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Socio Cultural Impact of Electronic Media and Cable Tv on Students: A Case Study of Thal University Bhakkar

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ARTICLE INFO	ABSTRACT
	This study was conducted on the topic of the socio-cultural impact of electronic media and cable TV on students. Thal University Bhakkar served as the study's population. The research was based on quantitative techniques. Independent variables of the research were electronic media and cable TV, while dependent variables were dress and food, language, rituals, and activities. The secondary data about the problem was collected from already-published theses, articles, books, and online magazines. On the basis of the literature review, a theoretical model was developed. The primary data was collected through a questionnaire distributed among 200 students belonging to the different programmes and departments at Thal University Bhakkar. The data was processed and analyzed in SPSS. The findings give a significant result for all research variables and show that electronic media and cable TV have a significant impact on respondents' dress and food, language, rituals, and activities. The correlations among research variables were also significant, which shows that all research variables are interconnected. The intensity of the impact of electronic media and cable TV varied based on the demographics of the respondents.

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Introduction

Technology of media is an important part of student's The focus of early media studies was mainly due to the power of the media (and then press, radio and movies) to impact on behavior and opinion. There were two ideas about the power of the media; one that the media plays a dire role in the lives of the public and has powerful influence unidirectional. The radio, television, and movie industries dominate the world of electronic media, which might be thought of as classrooms

without the traditional confines (Hashem 2021). The media is a significant source of pictures and messages that are communicated to the public that are related to the political and social situation. In the twenty-first century, the use of technology and media is an essential component of students' everyday lives. Furthermore, these components play a crucial part in developing students' awareness of the many facets of life and personalities, as research has shown (Dange and Monika 2019). The world of electronic media, on the other hand, is undergoing a tremendous transformation. Television, which dominated the media landscape up until the middle of the 1990s, now faces competition from cellular phones, iPods, video games, instant messaging, interactive multiplayer video games, online social networks, and electronic mail. Directly or indirectly, the media teach us skills, beliefs, and patterns of behaviour that we then internalize and use. There is no question that children are exposed to a significant amount of influence from electronic media beginning at a very young age, and there is also no question that this impact will continue to have an effect on children's intellectual and social development (Schlesinger, Flynn et al. 2016).

The use of electronic media may both activate and reinforce attitudes, in addition to making a substantial contribution to the establishment of new attitudes (Hashem 2021). It would seem that cable television has evolved into a component that is indispensable to the dynamic that exists between the media and society. Although Cable Television, also known as CABLEVISION, is "a system that delivers television signals by means of coaxial cables," according to the 1986 edition of Encyclopedia Britannica, Cable Television is also known as CABLEVISION. These types of systems had their beginnings in the United States in the early 1950s and were created with the intention of enhancing the reception of commercial network broadcasts in locations that were geographically isolated and mountainous.

The television is one of the most pervasive forms of media that has an effect on the lives of children. The influence that watching television has on children is contingent upon a wide variety of aspects, including the manner in which they do so, their age, the kind of person they are, whether they do so alone or in the company of adults, and whether or not their parents engage in conversation with them about what they see on television. Children may benefit from developing their personalities via television, which can also help them acquire skills and information that will aid them in school (Lauricella, Wartella et al. 2015). "Sesame Street" is the greatest example of a programme that assists in the development of abilities such as understanding of numbers, letters' relationships, and vocabulary among youngsters. On the other hand, television isn't without its drawbacks; according to Domingues-Montanari (2017), it can have a negative impact on a child's ability to learn and perform well in school if it takes away time that could be spent on activities that are important for the child's mental and physical growth. The influence that violent content on television may have on youngsters is a source of particular worry. (Jones, Maachowska, et al. 2020) found that young children are exposed to violence not just on crime programmes but also in cartoons and the news.

