. Turner and Peterson, (1986) conducted a careful research and provided the valuable findings about the effects of T.V violence on behavior of viewers in laboratory setting.

Although the violence is depicted in several programs of T.V, the likelihood of an openly aggressive reaction on television violence in greatly dependent on situational conditions. The

effects of T.V violence are largely due to activation of ideas & inclinations semantically related to meaning of observed event rather than to long-lasting learning, Cowan (1988) studied that in the X-rated video cassettes the male characters were likely to be professional, always heterosexual, always in control (Physically, verbally, psychologically). The women were usually secretaries, scantily deal, and objectified (Sexually). Most of domination & exploitation was directed by men toward women.

Green & Thomas (1986) find out that the T.V violence may elicit increased arousal in the viewers and this arousal may increase subsequent aggression. More than 25 years of research as established that the content properties of violence are prevalent in television programming the violence is almost depicted in all programs of entertainment violence against women is very crucial issue because generally, in all programs violence is committed against women by another women, women or men. Violence against women means, any act of gender-based violence that results in or is likely to result in, physical, sexual, psychological harm or suffering to women. In a declaration on the elimination of violence against women, in the U.N. stated that there are several forms of violence but most commonly occurring violence against women are:

- a. Physical, sexual and psychological violence occurring in the family, including battering, sexual abuse of female children in family downy-related violence, martial rape, female genital mutilation & violence related to exploitation.
- b. Physical, sexual & psychological violence occurring within general community, including rape, sexual abuse, sexual harassment & intimidation at work, in educational institution and elsewhere, trafficking in women and forced prostitution.
- c. Inequality in laws for men & women although the degree & form may vary according to class, region & culture, the gender-specific violence against women occurs all over the world. There are many types of violence that is the basis of all other types of violence. This is the violence about which most women are unaware but suffer through it many ways and in everyday life.

Morgon (1984) stated that "The psychological violence is directed at women's dignity self-esteem, psychological & emotional health". Psychological violence exists in forms of forced & child marriage, forced confinement, restrictions on mobility, threats, overwork, humiliation, abusing, bullying & other forms of verbal or signal abuse. Many forms of

Psychological violence are not even recognized as such, but rather ignored, condemned, or justified by invoking religion, culture or traditional sexual harassment is an important form of psychological violence. Its primary victims are women's mobility & access to educational & employment opportunities. In the work place & in the public, women undergo sexual harassment in form of sexual propositions, songs, jokes, gestures, body movement, comments pictures, smiles, over attention, accidental touching, pushing, molestation etc.

The psychological violence is more commonly & frequently, drama contained a great deal of violence and that the violence was very frequently appear in programs (characters) directed at women". Women television characters are often depicted in dependent or weak positions. For example, two of three women were portrayed as married, compared with one of three men, and

women were seen as very young or old. Males in television series commit antisocial acts more often than female. Males are involved in physically aggressive acts on television more than twice as often as females.

Females were more likely than males to be depicted as victims of psychological violence. Women in minority roles were likely to suffer violence than to inflict it. PTV has transmitted several thousand dramas on hundreds of social issues. In PTV dramas women are under represented. These dramas depict women as mothers, wives, housewives & sex objects against whom the psychological violence is portrayed.

## **THEORETICAL FRAMEWORK**

The present study is based on George Gember & Gross (1976) violence theory. It assessed that the regular exposure to overly violent & criminal infected dramatic world conditioned in viewers an excessive anxiety about personal safety. The viewers learn from stereotyped content patterns on TV & draw inferences from them. That they then generalize to the real world they assumed that TV in a particularly, with its apparently regular portrayal of violence can have rnajor cognitive impacts on viewers' beliefs and concerns about crime.

## **RESEARCH HYPOTHESES**

The major research hypotheses are:

### ***Hypothesis # 1***

The psychological violence is depicted against women in PTV Urdu dramas

### ***Hypothesis # 2***

The psychological violence is committed against women by men & also by the women

## **DEFINITION & EXPLICATION OF CONCEPTS**

Conceptual definition of Independent variable:

Present research study carries one independent variable i.e. the PTV Urdu prime time drama.

