Violent Contents In Pakistani And Indian Movies:
A Comparative Study

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Abstract

This study was conducted to explore and compare the magnitude of violence in Pakistani and Indian movies. Eight movies each from Pakistan and India were randomly selected from the year 2005. For the purpose of content analysis these films were thoroughly observed. Three categories of violence, verbal, physical and violence with the use/display of weapons were constructed.

The findings show that 8 Indian movies demonstrated violent scenes for a period of 4444 seconds from the total duration of 60739 seconds of the films time It means that the level of violence was 7.31% of the entire film' 'times.

Similarly Pakistani eight films of the total duration of 64367 seconds allocated 8921 seconds to violent scenes, which makes 13.85% of the total time of the eight films.

It indicates that Pakistani movies are devoting much more time to violent scenes as compared to Indian movies.

KeyWords: Portrayal, Bollywood, Lollywood, UNESCO, Schwarzenenegger

Introduction

Since their inception films are always considered to be the most attractive medium of entertainment. However, television has also gained popularity and is an important part of today's life but the glamour and fantasy in movies always attract public (1).

Movies mirror the society that creates them. Some movies offer an underlying political message. Other movies reflect changing social values. Still other movies are just good entertainment (2).

Violence has always played an important role various forms of entertainment. However, there is a growing consensus that, in recent years, something about media violence has changed. Mass media is often blamed of portraying violence in much more quantity than it is actually required. Same is the case with the movies of Bollywood and Lollywood. They are often blamed for portraying extra ordinary violence than actual in the society (3).

Violence is a general term to describe actions, usually deliberate, which cause or intend to cause injury to people, animals, or non-living objects. Violence is often associated with aggression. There are essentially two kinds of violence: random violence, which describes small-scale acts of random or targeted violence, and coordinated violence, which describes actions carried out by sanctioned or

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unsanctioned violent groups, such as war and terrorism (4).

Media violence is notoriously hard to define and measure. Some experts who track violence in television programming, such as George Gerbner of Temple University, define violence as the act (or threat) of injuring or killing someone, independent of the method used or the surrounding context (5).

The debate over media violence has eluded definitive answers for more than three decades. At first blush, the debate is dominated by one question---whether or not media violence actually causes real –life violence. However, closer examination reveals a political battle. On the one hand, there are those who blame media violence for societal violence. On the other are those who see regulation as the slippery slope to censorship or a smokescreen hiding the root cause of violence in society. One thing is certain: the issue of media violence is not going away (6).

Concerns about media violence have grown as television and movies have acquired a global audience. When UNESCO surveyed children in 23 countries around the world in 1998, a remarkable 88 percent of the children surveyed could identify "Arnold Schwarzenegger" character from film _Terminator_. UNESCO reported that "_terminator_ seems to represent the characteristic that children think are necessary to cope with difficult situations" (7).

The notion of media violence as a means of problem solving is reinforced by the entertainment in which both villains and heroes resort to violence on a continual basis. The Center for Media and Public Affairs (CMPA), which has studied violence in television, movies and music videos for a decade, reports that the "good guys" commit nearly half of all violence. The CMPA found that violence appears on all major television networks and cable stations, making it impossible for channel surfers to avoid It (8).

Some researchers argue that exposure to media violence causes aggression. Others say that the two are associated, but that there is no casual connection. (That both, for instance, may be caused by some third factor). Even those who agree that there is a connection between media violence and aggression disagree about how one affects the other. Other researchers argue that it is the physiological effects of media violence that causes aggressive behavior. Still others focus on the ways in which media violence primes or cues pre-existing aggressive thoughts and feelings. They argue that an individual's desire to strike out is justified by media images in which both the hero and the villain use violence to seek revenge, often without consequences ⁽9.

Howeve)r, there is a difference between the realistic (and necessary) portrayal of violence to tell a story or provide entertainment and the gratuitous violence, which seems to be the goal rather than a result of a plot ⁽10).

It is difficult (if not downright impossible) to actually articulate and draw the difference between necessary or acceptable violence and gratuitous

gratification of violence. That is one of the major problems, trying to decide which kind of violence to object to. Everybody with a brain tries to distinguish between gratuitous violence and necessary violence (11).

To judge violence in a particular mass medium, one has to develop his own definition of violence and then put it to the test.

Significance of the Study

The question of media violence is still as important as it was in earlier days, when mass media started to gain attention of its audience and viewers. With the popularity of films, researchers conducted many studies to find out / analyze how much violence this (movies) particular form of media is portraying.