We are now living in what has been dubbed "The Age of Media," and practically everyone is aware of the influence that the media can have. Media, which began in Europe in 1920 to actualize nationalist and ideological aims, has flourished in a world where everyone is a popular

past time. It was first developed to materialize nationalist and ideological purposes (Holt 2016). The age that we are living in now is known as the "information and technology" age ". It is possible that this is the "era of communication." "a significant role in the process of information distribution is played by the media (Rahman and Parmar 2016). The ever-expanding realm of communication and information has reached the point where it may be classified as an industry. This industry aims to exert influence on the public opinion of the issue on a worldwide scale, and it is an efficient way for them to converge in accordance with their requirements (Vermesan and Friess 2013). At this point in time, conflicts are waged more via the media than they are on the actual battlefields. Through various forms of media, several civilizations are attempting to force their point of view on others (Ford and Hoskins 2022).

It is astonishing how television has been nourished in impoverished nations like Pakistan. By the year 1997, the people of Pakistan had access to a very small number of television stations. The media landscape had undergone a sea shift by the year 2009, and as a result, people could now choose from more than one hundred international and domestic television stations (Media Pakistan 2009). The growth of television networks in Pakistan over the course of the last 10 years has drastically transformed the country's culture. The local population's opinion of the ideal way of life, as shown by the media, has definitely evolved in recent years (Ahmed and Kamran 2021). There hasn't been a lot of study done on the effect that mobile phones have had on schools as institutions. Some of the bad impacts include failing to focus on classes, cheating, and mistreatment of others, while the school's ability to SMS parents of truants seems to be the sole beneficial benefit (Zaid, Cavus et al. 2021).

In recent years, the government of Pakistan has come to believe in and place an emphasis on technological developments, particularly in the field of information and communication technology as a solution for a large number of the country's economic issues. As a result, the government has worked to improve the country's mass media by increasing the number of television channels, radio stations, and newspapers (Unwin and Unwin 2017). In a rising economy, there is a higher need for communication; the media avoids least knowing languages for which it has not established a goal, so that it can accomplish its economic goals. This is possible, given that the growth of the media stands in relation with the development of the economy. Language, more than nationality, is what determines the scope of coverage in the media. Today, English is the language that is used for communication the most often; Science, technology, industry, business, and transportation, its function is particularly important to play in order to provide the maximum possible common element of mutual understanding. The question of what part to play in the media landscape of the nation in terms of the English language, therefore, is of the highest significance (Gok 2016).

The social comparison that develops as a result of being exposed to the media could be positive or negative. People tend to compare themselves favourably to others who are superior to them when they engage in comparison upward. In most cases, an upward comparison will result in despair (Liu, Zhou et al. 2017). The person is subject to influence from a variety of sources, including their parents, classmates, and the media. In point of fact, it has shifted entirely to conform

to the cultural values of the last two decades (Hutchins and Rowe 2012). In Pakistan, the growth of television networks over the last 10 years has drastically transformed the culture. The local population's opinion of the ideal model depicted by the media has altered, which is obvious evidence that the media has played a role in this shift (Abu-Lughod 2008).

Learning is an essential part of human existence, and it starts virtually as soon as a person is born into this world. The transformation of one's behaviour that results from exposure to new experiences is what we refer to as learning (Millington and Funge 2018). The majority of cognitive psychologists define learning as the investigation of how knowledge is seen, stored, expanded upon, and recalled. Constructivists say that learning is mainly concerned with how individuals create various ideas and constructs of reality, while humanistic psychologists maintain that one's own growth and development are at the center of the educational process (Raskin 2012). The vast majority of students went to bed with either their smartphone or a computer-related gadget. Many people continued to use their electronic gadgets in bed for large periods of time before going to sleep. Some others even woke up after falling asleep in order to reply to texts they received (Moulin 2015).

From a sociological perspective, the mass media plays a vital role in the lives of people. For example, what individuals learn, as well as how and why they should change their behaviour. The second consideration is the impact that the message has on the recipient's mental state. Third, its role in the political process; what the impacts of political propaganda are on the way people vote, and how the masses are connected to the government. In conclusion, the function that the media plays in the education system, which is the vehicle through which the organisation passes down its culture and values from one generation to the next. In many different civilizations, research into the media reveals that the contexts in which they operate and the people who consume them are diverse. This is true when considering cultural, legal, and economic factors. Tradition, values, and roles are some aspects of a culture's reality that cannot be divorced from the setting of the media. Without a shadow of a doubt, electronic media and cable television are products of the ongoing development and expansion of information network systems over the course of the last decade. It is consequently leading to usage as a source of sharing information and providing producing a modification of the phenomena of social life. The purpose of this research is to investigate the ways in which electronic media and cable television contribute to the popularization of western and international cultural practises. How does this medium accomplish the goals of the west, and to what degree does it bring about changes in the patterns of social life of university students within the framework of the district of Bhakkar?