Explication of Independent variable:

To explore the dramatized violence, the PTV prime time entertainment programs are selected for this study

Operationalization of Independent Variable:

In the present study the independent variable, i.e. PTV Urdu drama is operationalized in context of:

A. Duration of drama (Without ads)

B. Number of scenes in drama.

C. Number violence scenes in drama

Following Urdu dramas telecasted by Pakistan Television during a week of Sunday to Saturday (May 25 to June 01, 2003)

Prime Time Urdu dramas of PTV are:

1- Drama Jeet

2- Drama Shabgard

3 - Drama Sangam

4 - Dram Anjanney Rastey

5- Drama Mehndi

6- Drama Achanak

7 - Drama Shanakht

Conceptual definition of Dependent Variable:

In the present study, the depiction of violence in PTV Urdu drama is dependent variable.

Explication of dependent variable:

Psychological Violence against women depicted in PTV Dramas

Operationalization of Dependent variable:

The depiction of psychological violence against women is operationalized as Urdu:

1. Duration of violence in drama.

2. Duration of Psychological violence in drama.

3. Percentage of Psychological violence in drama.

4. Percentage of total violence in drama.

5. Number of violent scenes in drama.

6. Number of violent and victim characters in drama.
7. Gender of violent characters in drama.
8. Status of violent characters in drama.
9. Environment of violence.

## **RESEARCH METHODOLOGY**

### ***Research Design:***

As Ole Holsti (1969), & Berelson (1959) stated that content analysis is scientific, systematic, critical & objective research technique to study the manifest content of the communication", therefore, content analysis research design is adopted to explore and measure the major concepts of present study.

### ***Population of the Study***

The PTV Urdu dramas are the population for this message system analytical study

### ***Unit of Analysis***

In this study, PTV dramatized psychological violence against women is the unit of analysis.

### ***Sampling Frame***

The sampling frame for the present study consists of PTV Urdu dramas of one specific week telecasted during prime time transmission

### ***Pre-Testing***

Pre-testing in this study was conducted at 3 dramas of one week

### ***Coding and Data Reduction***

The main task of data reduction is coding. Coding is basically a technique of reducing the qualitative data into quantitative one. In this process the things are awarded coding signs, i.e., +;- a,b,c and used numbers from 0 to 9. We should give exclusive numbers for each category. The assignment of numbers for each category should be meaningful. By this technique one can tell the computer that where your required number is located in computer space or card.

## DATA ANALYSIS & FINDINGS

Before providing final test of study's hypothesis. It is customary to present descriptive data in terms university frequency distribution of the portrayal of Psychological violence as depicted in 7 PTV Urdu dramas during week (25-05-2003 to 01-06-2003)

### ***DRAMA # 01*** JEET

In drama JEET 18 characters played their role in 17 scenes of 41 minutes and 20 seconds

**TABLE # 01**

Number of violent/victim characters in violence scenes

Character	Scene-1	scene-2	scene-3	scene-4	Total
Violent	01	01	01	01	04
Victim	01	01	01	01	04

This table reveals that violent and victim characters are portrayed with equal ratio in equal number of scenes of the drama

**TABLE # 02**

Duration of psychological violence

Scene # 1	Scene # 2	Scene # 3	Scene # 4	Total
3 min,30 sec	2 min,50 sec	1 min	9 min	16 min,20 sec

The table indicates that total duration of psychological violence is 16.20 minutes

**TABLE # 03**

Status of Psychological violence against women as portrayed in PTV drama JEET

Total Scene	Total Characters	No. of Violent Characters	No. of Violent Scenes	No. of Victims characters	Gender of violent Characters	Status of violent Character	Environment of violence
17	18	04	04	04	Male	Father	Father's Home



Brother

Any other

The table indicates that the ratio of violent-victim characters is equal (22.22%). The percentage of psychological violence is 47.74% in 23.53% violence scenes of 39.32% minutes of drama. The violence is committed against women by are males (father, brother and unknown male) at father's home as portrayed in the drama JEET.