  As this research study is confined to Pakistani and Hindi cinema (Lollywood and Bollywood respectively) it will add –up to our knowledge about the nature of films produced by both countries and we will compare Pakistani and Hindi movies in the perspective of violence. The content analysis of the movies would brief about the various nature of the scenes (i-e; how many scenes of violence and other material as songs, comedy etc are in the film). As the media violence is a world wide accepted talk, this research study has investigated that how much violence this popular medium of Pakistan and India is portraying.

Objectives of the Research

As the aim of this research is to investigate how much violence Pakistani and Hindi cinema is portraying, the research has the following main objectives.

1   The prime objective is to explore the ratio of violence in the cinema of India and Pakistan.

2   .To explain nature of violence in day to day life as well as its portrayal in movies of India and Pakistan.

3   To explore and document the portrayal of violence by Indian movies.

4   To explore and document the portrayal of violence by Pakistani movies.

5   To explore and determine the difference between Indian and Pakistani movies in term of portrayal of violence.

Literature Review
With the popularity of mass media, concerns about their contents and effects have also increased. Different social scientists have conducted many investigations to find out the contents of mass media and the effects of the content on general public.

There have been many debates on the issue of media violence. Some people suggest that the media is causing aggressive behavior while others feel that violence in the media can help to reduce an aggressive drive. While testing both of these theories, conclusions have showed that the media violence can have both positive and negative effects on an individual (12).

Much material has not direct relationship to the topic. Different studies of television violence are loosely related to the subject. Therefore these studies about the violent media content have also taken into account.

With regard to media contents and its effects on viewers, different researches have been conducted in Pakistan. A research about the impact of Pakistani movies was conducted by Fakhr-ud-Din Sial (13). Research methodology survey was mainly used. According to it, the violence scenes in Pakistani movies were creating a negative influence on youth.

Another research "Critical study of social issues in Pakistani movies 2000" was conducted by Afzal Shayfarad and Ashen Akhtar Naz. The research methodology used was content analysis. The results indicated that most of the producers of Pakistani film industry were not educated. Violence scenes in Pakistani movies, particularly in Punjabi movies, were not the true pictures of our society. Pakistani films did not portray the real social problems of the society. In this regard not only the producers, but also government was also responsible for the situation (14).

To judge the role of films in the promotion of crimes, a survey was conducted by Anjum Ijaz Kazmi and Muhammad Shahid in the central jail of Multan in which different prisoners and jail authorities were interviewed. Eighty-three percentage of prisoners said that films did not motivate them towards crime. Some prisoners also said that they were impressed by the positive factors of films (15).

To find out the impact of Indian movies on viewers, Usman Khalid conducted a survey research in 1998 in Mardan (Peshawar). Results of this study indicated that 25% male and 26% female viewers liked Indian movies. Eighty-six percentage men and 90% women said that movies had no effect on their religious values. For 65% male and 83% women Indian movies were better than Pakistani movies. According to video centers 66% people prefer Indian films (16).

In India during 2001, center for Advocacy and Research (CFAR) undertook a research project, Media violence and its impact on children with the support of UNICEF, UNESCO and Ford Foundation. It was a five-city field study conducted in Delhi, Luck now, Kolkata, Hyderabad and Ahmadabad with children between the ages of 6-12 belonging to different socio-economic groups. The ojective was to understand which aspects of media representation of violence appeal to children and to understand the relationship the children had with specific popular images and messages that depict violence. The research tool was Structured Focused Group (FGDs. The major findings of the study included that there was a story, lateral association between fictional depictions of crimes and real crimes. In Ahmadabad and Delhi, children displayed avid interest in real crime. Secondly, there was deep and varied knowledge of the world of crime, forensic sciences and criminals and thirdly strong support for figures of authority including Parents, Police, and teachers, especially among young children, in Lucknow (17).

In September 1999, Kanti Kumar conducted a research on "The Trend of Violence on Indian Screen and its Influence on Children". This study focused on the impact and scope of media violence on Indian children primarily focused on films and television, but also included computer and video games. The main study objectives were to examine the quantum of violence on the Indian Screen i.e. TV and films and how it is influencing the behaviors of children. For examining films and TV programs two separate sample lists were prepared. The films were selected randomly from 1970s to 1999; half of them were action-oriented films.

This study is notable to establish a cause-and-effect link between watching of violence and behavioral changes especially in children. (18).