Objectives

- To find out Influence of Media and viewing of cable television and its effects on Personal appearance and style of people.
- To determine relationship between viewing of cable television and changes in Cultural practices.

2. Literature Review

The term "social media" refers to the use of mobile and web-based technologies to build

highly interactive platforms on which people and communities may share, co-create, debate, and modify user-generated content. These platforms can also be accessed through mobile devices (Mokhtar, Hussin et al. 2022).

The author of Kauser and Awan (2019) made the observation that the obsessive attitude of Nigerian youths toward their usage of social media is the bone of disagreement about the use of social media. He made the observation that students squander their time by engaging in unethical activities and pointless chitchat. Students are spending almost all of their waking hours online because they are so preoccupied with the social media networks. Even in classrooms and lecture theatres, it has been seen that certain students are constantly busy pinging, going, or face booking when lectures are going on. This is true even when the lectures are being broadcast live. As a direct consequence of this, valuable time that could have been spent doing scholarly research and engaging in other forms of fruitful networking has been wasted.

According to research conducted by Owusu-Acheaw and Larson (2015), those who use social media often report having low academic achievement. In a similar vein, Ahmad (2019) suggests that the detrimental impact of social media on the academic performance of students is far more significant than the positive effects of using social media. Addiction to the internet has, as a result, led to an increase in people using the internet during the last couple of decades.

According to the findings of a research that was carried out by Victoria Rideout, media consumption has become ingrained in the routines of everyday life for a significant number of households. Parents often turn the television or DVD player on as a "safe" pastime for their children to participate in while the adults get ready for work, prepare a dinner, or tend to other chores around the home. Although the majority of previously conducted research has relied on global measures of academic performance Corder, Atkin, et al. (2015), it is possible that patterns of connection may vary depending on the specific area of academic performance that is assessed. For instance, research has shown that more time spent in front of the television is connected with worse arithmetic proficiency, but not reading accomplishment (Pagani, Fitzpatrick et al. 2010).

In one of the first longitudinal studies to examine the relationship with academic performance in late childhood, we found that heavy television use predicted a loss of reading of four months relative to peers two years later. Heavy computer use predicted a similar loss in numeracy two years later. These findings were found in one of the first studies to examine the relationship with academic performance in late childhood. The findings indicate that cumulative extensive use of television and computers should probably be the focus of attention when teachers, parents, and larger education systems formulate their remedies to the problem. This is because the results imply that this is most likely the cause of the problem. Given that the shift from childhood to adolescent is often accompanied by an increase in media use, researchers should now focus their attention to estimating the cumulative effects of longer-term media exposures on scholastic success in later secondary school (Mundy, Canterford et al. 2020).

The second research hypothesized that a rise in the consumption of new media, together with corresponding shifts in communication and governmental structures, may bring about a total

transformation of culture and society. As a direct consequence of this, contemporary media in general, which aids in the diffusion of knowledge, will cause the whole world to suffer fundamental shifts that it has never encountered before (Shabir, Safdar et al. 2013). According to the findings of Rathour and Kang (2014), young people are the worst victims of the media, and the media is one of the most powerful influences that may affect the behaviours, attitudes, and lifestyles of the general public. Without a shadow of a doubt, the media is fostering information literacy, communication abilities, and illuminating knowledge among today's young; nevertheless, at the same time, it is undermining our ethical framework. Sheharyar (2020) conducted research on the influence of Star Plus family dramas on the social and cultural values and conventions of young people from middle-class families in Pakistan. The survey study comes to the conclusion that Pakistani young people's socio-cultural thinking is influenced by the cultural norms of other countries as a result of watching these Star Plus series. In addition to this, they are having an impact on aspects of Pakistani culture like as its language, clothes, cuisine, and architecture, as well as its social behaviour and way of life in general. (Ali, Khalid et al. 2008) discovered that when people were asked about the impact of electronic media on their lives, "66 percent respondents linked their thoughts about world affairs and 84 percent began in daily life to eat foreign dishes of food, similarly 50 percent of respondents felt change in their routine," and 46 percent chose dresses of foreign style. According to the findings of a research titled "the influence of cable television transmission on the citizens of Multan", viewers whose routines and activities are changed by the time they spend watching cable television transmission are those who spend time viewing it. Because of cable television broadcasting, individuals are being exposed to the potent cultural traditions of alien cultures, most notably Indian culture. This exposure ultimately leads to a more contemporary way of living.

