



# Journal for Current Sign

Online ISSN (3006-1504)

Print ISSN (3006-1490)



## THE INFLUENCE OF TV DRAMAS ON UNIVERSITY STUDENTS: WOMEN'S EMPOWERMENT AND MEDIA AWARENESS

Dr. Ashraf Iqbal  
Maiha Kamal  
Ayesha Irfan\*



<https://currentsignjournal.com/index.php/JCS/index>



**HJRS** HEC Journal Recognition System



## The Influence of TV Dramas on University Students: Women's Empowerment and Media Awareness

### Dr. Ashraf Iqbal

Assistant Professor,  
Department of Mass  
Communication, GCU,  
Faisalabad.

[ashraf\\_zahidi@yahoo.com](mailto:ashraf_zahidi@yahoo.com)

### Maiha Kamal

PhD Scholar, Department of  
Mass Communication, GCU  
Faisalabad.

[maihakamal05@gmail.com](mailto:maihakamal05@gmail.com)

### Ayesha Irfan\*

MPhil Scholar, Department of  
Mass Communication, GCU  
Faisalabad.

Corresponding Author Email:

[address.scholarayesha252@gmail.com](mailto:address.scholarayesha252@gmail.com)

### Abstract

The research project delves into the mighty realm of TV dramas and their impact on university students' awareness and perceptions regarding women's empowerment. The research project unfolds the multifaceted narrative by representing the insights from an exhaustive questionnaire-based survey. The research findings highlight the significant role of television dramas, especially Pakistani dramas, in raising awareness and promoting positive perceptions of women's empowerment. The more significant part of respondents

might recognize the capability of Pakistani dramas in empowering women's cooperation in different domains and further advancing empowerment. Besides, Pakistani dramas are viewed as powerful tools for informing and educating women about their rights, adding to the more extensive discourse on women's empowerment.

**Keywords:** Women Empowerment, Drama, Characters, Students, Media, Awareness.

### Introduction

In the age of digital media, television series emerge as formidable agents in molding societal outlooks, fostering consciousness on a range of pertinent concerns. One such focal issue that has surged to the forefront is the promotion of women's empowerment. The sway of television series upon university students as facilitators of women's empowerment awareness manifests as a thought-provoking domain to explore (Bisht, 2016). This inquiry delves into the clout of storytelling and media in shaping societal values and viewpoints in an epoch marked by shifting norms and a



heightened consciousness of gender equality. Within this dynamic context, the resonance of television series holds undeniable significance. This exploration strives to delve deep into the manner in which television series exert their influence on university students, subsequently nurturing awareness of women's empowerment. Over the span of decades, television has entrenched itself as an ever-present facet of our lives. It functions as a wellspring of amusement, a fount of information, and, above all, as a mirror that reflects the prevailing societal norms and dynamics. Television series, in particular, possess an uncanny capability to captivate and engross audiences by presenting narratives and characters that elicit resonance. These series operate as a mirror, faithfully echoing societal patterns, and concurrently serve as a window, allowing glimpses into the lives and experiences of varied individuals.

Women's empowerment, grounded in granting women autonomy, access to resources, and opportunities to make self-determinations, has risen to eminence as a topic of global import. The struggle for gender parity remains in numerous societies, including those housing institutions of higher learning. Television series have burgeoned as a potent medium for addressing and endorsing issues of women's empowerment, casting their influence wide and encompassing university students, a demographic poised at a critical juncture in their intellectual and social evolution. The impact of television series on university students about women's empowerment unfurls in a multifaceted tapestry, enmeshing diverse facets of their lives and perceptions. To glean a comprehensive view, one must scrutinize the underpinnings that kindle university students' fascination with television series, the modes through which these series portray women's empowerment, and the ensuing sway upon students' mental landscapes, convictions, and comportment.

### **Objective of the Study**

- ✓ To explore the impact of Pakistani drama in creating awareness regarding women's empowerment.
- ✓ Pakistani dramas promote women's empowerment to encourage women in society.
- ✓ To know the university student's perception regarding women's portrayal in TV drama.