In 1998 UNESCO conducted "A Global Research on Media Violence". The research was conducted in 23 countries selecting 5,000 12 year olds and all of them were provided exactly the standardized 60 items-questionnaire. The questions were not culture bound but related to respondents' media behavior, habits, preferences and social environment. The conclusion pronounced, "media violence is universal." The findings indicated that media influences every aspect of children's lives. This study also targeted some people to be more vulnerable to negative effects than others. For the children who were in high aggression or problematic environment, the violent content acted as catalyst (19).

Laval University professors Guy Paquette and Jacques de Guise studied six major Canadian television networks over a seven-year period, examining films, situation comedies, dramatic series, and children's programming. The study found that between 1993 and 2001, incidents of physical violence increased by 378 per cent. TV shows in 2001 averaged 40 acts of violence per hour (20).

The largest and most recent content analysis research on media violence was the National Television Violence Survey (NTVS) by Wilson in 1997-1998, which examined the amount and content of violence on American television for 3 consecutive years. The programs for NTVS were randomly sampled from 23 broadcast and cable channels over a 20-week period ranging from October to June during the 1994 through 1997 viewing seasons. The NTVS report revealed that 61% of programs on television contain some violence. Only 4% of all violent programs on television feature an antiviolence theme— or put in another way, 96% of all violent television programs used aggression as a narrative, cinematic device for simply entertaining the audience. These prevalence findings were quite consistent across 2 randomly sampled composite weeks of television from 3 different years. Moreover, most aggression on television is glamorized and trivialized. NTVS did not access violence in the news (21).

The National Television Violence study was conducted from 1995 through 1997 to evaluate the violent content of the media. It found that 61% of the programming portrayed interpersonal violence, much of it in an entertaining or glamorized manner. The highest proportion of violence was found in children's shows. Of all animated feature films produced in the United States between 1937 and 1999, 100% portrayed violence, and the amount of violence with intent to injure had increased through the years (22).

In a research conducted by The Center for Media and Public Affairs (CMPA), which had studied violence in television, movies and music videos for a decade, reported

that the "good guys" commit nearly half of all violence. Less than 10 per cent of the TV shows, movies and music videos that were analyzed, contextualized the violence or explored its human consequences. The violence was simply presented as justifiable, natural and inevitable -- the most obvious way to solve the problem (23).

Hypotheses:

After deep observation of the phenomenon under consideration, the following

research hypotheses were developed.

H1   It is more likely that the verbal violence portrayed by the Pakistani movies in terms of time and number of scenes will be greater than that portrayed by the Indian movies.

H2   It is more likely that violence with the use of weapons will be greater in terms of time and number of scenes in Pakistani movies than in the Indian movies.

H3   It is more likely that portrayal of physical violence will be greater in terms of time and number of scenes in Pakistani movies than in the Indian movies.

H4   The proportion of scenes containing violence will be greater in number in Pakistani films than in Indian films.

H5   The total duration of violent acts in Pakistani movies will be greater than that of Indian movies.

Research Design:

According to the Needs and Objectives of this Research the method of content analysis has been used. The violent content of the Indian and Pakistani movies has been analyzed.

Population and Period of the Study:

The population for the study is all Pakistani and Indian movies released in the year 2005.

Sampling and Sample Size: For the selection of the sample of both Pakistani and India movies simple random sampling technique is used. The researchers selected 8 Indian and 8 Pakistani movies for the purpose of analyzing violence.

Unit of Analysis: Portrayal of violent scenes and duration of time in seconds consumed by Indian and Pakistani movies have bee taken as units of analysis.

Category Construction: For our research purpose, we have categorized violence into

following three categories:

1- Physical Violence: Any scene in which a person (S) harm the other person (S) by slapping, dragging, beating by hand(s), to push someone in a way to hurt him/her, to tie a person with chain or ropes falls in the category of physical violence.

2- Verbal Violence: Any scene in which people use hard and sub-standard language about others, shout at each other, threats to harm or to kill someone or to damage property, falls in the category of verbal violence.

3- Use / Display of weapons: The use or display of weapons includes all type of weapons from traditional to modern ones. The category includes the scene to kill or injure a man by beating him with sick, chain or by automatic shooting device. Scenes in which weapons are shown just to threat the other person or causing destruction also fall in this category.