According to the findings of a research Folkvord (2021), the most significant social, economic, and cultural challenges that emerging nations confront as a result of new technology are as follows: He suggests that the present information and communication era should not be seen as a phenomenon that is only caused by technology. Even while advances in technology are the primary factor that make this possible, the final consequence will be cultural and societal. The onset of the modern period is accompanied by a shift in the social and cultural norms. The significance of mental and intellectual capacity is brought into focus as a result of this. In general, this results in new forms of social organisations being formed across society. The intensification of information will have the effect of restricting economic activity during manufacturing and the supply of products and services. It has been stated that the secret to achieving a better degree of success is in adopting a strategic approach that fully incorporates the mobilization of essential resources. In addition, it has been argued that countries still in the process of developing should encourage a culture of learning among their population in order to secure a footing in the rising information-based economy. The aforementioned studies investigate the influence of cable television on education and information-based economies and their respective scopes. Through this study, the researcher was able to determine the impact that cable television has had on the family and social interactions, social roles, household tasks, and other pursuits of Pakistani women.

Researchers from various nations gained fresh insights and perspectives as a result of this study. In a research titled "Invasion of Indian Culture via Movies," conducted by Tariq (2007), the author examined the influence that Indian films have had on the customs and festivities associated with marriage in Pakistan's upper-class city of Lahore. According to the findings of the study, around one-quarter to one-fifth of the participants thought that high-class wedding ceremonies were becoming more similar to those shown in Indian films. In addition to the socio-cultural elements, there is also the aspect of activity. In light of this, regression analysis was performed. The respondents' activities changed by 23% as a result of electronic media and cable TV, which is considered to be a considerable amount of change in the activities. This change occurred because electronic media and cable TV disturbed or moulded the respondents' activity schedules.

The use of technology and emerging forms of digital media may be beneficial to the education of students; yet, the converse is also possible. Students may benefit from taking a break from technology and digital media in order to have a better understanding of how consumer behaviour may be influenced by technology and how marketers may exploit it. An unplugged class assignment's objective, design, and several approaches are broken down and discussed in this article. Students took a commitment to refrain from all kinds of digital media for a period of 48 consecutive hours. The goal of this exercise was to assist students have a better understanding of how digital media affects their behaviour. The students produced a film in which they describe their own experiences and demonstrate their use of consumer behaviour ideas. Data, both quantitative and qualitative, provide credence to the successful completion of the project. In this section, we address the opportunities and obstacles that are involved with reproducing the assignment in further marketing courses (Wood and Muoz 2021).

Although it is often believed that exposure to electronic media has a detrimental effect on the quality of sleep experienced by children and teenagers, there are currently no thorough evaluations of studies conducted in this field. The current research found that there has been a total of 36 studies that have investigated the connection between lack of sleep and exposure to electronic media in school-aged children and adolescents. These studies looked at exposure to electronic media such as watching television, using computers, electronic gaming, and/or the internet, mobile telephones, and music. There have been a lot of different factors looked at throughout this research, but the one that has been proven to be most consistently connected to media usage is a later bedtime and a lower overall amount of sleep time. It is provided and addressed as a vehicle for future study that a model of the processes by which exposure to various forms of media may alter sleep (Cain and Gradisar 2010). According to the findings of Malik's (2003) research on "the influence of cable television transmission on the population of Multan," viewers whose routines and activities are altered as a result of spending time watching cable television transmission have their routines modified. According to the findings of earlier studies, the effect of electronic media and cable TV is largely the same throughout diverse areas of the globe, including Pakistan. This is also true in Pakistan.