## **Research Questions**

- 1) Do TV dramas have an impact on creating awareness regarding women's empowerment?
- 2) Do Pakistani dramas promote women's empowerment to encourage women in society?
- 3) What is the perception of university students regarding women's portrayal in TV dramas?

## **Hypothesis**

1. Pakistani TV dramas are creating awareness among university students.
2. Pakistani TV dramas are not creating awareness among university students.
3. Pakistani dramas are taking measurements regarding women's empowerment.

## **Literature Review**

Television dramas have historically held a prominent position as a means of entertainment and communication, captivating diverse audiences. Beyond their role in providing amusement, these programs possess the remarkable capacity to shape public opinion, attitudes, and awareness, especially concerning socially significant issues such as women's empowerment (Currier Sweet, 2012). The portrayal of women within TV dramas can serve as either a reinforcing agent of traditional stereotypes or a catalyst for challenging entrenched norms, rendering this a sphere of study that commands profound attention. The ensuing exploration endeavors to delve into the complexities surrounding the impact of TV dramas on the cultivation of awareness with regard to women's empowerment.

## **Perception of University Students Regarding Women Portrayal in TV Dramas**

The perceptions of university students concerning the portrayal of women in TV dramas might differ depending on the individual and their values, experiences, and beliefs. It is vital to notice that university students are an assorted group with various perceptions and backgrounds. Firstly, a few university students might think that women are often portrayed in stereotypical roles in TV dramas, for example, being excessively emotional, focusing on appearances, and depending on men. They might see the



portrayals as restricting and not reflecting women's diverse proficiency and abilities in real life. Secondly, numerous university students might appreciate TV dramas that exhibit multidimensional, independent, and strong female characters. The university students perceive a few portrayals as engaging and empowering for women, breaking stereotypes and portrayal. Overall, the perception of students regarding the portrayal of women in TV dramas might differ, and there is likewise a developing desire and awareness for further diverse and nuanced portrayals that might go by some customary stereotypes and more focus on empowerment as opposed to the objectification (Agnes Theuri, 2020).

The students declare that such portrayals add to cultural imbalance and limit the opportunities and roles accessible to women. Hence, the students admire the TV dramas that portray women as independent and strong human beings who challenge traditional gender standards. They declare that these portrayals might empower and inspire women, breaking cultural boundaries and advancing gender equality. Overall, their perceptions of women's portrayal in TV dramas fluctuate, impacted by personal attitudes, social background, and individual understandings of the media portrayal. It is important to perceive that the students are not a monolithic group. Moreover, the discussions on the portrayal of women in TV dramas frequently cross with more extensive discussions about media portrayal, cultural change, and women's rights. These conversations might be effective and develop continuously as cultural values and standards change and the latest television dramas are consumed and produced.

### **Measurements for Awareness Regarding Women's Empowerment**

Pakistani TV dramas contain a history of resolving cultural and social issues, and women's empowerment might be a repetitive theme in many of these dramas. Throughout the decades, these dramas had a significant impact in advocating for gender equality and challenging cultural standards. Pakistani dramas frequently portray the issues and challenges women face in society, including issues such as unequal treatment, harassment, child marriages, and domestic violence. By depicting these challenges, these dramas might encourage discussions and raise awareness. These Pakistani dramas frequently provoke discussions about women's empowerment and rights in society. The viewers, political and social activists, have sometimes involved





these dramas as a platform to support change. A few dramas have supported women's rights and featured the requirement for social and legal changes to protect women from violence and discrimination. A few dramas have also focused on the significance of women's career and education opportunities. They exhibit female characters seeking careers and education that may impact the viewers to value the empowerment of women in these perspectives (U.S. Department of Health, 1979)

Moreover, Pakistani dramas have resolved the critical social problems influencing women, such as forced marriages and gender discrimination. By revealing the light on these problems, Pakistani dramas played an important role in encouraging discussions on gender-based issues and raising further awareness. They have also shown such challenges' outcomes, prompting expanded support for women's rights. Furthermore, a few Pakistani drama serials feature strong female idols that make a good example for the television viewer. These drama characters exhibit determination, resilience, and courage by empowering women to stand up for their rights and pursue their visions (Sharma, 2020).