Data Collection and Data Presentation:

The basic data for the research has been collected by viewing the selected sample according to the defined categories in coding sheet. For collecting data, the researchers prepared a data-collecting sheet in which 3 defined categories were mentioned. During movie viewing, the researchers placed the scenes in concerned category along with the time of the scenes. In the end, all the scenes of each category and their time were counted and then they were presented in the form of tables and significant difference explained in descriptive form with each table.

Data Collection Device/Coding Sheet: Data collection device is coding sheet in which the researcher placed the data according to the defined categories of violence in terms of time and number of scenes.

Reliabality: In order to check the reliability of this study the method of inter- coder reliability was used. All the violence scenes of Indian and Pakistani movies were intra-coded and double coded by the researcher and inter-coded by an M. Phil scholar, Miss Rooh-e-Aslam. She analyzed the violent content of 4 movies out of 16 with the help of given coding sheet. Results of intra coder and inter coder analysis were found almost 97%.

Table no. 1
Analysis of violence in indian movies

S. No	Movie Name	No. of Physical Violence Scenes	No. of Verbal Violence Scenes	No. of Use/Display of Weapons	Total Duration of Violence Scenes (Seconds)	Movie Duration (in seconds)	% of Violence
1	7/1/2Phere	11	57	0	308	7252	6.93
2	Bunty Aur Bubly	3	1	4	57	8700	1.28
3	Dus	16	9	77	1195	8627	26.86
4	Pari Neeta	6	40	0	348	7703	7.89
5	Ashiq bnaya Aap Nay	11	10	3	760	6759	17.10
6	Dil Jo Bhi Kahey	4	22	0	314	7164	7.06
7	Page 3	29	51	7	600	8497	13.50
8	Sarkar	5	17	13	863	6037	19.41
Grand Total		85	207	104	4444	60739	7.31

The data in table No.1 indicate the portrayal of number of violent scenes with their total duration in seconds by eight Indian movies. There were total of 396 violent scenes, including 83 scenes of physical violence, 207 verbal violence scenes and 104 scenes of violence with use /display of weapons.

The total duration of the violent scenes was 4444 seconds, which makes 7.31% of the total duration of 60739 seconds of the 8 Indian movies.

Analysis of Violence in Pakistani Movies

Table No. 2

Serial No.	Name of Movie	No. of Physical Violence Scenes	No. of Verbal Violence Scenes	No. of Use /Display of Weapons Scenes	Total duration of Violence Scenes	Movie Duration In Seconds	% of Violence
1	Dekha Pehlibar ar	18	14	27	1327		14.87
2	Jhalak	6	16	6	784	27225	7.60
3	Naag Aur Naghan	2	12	2	417	9110	4.67
4	Sahib Log	15	19	12	886	8453	9.93
5	Haftey Ki Raat	18	25	33	937	7500	10.5
6	Koi Tuj Sa Kahan	3	13	9	510	7223	5.71
7	Pappu Shahzada	16	25	31	2329	9210	26.10
8	Shero Badsha	20	26	36	1831	7831	20.52
Grand Total		98	150	156	8921	64367	13.85

Table No 2 show that there were total number of 404 violent scenes in 8 Pakistani movies, including 98 scenes of physical violence 150 scenes of verbal violence and 156 scenes of violence wherein weapons were used or displayed.

The total duration of these violent scenes was 8921 seconds which makes 13.85% of the total movies' duration of 64369 seconds.

Duration of Violent Scenes in Indian and Pakistani Movies

Table no. 3

	Indian Movies	Pakistani Movies
Physical Violence	846 Seconds (37.52%) 85 Scenes (46.44%)	1409 Seconds (62.48%) 98 scenes (53.56%)
Verbal Violence	2185 Seconds (34.54%) 207 scenes (57.98%)	4199 seconds (65.46%) 150 Scenes (42.02%)
Violence by the use/ display of weapon	1385 Seconds (29.48%) 104 Scenes (40%)	3313 seconds (70.52%) 156 Scenes (60%)
Total	4444 Seconds (33%) 396 Scenes (49.5%)	8921 seconds (67%) 404 Scenes (50.5%)

The data in the table No. three indicate that Indian films displayed physical violence for 846 seconds (37.52%) in 85 scenes (46.44), while Pakistani movies showed violence for 1409 seconds (62.48 %) in 98 scenes (53.56 %)