The results of earlier research on the sociocultural effects of electronic media and cable TV on students are going to be analyzed as part of the above-mentioned literature review, which has

as its primary objective the examination of these studies' findings. It has been determined that kids' exposure to electronic media and cable television, in particular, may have both a beneficial and a detrimental impact on their sociocultural lives. The findings of an investigation on the effects of cable television transmission on viewers indicate that those viewers, whose routines and activities are impacted as a result of their time spent watching cable television transmission. Because of cable television broadcasting, individuals are being exposed to the potent cultural traditions of alien cultures, most notably Indian culture. This exposure ultimately leads to a more contemporary way of living. And also, previous research shows that the electronic media change the living patterns of people, as well as the fact that new generations adopt the western life style and are influenced by them. Additionally, behaviour modification is another factor that has emerged in young people as a result of the influence of cabals and electronic media.

Statement of the Problem

It is commonly known that electronic media and cable TV have a sociocultural influence on various societies; nevertheless, the extent and character of this impact differs from society to society as well as region to area. Due to the fact that the globe has become a global village, Pakistan receives the same channels and forms of media as the rest of the world. The influence of electronic media and cable TV on some aspects of society and culture will be investigated in this study

Methodology

The use of the questionnaire method in the survey approach is highly efficient because it enables the researcher to acquire every sort of information to respond to each question of the subject while taking into account the social and human aspect of the issue. According to the findings of several studies, the methodology of using surveys to collect data is the most typical and typical method employed in the social sciences. Within the scope of this investigation, a survey methodology was used, and a structured questionnaire was sent to a sample population of two hundred students enrolled in a variety of academic tracks at the Thal University of Bhakkar. The instrument included five research variables that were picked at random (i.e., dependent and independent variables), as well as six demographic questions. In this study, the five-point Likert scale is used, and the SPSS version 20 was used for the development of the data base, as well as descriptive and inferential analysis. This study project's population consists of all of the students who are presently enrolled in classes at the university. The researchers who did the collecting of data employed the approach of convenient sampling. The correlation and regression tests were carried out in order to determine the relationship between the variables and the influence each had on the others.

4.0 Results

108 students were enrolled in the MSc program, while 92 out of 200 were in the BS programme. More than half of the respondents were enrolled in the MS programme. Out of 200 respondents, 113 were female and 87 were male. Females made up 56.5% of the total respondents. The age was measured in years. According to the descriptive statistics table, the majority of the

respondents were between the ages of 17 and 28. This age group accounts for 98.50% of the respondents. Marital status shows that 95% of respondents were unmarried while only 5% were married. The respondents' families are divided into two types: nuclear (104 members) and joint (96 members out of 200). The family systems are nearly equally distributed in both patterns.

Correlation of research variables

		EMCTV	DRSFD	Lang	Ritul	Act
EMCTV	Pearson Correlation	1	.280**	.352**	.155*	.479**
	Sig. (2-tailed)		.000	.000	.028	.000
DRSFD	Pearson Correlation	.280**	1	.165*	.344**	.212**
	Sig. (2-tailed)	.000		.020	.000	.003
Lang	Pearson Correlation	.352**	.165*	1	.416**	.426**
	Sig. (2-tailed)	.000	.020		.000	.000
Ritul	Pearson Correlation	.155*	.344**	.416**	1	.244**
	Sig. (2-tailed)	.028	.000	.000		.000
Act	Pearson Correlation	.479**	.212**	.426**	.244**	1
	Sig. (2-tailed)	.000	.003	.000	.000	

**. Correlation is significant at the 0.01 level (2-tailed). N=200
*. Correlation is significant at the 0.05 level (2-tailed). N=200

The first hypothesis was about discovering a significant relationship between predictors and criterion variables. The result shows that all the research variables were significantly correlated. The correlation between language and dress, as well as between ritual and electronic media and cable TV influence, is less associated but still significant, while the association between other variables is highly significant at level 0.01. Therefore, $H_1 1$ is accepted, i.e., research variables are significantly correlated.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.280ª	.079	.074	.65538

a. Predictors: (Constant), EMCTV

R2 (Coefficient of Determination) = 0.079, meaning that less than 08% variance in dress and food is explained by Electronic Media and Cable TV.