### **Issues Regarding Women's Empowerment**

Women empowerment in Pakistani dramas might reach out to challenging cultural standards and support the participation of women in different fields, which include education, business, and politics. The Pakistani dramas frequently feature the problems that are faced by women in these male-dominated fields, additionally accentuating their willpower to succeed. By depicting these narratives, Pakistani dramas mean to motivate and educate their viewers about the significance of women's empowerment, encouraging significant discussions and achieving positive changes in the public eye. As there is still a progression to make, the effect of the dramas on expanding awareness concerning women's empowerment might not be underestimated (KHOBRADE, 2019).

These dramas significantly impact the public point of view and an extensive viewership. At the point when they depict women's empowerment positively, they may change the traditional mindsets and inspire the social challenge. A few dramas have displayed women in leadership positions, like Presidents, activists, and politicians, advancing the possibility that women may succeed in positions of influence and power. The negative portrayals



may build up existing inclinations. The Pakistan Electronic Media Regulatory Authority (PEMRA) sometimes directs the dramas' content, frequently citing concerns about ethical values. A few Pakistani dramas have presented empowered and strong female protagonists who oppose traditional gender roles. Hence, these characters frequently pursue individual goals, careers, and education, inspiring women to do the same.

### **Methodology**

we embark on a comprehensive exploration of the methodological underpinnings that govern our research endeavors. We will meticulously delineate the rationale behind our choice of specific data collection techniques and sampling methodologies while simultaneously furnishing a robust rationale for these selections (Andrew Allan, 2019).

### **Research Design**

Researchers adopting this paradigm often harness a diverse toolkit of techniques, including interviews, observations, or content analysis, in their tireless quest to meticulously unravel and interpret the intricate tapestry of human experiences and perspectives. This approach is not merely concerned with surface-level observations; rather, it plunges into the depths to unearth the bedrock of motivations, belief systems, and social constructs that govern human conduct and interactions. Conversely, conceptual, quantitative research adopts a radically different stance, one steeped in the pursuit of empirical data. Its *raison d'être* is the establishment of empirical evidence and the revelation of objective truths pertaining to specific phenomena. This research paradigm exclusively traffics in quantifiable data and aspires to delineate a reality that is steadfast and quantifiable. Researchers who pledge allegiance to this approach are often seen wielding a formidable arsenal of structured surveys, experimental designs, and statistical analysis techniques.

### **Sampling and Data Collection**

This segment shall elucidate the specific methods employed for data aggregation in the study. It is imperative to furnish the rationale behind the selection of these specific strategies and, moreover, to delineate how they harmonize with the research objectives. This exposition endeavors to underscore the appropriateness and validity of the elected approaches (Ala Younis, 2022). The process of formulating an inaugural questionnaire for



the research project was initiated by pinpointing the primary area of interest within the chosen research topic. Diverse potential research outcomes were subsequently scrutinized, encompassing a wide spectrum of potentialities stemming from the study. After deliberate contemplation, one distinct outcome was designated as the central focal point for the research, thereby engendering a lucid and precisely defined objective upon which to scaffold the preliminary survey.

**Research Question 1: "Do TV dramas have an impact in creating awareness regarding women's empowerment?"**

According to 83.3% of respondents, Pakistani TV dramas play an essential role in raising awareness about the importance of encouraging women to participate in a variety of sectors. A large number of respondents agree that TV dramas can influence public perception of women's empowerment. This supports the theory that university students are becoming more informed as a result of Pakistani TV programs.

