

Television as a Source of Low-Cost Entertainment: A Case Study of Pakistan

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ABSTRACT

This paper presents that TV. is a cheaper and popular source of entertainment. Increasing the usage of TV sets in Pakistan shows the popularity of television. In this research, the numbers of TV sets are gathered of four years from 2006 to 2009. The calculation shows that television is the most common source of entertainment in this era. It offers verity of amusements to the viewer's free of cost. Music, Drama, Action, Sports and Comedy are some of the most popular amusements. In short television has occupied its place almost every household and become common source of entertainment.

Keywords: Cheaper Entertainment, Recreation, Digital media, Awareness, Easy Access

INTRODUCTION

The question of the research is that is the television is a cheaper (low cast) source of entertainment? The word TELEVISION consists of two words (Tele and Vision). Tele means “away” and vision means “to see”. So television is a device which broadcast such thing or event which happened or may be happening geographical away from people. It is a surprising device. It entertains people because it is like puppet which is controlled the people. If anyone feels boring from one channel he may switch to other channel with in fraction of time. Entertainment and recreation activities are basic necessities of human beings. In the modern world, the concept of entertainment has been so vast. Chatting on net, playing cards, video games, music, all are source of entertainment. It is human nature that after continuous work, we feel boredom and tiredness. In direness physically and mentally, people need rest and sound sleep. But in partially tired, people need entertainment and funny talking. In the modern age, television is the major source to provide information, entertainment and recreation to the masses.

So, TV presents so many entertaining programs. Television is still a relatively new technology that has reached in every corner of universe. Prior to the television era, people have different notion of entertainment. Just as parties, sports, festivals, concerts, theaters and cinema. But that activity was not accessible to all. For example cinemas may not be present in rural areas, or else regular attendance may not be affordable for the middle or lower class. There are also scale limitations as when cricket stadium will not accommodate the whole population of the country. Television becomes the great democratic equalizer, bringing movies, sports, comedy and so on to the masses free of cost. Television also created new genres of entertainment.

History of Some Major and Concerned TV Channels of Pakistan

The television started in Pakistan in 1964 with the one and only government controlled channel named PTV. Till 2002, this channel alone entertains the people of Pakistan. With the establishment of PEMRA in 2002, the race of entertaining and news channels start. Due to private channels, the popularity of TV. increased rapidly. Now, the most popular TV. channels in Pakistan are GEO, EXPRESS, SAMAA, DUNYIA and ARY which are entertaining the people in verity of styles.

Entertainment: Meaning and Definition

Such thing or activity that makes people fresh and happy is called entertainment. The nature of entertainment may be different but the purpose is same to make fresh and happy. According to English dictionary, "Entertainment means feast and amusement". Dictionary (1993). "Recreation means pastime and relaxation". Dictionary (1989). According to Malik, "TAFREEH is an Arabic word. It means happiness, smile and recreation. In Urdu, it means love, walk amusement and happiness." To spend spare time for relaxation and happiness is called TAFREEH. Malik, (1990). Arshad says, "Entertainment is the integral part of human life. When we are tired, we need a hobby or any light activity to refresh ourselves. On the other hand, the way of relaxation is related with cultural concepts of different societies." Arshad (1992).

LITERATURE REVIEW

Bates (1983, p.65) Television can serve a variety of functions within a curriculum. Television program could a self-contained curriculum that does not require any additional material or structured learning process. On the other hand, television can serve as one of many learning material that relates to only certain aspects of a given curriculum.

Bronfenbrenner (1983), when the television set is on, it freezes everybody. Everything that goes on between people talking, arguments, the emotional scenes, out of which personality and ability develop, is stopped. So, when you turn on the television, you turn off the process of making human beings human.

National Institute of Mental Health (1982) Television seems to have changed the way in which family interaction occurs. When television is on, there is less conversation and interaction. There is more privatization of experience, the family may gather around the TV. but them remains isolated in their attention to it.

Kozma (1991), the information presented on television also can have some advantages. Television programs may be uniquely suited to foster and development of dynamic mental model. (Kozma 1991). Television entertainment has increasingly taken on journalistic features, and are being produced what could strictly be called entertainment department (Bruun 2005, Jerslev 2004). Conversely, other media genres of a more informative character are being adopting important elements from television entertainment in order to attract and secure their audiences. It is expertiy to catch a variety of audiences. (Hjarvard 1999, McManus 1994).

Wenner (1998) Television shows both nationally and internationally sports that's much popular among the sports lovers. Live coverage of sports event being able to attract record numbers of viewers (Wenner & Gantz 1989, Gantz 1981, Bryant & Zillmann 1983). Qualitative and quantitative oriented surveys and textual analysis and different sports programs has made empirical basis for our perception of the entertainment value of TV sports programs.

Hutcheon (1994) says that the character and development of social integrity is developed by the television. Furthermore, the development points to the overarching question of the profile of public service TV's entertainment in comparison with commercial TV system. Lot of others readings describe the importance of television that has captured the every corner of the world by its popularity. Where any other source of entertainment cannot reach, there television makes its place. It is the only device which is accessible by the every class of society.

Television as Low Cast Entertainment

Due to inflation, poverty and unemployment, life has become hard and metal refreshment is necessary for every person. People spend lot of money for their physical and mental refreshment. With money, time and availability of entertainment's sources are question marks that arise the question that your desire entertainment resources are available in your access? So, for this purpose television is a low cast entertainment because in the present age it can be purchased by everyone. Every class of society can purchase television for their entertainment. It is one time investment and boundary-less entertainment with the verity of styles. There is no broadcasting signal problem in every corner of the country. By connecting with the cable or dish, hundreds of channels become in your hands control. Every entertaining thing requires some expertise to entertain and refresh, but television is the only thing which need not any expertly to entertain.