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 Similarly Indian movies showed 207 scenes (57.98%) based on verbal violence for a period of 2185 seconds (34.54%). In comparison to that, Pakistani movies showed 150 violent scenes (42.02%) of the duration of 4199 seconds (65.46%).
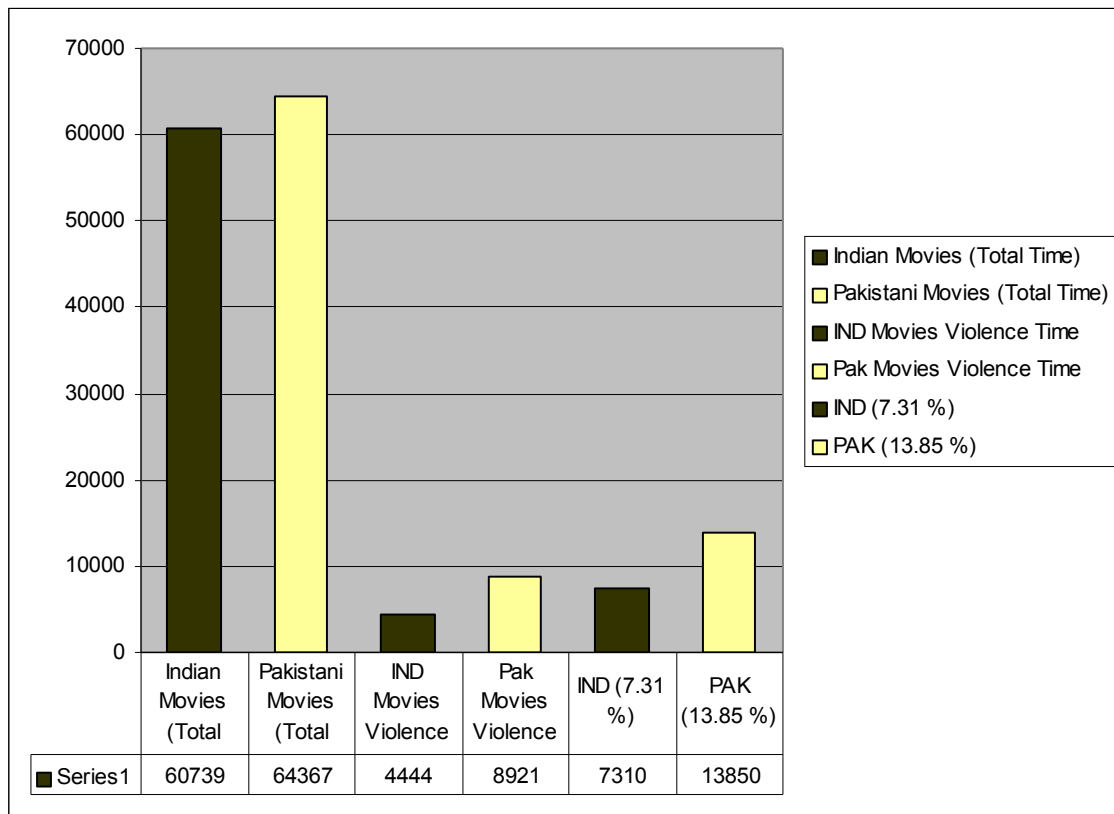
As far as violence with the use/ display of weapons is concerned, Indian movies allocated 1385 seconds (40%) of violence in their 104 scenes, while Pakistani movies showed 3313 seconds (60%) violence in 156 scenes.

 Cumulative comparison shows that Indian movies displayed violence in 396 scenes (49.5%) for the duration of 4444 seconds, which is 33% of the total time. As far as their counterparts, Pakistani movies are concerned, in 404 violent scenes (50.5%) ,they showed violence for 8921 seconds, which makes 67% in relation to the Indian movies.

Comparison Of The Duration Of Violence In Paksitani And Indian Movies
Table no. 4

	Indian Movies	**Pakistani Movies**
Total duration of movies (Seconds)	60739 Seconds	64367 Seconds
Total Violent Scenes	396	404
Total Duration of Violent Scenes	4444 Seconds	8921 Seconds
Percentage of the Duration of Violence	7.31	13.85

Series1	60739	64367	4444	8921	7310	13850
	Indian Movies (Total	Pakistani Movies (Total	IND Movies Violence	Pak Movies Violence	IND (7.31 %)	PAK (13.85 %)

The data in table and graph No. 4 reveal that there is significant difference between violence portrayal by Pakistani and Indian movies. Pakistani films have given significant time period in seconds to overall violent incidents (8921 seconds) as compared to Indian movies which, portrayed violence for 4444 seconds. When we compare total duration of violent scenes in Pakistani (64367 seconds) and Indian movies (60739 seconds) keeping in view the total duration of movies of both the countries then it becomes evident that Pakistani movies portrayed 13.85% and Indian movies portrayed only 7.31% violent incidents.