**Research Question 2: "Do Pakistani dramas promote women's empowerment to encourage women in society?"**

A total of 69.3% of respondents, Pakistani dramas support women's empowerment and promote women in the community. The idea that Pakistani TV dramas promote women's empowerment to inspire women in society is supported by the majority of respondents' perceptions that Pakistani dramas are successfully doing so.

**Research Question 3: "What is the perception of university students regarding women's portrayal in TV dramas?"**

University students have a mixed opinion of how women are portrayed in TV shows. Although 51.6% believe Pakistani dramas do not present a perfect image of women, 38.6% disagree. According to the study's results, university students have different opinions on how women are portrayed in TV dramas. It does not clearly address the research question.

In this chapter, we embark on a comprehensive exploration of the methodological underpinnings that govern our research endeavors. We will meticulously delineate the rationale behind our choice of specific data collection techniques and sampling methodologies while simultaneously furnishing a robust rationale for these selections (Andrew Allan, 2019). Furthermore, we will delve into the measures instituted to safeguard the





integrity of our research, including a detailed examination of the pre-testing procedures for our survey instrument.

## Research Design

Within the ambit of our research, we navigate a terrain characterized by two overarching methodologies: qualitative and quantitative research. These methodological paradigms, in turn, find their niche within the broader categories of conceptual and methodological research, as defined by Minchiello et al. in their work dating back to 1990. Conceptual, qualitative research embarks on a profound exploration of the intricacies of human behavior, seeking to forge an all-encompassing understanding of this complex phenomenon. Its focal point lies in plumbing the depths of human actions, endeavoring to capture the dynamic and negotiated facets of reality.

Researchers adopting this paradigm often harness a diverse toolkit of techniques, including interviews, observations, or content analysis, in their tireless quest to meticulously unravel and interpret the intricate tapestry of human experiences and perspectives. This approach is not merely concerned with surface-level observations; rather, it plunges into the depths to unearth the bedrock of motivations, belief systems, and social constructs that govern human conduct and interactions. Conversely, conceptual, quantitative research adopts a radically different stance, one steeped in the pursuit of empirical data. Its *raison d'être* is the establishment of empirical evidence and the revelation of objective truths pertaining to specific phenomena. This research paradigm exclusively traffics in quantifiable data and aspires to delineate a reality that is steadfast and quantifiable. Researchers who pledge allegiance to this approach are often seen wielding a formidable arsenal of structured surveys, experimental designs, and statistical analysis techniques. Through a systematic process of data collection and analysis, the primary aim is to harness statistical evidence and unearth patterns, relationships, or trends lurking within the data, ultimately empowering the researcher to craft well-informed and generalizable conclusions. In our research project, we have chosen to harness the synergistic potential of both these research paradigms (Sundarakani, 2017). The decision to do so is grounded in recognition of Dubai and the UAE as epicenters of global logistical activity.



## **Sampling and Data Collection**

This segment shall elucidate the specific methods employed for data aggregation in the study. It is imperative to furnish the rationale behind the selection of these specific strategies and, moreover, to delineate how they harmonize with the research objectives. This exposition endeavors to underscore the appropriateness and validity of the elected approaches (Ala Younis, 2022). The process of formulating an inaugural questionnaire for the research project was initiated by pinpointing the primary area of interest within the chosen research topic. Diverse potential research outcomes were subsequently scrutinized, encompassing a wide spectrum of potentialities stemming from the study. After deliberate contemplation, one distinct outcome was designated as the central focal point for the research, thereby engendering a lucid and precisely defined objective upon which to scaffold the preliminary survey.

The ensuing phase entailed the crafting of the preliminary survey. The survey was meticulously contrived on Google Forms to accumulate data and glean insights germane to the selected research outcome. It encompassed a fusion of closed-ended questions furnished with predetermined response options. In the course of survey development, researchers actively engaged in extensive discourse with the project manager. These exchanges played a pivotal role in ensuring the exhaustive coverage of the research topic and the incorporation of fundamental aspects germane to the chosen research outcome.