Popularity of Television

Television was introduced in late 1920. Audio with video make television popular. The invention of television was the resulting of one color called monochrome. As the technology changed, the concept of black and white transmission comes into being. Due to two color broadcasting, i.e. black and white, the popularity of television increased rapidly. The modern concept of television has created revolution in the world of entertainment. Color broadcasting and private channels attract the people and provide large verity of entertainment. There is no gap in providing entertainment because now entertainment is in excess 24-hours a day. Not only local source of entertainment but also world's entertainment channels are in excess 24-hours. It seems that due to these characteristics make the television more popular.

Television in Pakistan

Television in Pakistan introduced in November 26, 1964 with the broadcasting from Lahore. Pakistan Television Network (PTV) was the first source of entertainment provided by the Government of Pakistan. Color broadcasting in Pakistan was started in 1976. Pakistan Electronic Media Regularity Authority (PEMRA) was established in 2002. After that, non-stop lunching of private TV. channels started. As a result, more than 80 Pakistani channels are working and near about 80 channels have gained the NOC from PEMRA. This is the landmark prove of popularity of television in Pakistan.

OBJECTIVES OF THE STUDY

The objectives of the studies are to know about the:

1. Popularity of Television in Pakistan.
2. To know about the access to television.
3. To know about the television as a source of low cost entertainment among people.

METHODOLOGY

The research employed the methodology of quantitative to find out the “Television as a source of low cost entertainment”. Data was collected from Pakistan Television Corporation to know about the availability of television in Pakistan from 2006 to 2009.

HYPOTHESIS

It is more likely that TV. is source of low cost entertainment in Pakistan and cheap entertainment increased the popularity of TV.

FINDING AND DISCUSSION

Table 1. Estimated TV sets in Pakistan from 2006 to 2009

Sr. No	Provinces	2006	2007	2008	2009
1	Punjab	5548455	6280173	6968912	7414487
2	Sindh	1564723	1782760	1949691	2064041
3	Khyber Pakhtoon Khaw	740802	803939	869168	912757
4	Balochistan	117902	137010	152307	165255
5	Grand Total	7971882	9003882	9940078	10556540

Source: Pakistan Television Corporation

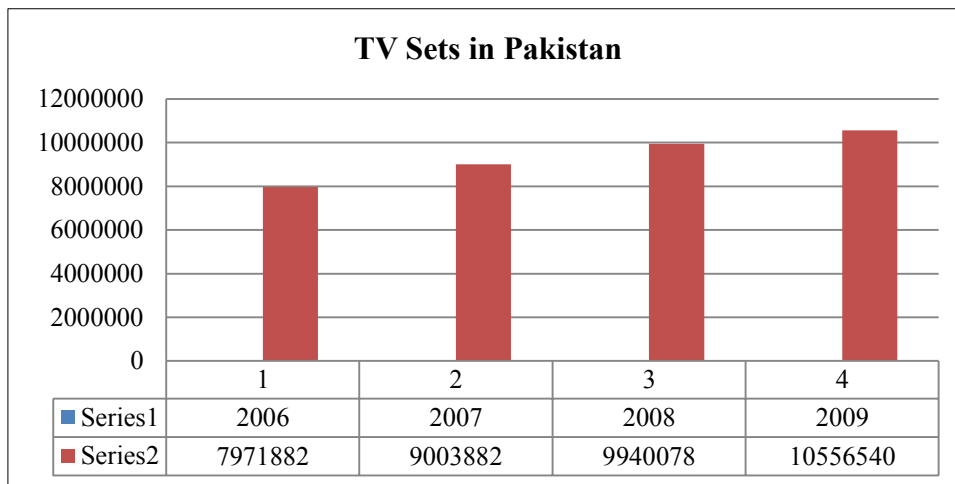


Figure 1. Estimated TV sets in Pakistan from 2006 to 2009

The graph and table shows that the amount of TV. sets increased rapidly after 2006. In 2006, the estimated TV sets in Pakistan were 7971882 and in 2007, TV sets estimated by Pakistan Television Corporation was 9003882 which is increased by 1036000 means 11.5%. In this way, in 2008 estimated TV sets were 9940078 which increased by 936196 means 9.4%. Whereas in 2009 this figure cross the 10 million and estimated 10556540 increased by 616462 means 5.8%. This is because in 2002 PEMRA started work and issued license to private channels to start broadcasting in Pakistan. As a result, the TV sets increased in Pakistan and become popular as a source of low cast entertainment among its viewers. Cultural and entertainment programs plays vital role in the popularity of TV.

CONCLUSION

It was concluded that television is major source of entertainment. The graph result showed that television is a great source of entertainment for the Pakistani people. In 2009, there were more than 10 million TV sets in Pakistan. Study concluded that there are different reasons for people to choosing television as an entertainment source.

1. In this era, the financial condition of Pakistan is in alarming. Inflation, poverty, and unemployment have makes away the other sources of entertainment except television. In busy life of the day no person have time to go out for entertainment like cinema, theater, sports games for time spending and entertainment. So, people choosed the way to entertain themselves through television.
2. The security condition of Pakistan was not better. That's why people feel fear to go out for entertainment with their family. So, they prefer to spent time at homes by watching TV programs according to their interests.
3. Cable had increased the charm. Now hundreds of channels were in your access every time. Just a click, people may jump out from boring segment. Due to cable technology, there was no limit of entertainment.
4. Television was available in every part of country. Television was not only popular in urban areas but also in rural areas and consider major source of entertainment. Because television was easily accessible in rural areas as compare to other source of entertainment.
5. Through television, different entertainment programs were broadcast live. Like cricket matches, football matches. Sports lovers enjoy these event live and make them fresh.

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