Findings and Conclusions:

  Media Violence researches attempt to determine whether a link between consuming media violence and subsequent aggressive and violent behavior exist. Most of the researches on media violence are based on violence in the media and its effect on the viewers.

          This research is based on the quantitative analysis of violent content in the movies of India and Pakistan.

In this research the violence has been measured in the movies of Pakistan and India to determine:

  ✓ How much scenes of violence have been displayed in the movies?
  ✓ How much time has been given to the violent scenes? And
  ✓ What type of violence has been shown in the movies?

So the researcher has tested hypotheses in the perspective of time and scenes in both Pakistani and Indian movies.

The first hypothesis predicted that "it is more likely that the verbal violence, in terms of time and scenes, portrayed by the Pakistani movies will be greater than that portrayed by the India movies".

The data given in the table No. 3 partly support the hypothesis. Compared together, Indian movies devoted 34.54% time for verbal violence scenes and Pakistani movies gave 65.46% time. Whereas the number of violent scenes in Pakistani films were less as compared to Indian films. Pakistani films had 42.02% and Indian films had 57.98% violent scenes. In spite of the less number of violent scenes, Pakistani movies had given more time to these scenes. So, Pakistani movies are portraying much more verbal violence as compared to Indian movies.

The second hypothesis predicted that "it is more likely that violence with the use/ display of weapons, both in terms of time and number of scenes, will be greater in Pakistani movies than in the Indian movies."

The data in table No. 3, strongly supported this hypothesis. The number of scenes in which weapons were used/ displayed in Pakistani and Indian movies was 60% and 40%, respectively. Whereas, the percentage of time given to these scenes in Pakistani films was 70.52%, and 29.48% in Indian films.

The third hypothesis predicted that "it is more likely that portrayal of physical violence in terms of time and number of scenes, will be greater in Pakistani movies than in the Indian movies."

In the light of the data in table No. 3, this hypothesis also stands accepted. The proportion of physical violence scenes in Pakistani films was 53.55% and in Indian films it was 46.44%. Whereas, the time duration of physical violence scenes in Pakistani films was 62.48% and in Indian films, 37.52%.

The fourth hypothesis goes: "The proportion of scenes containing violence will be more in the Pakistani films than in Indian movies".

The results of the study indicate that there was no significant difference in the number of violent scenes of Pakistani and Indian films (50.5% in Pakistani and 49.5% in Indian films). Therefore this hypothesis has also been slightly supported by the facts and figures given in table No. 3.

Our 5th hypothesis was: " The proportion of the total duration of violent acts in the total duration of Pakistani movies will be greater than that of the Indian movies".

This hypothesis has also been strongly supported by data given in table No. 4.

The total duration of Pakistani movies is 64367 seconds and the proportion of this time allotted to violent acts is 8921 seconds. As compared to it, Indian movies total duration is 60739 seconds and the proportion of it allocated to the violent acts is to the tune of 4444 seconds. Table 4 and graph No. 1, reveal further that, keeping in view the above-mentioned proportion, Pakistani films spent 13.85% of their time for the violent acts while the Indian films devoted only 7.31% time for this purpose.

One more thing that was observed that violence in Pakistani Punjabi films was Pakistani Urdu films. Although the sample had only 3 Punjabi films from *Lollywood* but these movies had much more violence as compare to Urdu films. Moreover, the dialogues

in Punjabi movie were delivered so loudly than Urdu films and their way of delivery was so harsh that it became difficult to differentiate between violent /aggressive dialogue and a normal one.

The scenes in which weapons were used/ displayed, Indian movies used latest weapons as compared to Pakistani movies and the use of latest technology made it standardized which Pakistani movies lack.

Discussion:

Violence has always played a role in entertainment. Media violence is hard to define and measure. Something that is taken as violence by one person may not be a violent act for the other. In simple words, the definition of violence varies from person to person.

This research has quantitatively measured violence in Pakistani and Indian film industry. It is clearly evident from the given facts and figures that Pakistani movies are using more violence to attract their audiences as compared to their counterparts, Indian films. Does it explain that the magnitude of social violence in both the Pakistani and Indian societies is correlated with the violence in their film industry, can be a very important topic for investigation for future researchers.

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