## **Response to Questions**

### **Question 1: Do TV dramas have an impact on creating awareness regarding women's empowerment?**

A total of 83.3% (53.3% agree and 30.7% strongly agree) of respondents believe that Pakistani TV dramas play an important role in creating awareness to encourage females to participate in different fields of life. This indicates that a significant portion of the participants perceive TV dramas positively in terms of raising awareness about women's participation.



**Question 2: Do Pakistani dramas help women in making decisions according to their own will?**

62.6% (37.3% agree and 25.3% strongly agree) of respondents agree with the statement, suggesting that many students believe that Pakistani dramas help women make decisions according to their own will. However, there is a group (6.7%) who strongly disagrees with this statement.

**Question 3: Do Pakistani dramas promote women's empowerment to encourage women in society?**

69.3% (40% agree and 29.3% strongly agree) of respondents believe that Pakistani dramas promote women empowerment to encourage women in society. However, a portion of respondents (16.7%) either disagree or strongly disagree with this statement, indicating some variation in perceptions.

**Question 4: Are Pakistani dramas a healthy source of entertainment regarding women's empowerment?**

A majority of respondents, 65.4% (34.7% agree and 30.7% strongly agree), view Pakistani dramas as a healthy source of entertainment regarding women's empowerment. Nevertheless, there is also a group (18.6%) who either disagree or strongly disagree with this statement.

**Research Question 5: Do Pakistani dramas have an impact on university students' perceptions?**

A total of 77.4% (42.7% agree and 34.7% strongly agree) believe that Pakistani dramas have an impact on university students' perceptions. A smaller portion of respondents (9.3%) disagrees with this statement.

**Question 6: Do Pakistani dramas portray a perfect image of women?**

There's a mixed response to this question. While 51.6% (26.7% agree and 25.3% strongly agree) believe that Pakistani dramas do not portray a perfect image of women, 38.6% (21.3% disagree and 17.3% are neutral) have a different perspective.

**Question 7: Do Pakistani dramas highlight women's issues in their stories?**

A majority of respondents, 73.4% (38.7% agree and 34.7% strongly agree), think that Pakistani dramas highlight women's issues in their stories. This suggests that a significant portion of the participants perceive that these dramas address women's issues.



**Question 8: Do Pakistani dramas portray the challenges faced by women in society?**

82.7% (52% agree and 30.7% strongly agree) of respondents agree that Pakistani dramas portray the challenges faced by women in society. This indicates that the majority of participants perceive that these dramas address challenges faced by women.

**Question 9: Do Pakistani dramas bring a positive change to alter students' perceptions over a few years?**

62.7% (34.7% agree and 28% strongly agree) of respondents believe that Pakistani dramas bring a positive change to alter students' perceptions over a few years. However, a portion (21.3%) disagrees or strongly disagrees with this statement.

**Question 10: Do Pakistani TV dramas convey messages to make women strong in society?**

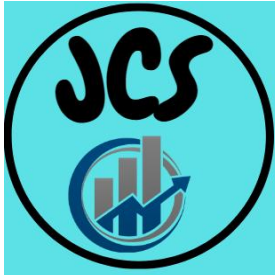
70.7% (40% agree and 30.7% strongly agree) of respondents believe that Pakistani TV dramas convey messages to make women strong in society, but a significant portion (25.4%) disagrees or strongly disagrees.

The statistical analysis of these findings was done and calculated the value of maximum, minimum, mean, and standard deviation.