### ***DRAMA # 02 SHAB GARD***

In drama SHAB GARD 16 characters played their role in 12 scenes of 35 minutes

**TABLE # 01**

Number of violent/victim characters in violence scenes

Character	Scene-1	scene-2	scene-3	scene-4	Total
Violent	01	00	00	00	01
Victim	01	00	00	00	01

This table reveals that violent and victim characters are portrayed with equal ratio in equal number of scenes of the drama

**TABLE # 02**

Duration of psychological violence

Scene # 1	Scene # 2	Scene # 3	Scene # 4	Total
2 min,22 sec	00	00	00	02 min,22 sec

The table indicates that total duration of psychological violence is 02.22 minutes

**TABLE # 03**

Status of portrayal of Psychological violence against women in PTV drama Shab Gard

Total Scene	Total	No. of Violent Characters	No. of No. of Victims Violent characters	Gender of violent Characters	Status of violent Character	Environment of violence
----------------	-------	---------------------------------	--	------------------------------------	-----------------------------------	----------------------------

Characters			Scenes				
12	16	01	01	01	Male	Brother	Father's Home

The table indicates that the ratio of violent-victim characters is equal (6.250%). The percentage of psychological violence is 100% in 8.33% violence scenes of 6.34% minutes of drama. The violence is committed against women by a male character (brother) at father's home as portrayed in the drama Shab Gard.

### ***DRAMA # 03 SANGAM***

In drama Sangam 18 characters played their role in 19 scenes of 33.51 minutes

**TABLE # 01**

Number of violent/victim characters in violence scenes

Character	Scene-1	scene-2	scene-3	scene-4	Total
Violent	01	00	00	00	01
Victim	01	00	00	00	01

This table reveals that violent and victim characters are portrayed with equal ratio in equal number of scenes of the drama

**TABLE # 02**

Duration of psychological violence

Scene # 1	Scene # 2	Scene # 3	Scene # 4	Total
01 min,28 sec	00	00	00	01min,28 sec

The table indicates that total duration of psychological violence is 01.28 minutes

**TABLE # 03**

Status of Psychological violence against women as portrayed in PTV drama Sangam

Total Scene	Total Characters	No. of Violent Characters	No. of Violent Scenes	No. of Victims characters	Gender of violent Characters	Status of violent Character	Environment of violence
19	18	01	01	01	Male	Husband	Husband's Home

The table indicates that the ratio of violent-victim characters is equal (5.56%). The percentage of psychological violence is 100% in 5.26% violence scenes of 3.88% minutes of drama. The violence is committed against women by a male character (husband) at husband's home as portrayed in the drama Sangam.

#### ***DRAMA # 04 ANJAANEY RASTEY***

In drama Anjaaney Rastey 22 characters played their role in 16 scenes of 31.48 minutes

**TABLE # 01**

Number of violent/victim characters in violence scenes

Character	Scene-1	scene-2	scene-3	scene-4	scene-5	Total
Violent	01	01	01	01	01	05
Victim	01	01	02	03	02	09

This table reveals that 22.73% violent characters committed violence against and 41% victim characters in 31.25% of total scenes of the drama Anjaaney Rastey.

**TABLE # 02**

Duration of psychological violence

Scene # 1	Scene # 2	Scene # 3	Scene # 4	Scene-5	Total
21 sec	10 sec	14sec	22 sec	16 sec	01 min 23 sec

The table indicates that drama Anjaaney Rastey portrayed psychological violence of 1.23 minutes duration

**TABLE # 03**

Status of Psychological violence against women as portrayed in PTV Urdu drama Anjaaney Rastey

Total Scene	Total Characters	No. of Violent Characters	No. of Violent Scenes	No. of Victims characters	Gender of violent Characters	Status of violent Character	Environment of violence
16	22	05	05	09	Male=3 Female=2	Husband	Husband's Home
						Friend	Friend's Home
						Any other	Court

The table indicates that 41.00 % women psychologically victimized by 22.73% male and female violent characters during 01 minute and 23 seconds in 31.25% violence scenes of drama Anjaaney Rastey.