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7.249	1	7.249	16.878	.000ᵇ
	Residual	85.044	198	.430		
	Total	92.294	199			

a. Dependent Variable: DRSFD

b. Predictors: (Constant), EMCTV

F-Value of 16.88 is far Greater than Mean Square = 7.25 with high P-Value = .000, showing that Regression of Electronic Media and Cable TV on dress and food is Highly Significant as a Whole.

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.765	.479		3.685	.000
EMCTV	.289	.131	.155	2.213	.028
a. Dependent Variable: Ritual					

The regression analysis was executed for testing the significant impact of Electronic Media and Cable TV on Rituals. The β value = 0.155, P=0.028 confirms that impact of Electronic Media and Cable TV on Rituals is significant.

S.No	Variables	Cal. T-Value	Sig (2-tailed) (P-value)
1	Electronic Media and Cable TV	-0.719	0.473
2	Dress and Food	-0.395	0.000
3	Language	0.002	0.998
4	Ritual	1.852	0.660
5	Activities	1.118	0.265

Both male and female have different perceptions of dress and food, but both have similar perceptions of all other variables, as t-calculated values are less than the t-tabulated value of 1.96. So, H_a3B is accepted regarding food and dress, showing 1/5 (20%) of the impact based on gender. The current research was conducted to find the socio-cultural impact of electronic media and cable TV on students at Thal University Bhakkar. For this purpose, the hypotheses developed in Chapter 3 were used to find the impacts of this variable. Hypothesis 1 was to find whether predictors or criterion variables were significantly correlated or not. The results show that all research variables are highly significant with a p value of 0.05. This trend of association shows that dress and food, language, rituals and activities, and the influence of media all move in the same direction. The highest correlation is between electronic media and cable TV and activities at r = 0.48, P = 0.000, while the lowest correlation is between electronic media and cable TV and rituals.

To identify the impact of electronic media and cable TV on dress and food. As there are many socio-cultural factors and it was impossible to cover all those factors, the researchers selected

some of them to grasp in their research. Dress and food are also two of those socio-cultural factors. For this, regression was run. Electronic media and cable TV caused a 7% change in respondents' dress and food preferences, which is not a significant change in their preferences for adopting dress styles and food tastes. As shown in table 09, where the beta value is 0.280 and P = 0.000, electronic media and cable TV predict significant changes in food and dress, we reject the null hypothesis and accept the alternative hypothesis. The results are the same as in previous research, e.g., Babi (1990) asserted that in Cameroon, the younger absorbed the influence of television on the way they dressed. Our buying habits are shaped through media, just as we dress in accordance with weather broadcasts (Mcquail, 2002, p. 8). Khalid (2001) found in a research study that 46 percent of respondents chose dresses of a foreign style, and 84% started to use foreign dishes in their daily lives. To find the impact of electronic media and cable TV on rituals Only 2% of respondents' rituals changed as a result of Electronic Media and Cable TV, indicating that Electronic Media and Cable TV are not very influential. However, electronic media and cable TV continue to predict a significant change in language, as shown in table, where the beta value is 0.155 and the P value is 0.028, indicating that the main hypothesis is rejected and the alternative hypothesis is accepted.

Discussion

The results of our research illustrate the substantial sociocultural influence that electronic media has on pupils. In addition, the findings of our study are consistent with those of earlier research that was conducted on the sociocultural influence of electronic media on pupils. The results of our research indicate that an overall forecast can be made based on the fact that the outcome is that the shifting effect of students' Dress and Food is caused by Electronic Media and Cable TV. In a similar fashion, language is impacted by electronic media and cable television in the same way at the same rate regardless of the demographics of the people who responded to the survey.

In the prior research, it was hypothesized that a growth in the usage of new media, as well as shifts in communication and political systems, may bring about a full transformation of culture and society. As a direct consequence of this, contemporary media in general, which aids in the diffusion of knowledge, will cause the whole world to suffer fundamental shifts that it has never encountered before (Shabir, Safdar et al. 2013). The findings of our research also indicate that students' lifestyles are altered as a consequence of exposure to electronic media.