Question	N	Minimum	Maximum	Mean	Std Deviation
Question 1	75	13.3%	53.3%	31.1%	16.2%
Question 2	75	6.7%	37.3%	24.0%	10.6%
Question 3	75	8.0%	40.0%	34.6%	15.4%
Question 4	75	9.3%	34.7%	32.4%	11.4%
Question 5	75	4.0%	42.7%	33.7%	14.2%
Question 6	75	9.3%	26.7%	18.5%	5.9%
Question 7	75	5.3%	38.7%	36.7%	11.7%
Question 8	75	2.7%	52.0%	38.5%	17.3%
Question 9	75	8.0%	34.7%	31.5%	10.8%
Question 10	75	4.0%	40.0%	35.4%	15.7%

**Research Question 1: "Do TV dramas have an impact in creating awareness regarding women's empowerment?"**

According to 83.3% of respondents, Pakistani TV dramas play an essential role in raising awareness about the importance of encouraging women to participate in a variety of sectors. A large number of respondents agree that



TV dramas can influence public perception of women's empowerment. This supports the theory that university students are becoming more informed as a result of Pakistani TV programs.

### **Research Question 2: "Do Pakistani dramas promote women's empowerment to encourage women in society?"**

A total of 69.3% of respondents, Pakistani dramas support women's empowerment and promote women in the community. The idea that Pakistani TV dramas promote women's empowerment to inspire women in society is supported by the majority of respondents' perceptions that Pakistani dramas are successfully doing so.

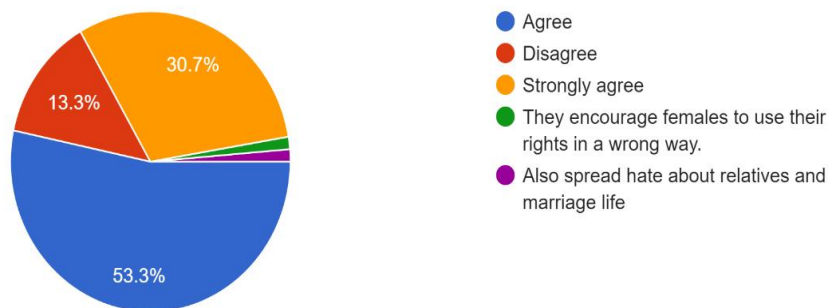
### **Research Question 3: "What is the perception of university students regarding women's portrayal in TV dramas?"**

University students have a mixed opinion of how women are portrayed in TV shows. Although 51.6% believe Pakistani dramas do not present a perfect image of women, 38.6% disagree. According to the study's results, university students have different opinions on how women are portrayed in TV dramas. It does not clearly address the research question.

### **Appendix 3: Response of the Participants**

Pakistani dramas play an important role in creating awareness to encourage females to take part in different fields of life.

75 responses



**Figure 1: Pakistani dramas play a role in creating awareness**

### **Recommendations**

In light of these conclusions and findings of a research project investigating the effect of television dramas on the student's perceptions and awareness





concerning women's empowerment, some accompanying recommendations are put forward:

**Diverse Portrayals of Women:** Content creators and television producers might go for various nuanced and diverse depictions of women in Pakistani dramas. It might assist with tending to mixed understanding among the students and give a more adjusted portrayal of women's societal roles and power.

**Continuous Awareness-building:** Considering that a critical portion of the respondents consider a positive effect of television dramas on women empowerment, there might be a chance to proceed and grow awareness-building endeavors by this medium. The producers might collaborate with associations working on women's problems to coordinate instructive messages and content in their dramas.

**Quality Content Development:** Television makers might also keep a guarantee of producing quality content that resolves women's issues in society. It incorporates authentic and well-researched narrating, which resonates with the audience and adds to significant conversations on women's empowerment.

**Audience Engagement:** The producers might effectively draw in the audience, including the university students, to assemble insights and feedback. It should be possible through social media platforms, focus groups, and surveys, taking into consideration a superior comprehension of the audience's concerns and preferences (Khan, 2019).