**DRAMA # 0 5 MEHNDI**

In drama MEHNDI 24 characters played their role in 12 scenes of 17 minutes 34 seconds

**TABLE # 01**

Number of violent/victim characters in violence scenes

Character	Scene-1	scene-2	scene-3	scene-4	Total
Violent	01	01	01	00	03
Victim	01	01	01	00	03

This table reveals that violent and victim characters are portrayed with equal ratio in equal number of scenes of the drama

**TABLE # 02**

Duration of psychological violence

Scene # 1	Scene # 2	Scene # 3	Scene # 4	Total
-----------	-----------	-----------	-----------	-------

1 min53 sec    2 min39 sec    31 min    00    03 min05 sec

The table indicates that total duration of psychological violence is 3.02 minutes

**TABLE # 03**

Status of Psychological violence against women as portrayed in PTV drama MEHNDI

Total Scene	Total Characters	No. of Violent Characters	No. of Violent Scenes	No. of Victims characters	Gender of violent Characters	Status of violent Character	Environment of violence
12	24	03	03	03	Male	Husband	Husband's Home Any Other Public Place

The table indicates that the ratio of violent-victim characters is equal (12.5%). As portrayed in drama MEHNDI, The percentage of psychological violence is 21.26% in 25% violence scenes of 20.18% minutes of total duration of drama. The violence is committed against women by husband at husband's home and an unknown male character at public place.

### ***DRAMA # 0 6 ACHANAK***

In drama ACHANAK 10 characters played their role in 22 scenes of 35 minutes duration

**TABLE # 01**

Number of violent/victim characters in violence scenes

Character	Scene-1	scene-2	scene-3	scene-4	scene-5	scene-6	scene-7	Total
Violent	01	02	01	01	01	01	01	08
Victim	01	01	01	01	01	01	01	07

This table reveals that the ratio of violent character (80%) is greater than victim's ratio (70%) equal number (07) of scenes in the drama

**TABLE # 02**

Duration of psychological violence

Scene-1 scene-2 scene-3 scene-4 scene-5 scene-6 scene-7 Total  
 20 sec 01 min 01 min 15 sec 15 sec 01 min 20 sec 15 sec 11sec 04 min 36 sec

The table indicates the portrayal of psychological violence for 04 minutes 36 seconds is committed against women in 07 scenes of drama Achanak

**TABLE # 03**

Status of Psychological violence against women as portrayed in PTV drama ACHANAK

Total Scene	Total Characters	No. of Violent Characters	No. of Violent Scenes	No. of Victims characters	Gender of violent Characters	Status of violent Character	Environment of violence
22	10	08	07	07	Male	Father	Father's Home
						Brother	Father's Home
						Husband	Husband's Home
						son	Husband's home

The table indicates that the ratio of violent character is 80% while victim characters' portrayal is 70%. The percentage of psychological violence is 100% in 31.8% violence scenes of 12.46% minutes of total duration of drama. The violence is committed against women by four male characters (father, brother husband and son) at father's and husband's home as portrayed in the drama Achanak.

### ***DRAMA # 07 SHANAKHT***

In drama shanakht 15 characters played their role in 18 scenes of total duration of 36 minutes and 55 seconds

**TABLE # 01**

Number of violent/victim characters in violence scenes

Character	Scene-1	scene-2	scene-3	scene-4	Total
Violent	01	01	01	00	03
Victim	01	01	01	00	03

This table reveals that violent and victim characters are portrayed with equal ratio in equal number of scenes of the drama

**TABLE # 02**

Duration of psychological violence

Scene # 1	Scene # 2	Scene # 3	Scene # 4	Total
20 sec	37 sec	09 sec	00 sec	01 min,06 sec

The table indicates that total duration of psychological violence is 01 minutes 06 seconds

**TABLE # 03**

Status of Psychological violence against women as portrayed in PTV drama S hanakht

Total Scene	Total Characters	No. of Violent Characters	No. of Violent Scenes	No. of Victims characters	Gender of violent Characters	Status of violent Character	Environment of violence
18	15	03	03	03	Male	Son	Father's Home
				'	Male	Any other	Institution male
					Female	Any other	Institution female

The table indicates that the ratio of violent-victim characters is equal (20%). The percentage of psychological violence is 24.73% in 16.70% violence scenes of 17% minutes of total duration of drama. The violence is committed against women by two males and one female characters (son and unknown male and female) at father's home and in an institution. The ratio of violent scenes remain 16.70% and while the portrayal of psychological violence is 24.73% in drama Shanakht.