It is obvious from another research that was carried out by Victoria Rideout that media consumption has become ingrained in the routines of everyday living for a significant number of households. Parents often turn the television or DVD player on as a "safe" pastime for their children to participate in while the adults get ready for work, prepare a dinner, or tend to other chores around the home. The vast majority of the already available research have relied on international standards of academic achievement (Corder, Atkin et al. 2015). The findings of our investigation provided further support for this other study.

According to the findings of Rathour and Kang (2014), young people are the worst victims of the media, and the media is one of the most powerful influences that may affect the behaviours, attitudes, and lifestyles of the general public. Without a shadow of a doubt, the media is fostering

information literacy, communication abilities, and illuminating knowledge among today's young; nevertheless, at the same time, it is undermining our ethical framework. Also, the results of our research demonstrate that electronic media have a considerable influence on the sociocultural practises of pupils and play a vital part in the lives of individuals. Sheharyar (2020) conducted research on the influence of Star Plus family dramas on the social and cultural values and conventions of young people from middle-class families in Pakistan. The survey study comes to the conclusion that Pakistani young people's socio-cultural thinking is influenced by the cultural norms of other countries as a result of watching these Star Plus series. In addition to this, they are having an impact on aspects of Pakistani culture like as its language, clothes, cuisine, and architecture, as well as its social behaviour and way of life in general. According to both sets of findings, western television dramas have an impact on students' social and cultural lives, and they also play an important role in changing students' behaviour patterns, dressing patterns, and language patterns. The results of our study and this study are identical, and this study lends support to our findings.

Conclusions

Conclusions are a summary of results that lead to research findings. Using the study's findings as a foundation, here are some key points that can be used to conclude this research thesis. Though electronic media and cable TV influence the dressing and food of the respondents, this influence varies from respondent to respondent due to different demographic natures in terms of programme, age, gender, family type, marital status, and monthly income. However, the overall prediction based on the result is that electronic media and cable TV cause the changing influence of students' clothes and food. Similarly, language is also influenced by electronic media and cable TV in the same pattern, irrespective of the demographics of the respondents. As proof, the language remained insignificant throughout the demographic hypothesis. Students perceive that their language is affected by foreign languages through watching movies, dramas, news, and other shows. The respondents' rituals, while perceived to be slightly influenced by electronic media and cable TV, vary according to their age and monthly income. Age, no doubt, brings wisdom with respect to time, and as time passed, men stuck to their rituals, thinking these were part of their beliefs, so their rituals became final for them.

Recommendations

a) The results show that socio-cultural aspects of students' lives are influenced by Electronic Media and Cable TV. Dress and Food varieties which are shown on TV channels are adopted by students. There is need to assess the feasibility of Dress and Food adoptability as these should be matched with the norms and traditions of the society.

b) Electronic Media and Cable TV has given awareness of foreign languages. However, the national and local languages should be promoted through local channels so that new generations may remain loving to their own language.

c) The students of the university should focus on their study as this stage of their education as this is an important stage to learn and serve the nation. Only educational and positive informational programs must be watched on Cable TV. They must maintain balance in their daily life, activities and responsibilities

d) Being national religion, Islam must be promoted in our rituals through Electronic Media and Cable TV. Our rituals must not be mixed up with the rituals of other religions.

Limitations of the Study

1. Due to time constraints and budgetary constraints, only a few selected socio-cultural factors are used to investigate the influence of electronic media on those factors.
2. The data was collected only from the students of the University of Sargodha Campus, Bhakkar, which is the limitation of the research, and such results from a specific area cannot be generalized to the whole country.
3. The quantitative technique was applied to investigate social phenomena, while for more general results, the qualitative method was used side by side with the quantitative method. Due to time and budget constraints, it was difficult to adopt both methods.

Nida Riaz: literature search, study design, data collection
Junaid Hafeez: Literature search, Methodology
Saima Malik: Drafting and data analysis, proofreading and editing

Conflict of Interests/Disclosures

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