## References

- Agnes Theuri, A. O. (2020). *Dialectical Perspectives on Media, Health, and Culture*. Retrieved from [https://www.google.co.uk/books/edition/Dialectical\\_Perspectives\\_on\\_Media\\_Health](https://www.google.co.uk/books/edition/Dialectical_Perspectives_on_Media_Health)
- Ahmed, S., Sajid, I.A. and Butt, B.I., 2021. Religion, community resilience and countering violent extremism in Dir Valley, Pakistan. *Journal of Humanities, Social and Management Sciences (JHSMS)*, 2(2), pp.213-227.
- Asif, M., 2013. *Media role for women's empowerment in Southern Punjab (Multan City) Pakistan* (Master's thesis, Norwegian University of Life Sciences, Ås).



- Ahmed, A. and Khalid, M.Z., 2012. Construction of contemporary women in soap operas. *Global Media Journal*, 3(1), pp.1-9.
- Ahmed, S. and Wahab, J.A., 2019. Paradox of women empowerment: The representations of women in television dramas in Pakistan. *International Journal of Academic Research in Business and Social Sciences*, 9(10), pp.1-21.
- Butt, B.I., Abbas, N., Ashiq, U. and Sarfaraz, A., 2021. Projection of Women Education and Empowerment Status in Pakistan: A Direct Observation Analysis of Pakistani Dramas. *Review of Education, Administration & Law*, 4(3), pp.601-608.
- Bisht, B. (2016) 'Impact of a multimedia approach to an awareness program on knowledge and attitude regarding schizophrenia among students of selected University, Punjab,' *International Journal of Psychiatric Nursing*, 2(1), p. 82. doi:10.5958/2395-180x.2016.00015.3.
- Currier Sweet, A. (2012) "'unreal" gender messages in late 90s women-centered action dramas', *TV/Series* [Preprint], (1). doi:10.4000/tvseries.1205.
- Duerst-Lahti, G., 2002. Governing institutions, ideologies, and gender: Toward the possibility of equal political representation. *Sex Roles*, 47, pp.371-388.
- Ghani, A. (2020) 'Impact of TV news bulletins on the university students of Lahore regarding Clean Green Pakistan Movement,' *Annals of Human and Social Sciences*, 1(II). doi:10.35484/ahss.2020(1-ii)04.
- Jenner, M. (2016) 'Telling detection: The narrative structures of American TV Detective dramas,' *American TV Detective Dramas*, pp. 55-75. doi:10.1057/9781137425669\_4.
- Schneider, F. (2012) 'Chapter Five Creating the Political Discourses of TV Dramas,' *Visual Political Communication in Popular Chinese Television Series*, pp. 105-130. doi:10.1163/9789004221499\_006.
- Thanapholsart, J., Khan, E., Ismail, T.F. and Lee, G.A., 2023. The complex pathophysiology of cardiac cachexia: a review of current pathophysiology and implications for clinical practice. *The American Journal of the Medical Sciences*, 365(1), pp.9-18.