**CONCLUSION**

This research study was initiated with the motive for probing into the depiction of psychological violence against women in PTV Urdu dramas. The aim of study was to find out whether the

psychological violence against women in PTV Urdu dramas is depicted or not. If yes then what is the amount of psychological violence in PTV Urdu dramas, what is the percentage of depiction of psychological violence against women and by whom it is committed with what ratio.

Data analysis indicates that psychological violence against women is portrayed in 23% scenes of seven PTV Urdu dramas during the week. The violence is depicted for 26.28% minutes of total duration of dramas in which 22.8% of women characters are psychologically victimized by 20.33% of total violent characters. Among these violent characters 88% are males 12 % are females. It is indicated that the ratio of victims is greater than the violent characters. The ratio of violence at husband's home (41.7%) by husband (33.33%) is significantly high than other violence environments and violent characters. Similarly the second big violence environment is father's home (25%) where sister is victimized by her brother (25%), father is also portrayed as violent character (16.8%). It is concluded that the portrayal of psychological victimization of woman by their husband and brother at husband's and father's homes is significantly in high ratio. Husbands are depicted as violent character with greater ratio than violent brother. Firstly the violence is portrayed at father's and secondly at husband's homes.

## REFERENCES

- Dominick R. Joseph (1993). "The dynamics of Mass Communication" MC - Gran Hill, New-York p. 14. :
- Narula Uma (1984). "Dynamics of Development Communication", University of Massachusetts, Amhist.
- Noil H. Borden (1984). "The Economic Aspects of Media", oxford Publications, London . P. 115.
- Pamela J. Shoemaker and Stephen D. Reese (1991). "Mediating the message", Long man publishers, London P. 12.
- Rubin R. B. and Rubin A.M. (1990), "Communication Research Strategies and sources", Belmont Ward worth.
- Stemple G.H. and Wesely B.H. (1981). "Research methods in Mass Communication", Englewood Cliff Prentice. Hall, London . P. 111.
- Turner C.W. and Peterson Lewis (1986). "The Naturalistic Studies of the Long - Term effects of Television violence", Journal of the social Issues 42(3): 51- 73. P. 354.
- Rule B.G and Ferguson T. (1986), "The effects of Media violence on attitudes, customs and cognition", Journal of social Issues 42(3): ' 29-50. P. 113.
- Cowan G. (1988), "Dominance and inequality in x - rated video cassettes", psychology of women 42(2): 29-31. P. 64



Journal quarterly, (1985). Mc - Millan publishing company, New York .

Geen R.G. and Thomas S.L., "The Immediate effects of media violence on Behaviour", Journal of social issues 42(3): 7 - 27, P. 74.

Declaration on the elimination of violence against women G.A. res. 48/104/48 U.N. Gaor Supp. (No. 49), U.N Doc A/48, 1993).

Ian Robertson (1980), "Sociology and the Human experiences", oxford publications, London P. 154.

## **ABOUT THE AUTHORS**

**DR. MUHAMMAD ASLAM PARVEZ** is Assistant Professor in the Department of Mass Communication, Gomal University. Dera Ismail Khan N.W.F.P. PAKISTAN

draslam\_jmc@yahoo.com

cell +923467992213

**MRS RUBINA ROSHAN** is Assistant Professor in the Department Of Mass Communication, University. Dera Ismail Khan. Pakistan

Cell 00923336089013

**MRS SUMMAIRA RIFFAT** is Assistant Professor of Statistics Govt. College for Women No.1 Dera Ismail Khan. Pakistan

E-Mail: summairariffat@yahoo.com

Cell# 00923219612213

**Mr. ZEESHAN QASIM** is Lecturer, Department of Mass Communication, Gomal University , Ismail Khan N.W.F.P PAKISTAN

Sovereign26@hotmail.co.uk

Cell +923467992212