- Misrani, A., Tabassum, S. and Yang, L., 2021. Mitochondrial dysfunction and oxidative stress in Alzheimer's disease. *Frontiers in aging neuroscience*, 13, p.5
- Wickens, C.D., Helton, W.S., Hollands, J.G. and Banbury, S., 2021. *Engineering psychology and human performance*. Routledge.
- Wang, D.G., Qiu, T., Guo, W., Liang, Z., Tabassum, H., Xia, D. and Zou, R., 2021. Covalent organic framework-based materials for energy applications. *Energy & Environmental Science*, 14(2), pp.688-728.
- Hajira Kumar, J. V. (2005). *Women's Empowerment, Issues, Challenges, and Strategies*. Retrieved from A Source Book: [https://www.google.com.pk/books/edition/Women\\_s\\_Empowerment\\_Issues\\_Challenges\\_and\\_Strategies](https://www.google.com.pk/books/edition/Women_s_Empowerment_Issues_Challenges_and_Strategies)
- KHOBRADE, D. (2019). *Women Empowerment: Challenges and Strategies*. Retrieved from [https://www.google.com.pk/books/edition/Women\\_Empowerment\\_Challenges\\_and\\_Strategy](https://www.google.com.pk/books/edition/Women_Empowerment_Challenges_and_Strategy)
- Majumdar, M. (2005). *Encyclopaedia of Gender Equality Through Women Empowerment*. Retrieved from [https://www.google.com.pk/books/edition/Encyclopaedia\\_of\\_Gender\\_Equality\\_Through\\_Women\\_Emowerment](https://www.google.com.pk/books/edition/Encyclopaedia_of_Gender_Equality_Through_Women_Emowerment)
- Mirrlees, T. (2013). *Global Entertainment Media*. Retrieved from *Between Cultural Imperialism and Cultural Globalization*: [https://www.google.com.pk/books/edition/Global\\_Entertainment\\_Media](https://www.google.com.pk/books/edition/Global_Entertainment_Media)
- Sharma, J. P. (2020). *Women Empowerment*. Retrieved from *An Icon Of Socio-Economic Transformation*: [https://www.google.com.pk/books/edition/Women\\_Empowerment](https://www.google.com.pk/books/edition/Women_Empowerment)
- U.S. Department of Health, E. a. (1979). *Resources in Women's Educational Equity*. Retrieved from [https://www.google.co.uk/books/edition/Resources\\_in\\_Women\\_s\\_Educational\\_equity](https://www.google.co.uk/books/edition/Resources_in_Women_s_Educational_equity).
- Jenner, M. (2016) 'Telling detection: The narrative structures of American TV Detective dramas,' *American TV Detective Dramas*, pp. 55-75. doi:10.1057/9781137425669\_4.
- Pagaria, P. and Sharma, S. (2020) 'Awareness regarding women empowerment programs in Barmer District of Rajasthan,'



- INTERNATIONAL JOURNAL OF AGRICULTURAL SCIENCES*, 16(2), pp. 175-178. doi:10.15740/has/ijas/16.2/175-178.
- Schneider, F. (2012) 'Chapter Five Creating the Political Discourses of TV Dramas,' *Visual Political Communication in Popular Chinese Television Series*, pp. 105-130. doi:10.1163/9789004221499\_006.
- Velte, P. (2017) 'Do women on board of directors have an impact on corporate governance quality and firm performance? A literature review', *International Journal of Sustainable Strategic Management*, 5(4), p. 302. doi:10.1504/ijssm.2017.10010121.
- Iqbal, M. and Abdar, K., 2016. Soap operas: A Potential tool for women empowerment. *GSTF Journal on Media & Communications (JMC)*, 3, pp.1-6.
- Hashmi, M., 2022. Television and Women Empowerment: How Pakistani Private Channels portray Pakistani Women. *Journal of Mass Communication Department, Dept of Mass Communication, University of Karachi*, 27.
- Huda, A.R. and Ali, R.A., 2015. Portrayal of women in Pakistani media. *International Journal of Academic Research and Reflection*, 3(1), pp.12-18.
- Naeem, M., Ashar, L. and Tajdar, M.A., 2021. The Role of Pakistan's Electronic Media in Factors Affecting the Women Empowerment in Pakistan; A Case Study of Lahore. *Global Sociological Review*, VI (I), 163-180.
- Tabassum, I. and Amin, S., 2020. Portrayal of women in Pakistani dramas and its impact on Pakistani society and culture. *Human Nature Journal of Social Sciences*, 1(1), pp.23-31.
- Parajuli, P., 2019. *Role of Mass Media for Promoting Women Empowerment in Nepal* (Doctoral dissertation).
- Noreen, S., Tareen, M.K., Ali, R.U., Tareen, H.K. and Murtaza, G., 2021. The Role of Media and its Effect on Women's Social Status: A Study of Punjab, Pakistan. *Turkish Online Journal of Qualitative Inquiry*, 12(7).
- Zhang, S. (2022) 'Exploring how Chinese TV dramas reach global audiences via viki in the transnational flow of TV content,' *Journal of Transcultural Communication*, 2(1), pp. 69-89. doi:10.1515/jtc-2022-0014.