

## IMPACT OF MODERNIZATION ON PAKISTANI WOMEN

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Received: 17 April 2014, Revised and Accepted: 4 June 2014

### ABSTRACT

Modernization is a multidimensional concept initiated by industrialization. Before industrialization, society based upon traditional social institutions. Modernization brought about changes in every segment of society. Modernization has both negative and positive impact on society. In Pakistan, modernization has great impact on young female. In present scenario of modernization in Pakistan, it has negative impact on young generation. Female is part and parcel in every society and played a vital role in development process. According to feminist perspective, females should be given equal rights to men and not limited to homes. Islam is also granted women rights which are considered necessary for women development. But it is the habit of West that they attributed each and every good aspects of life with them. They have made women only sexual object for their leisure and decline their respect. Women think that sexual freedom plays an important role in their development. These negative impacts have been found among Pakistani women. Present study was conducted in Bahria Town Islamabad, Pakistan. Main objective of this study was to investigate the impact of modernization regarding their lifestyle. A sample of hundred females was selected through convenient sampling technique. A well designed questionnaire was used for the collection of data. Results of this study reveal that majority of the females 42% prefer arranged marriage, large majority the females 42% wear jeans and 50% females reported that vulgarity is prevailing among females.

**Keywords:** Modernization, Industrialization, Development, Social institutions, Pakistani women, Pakistan

### INTRODUCTION

Modernization as a pattern of social change which have influenced each and every sphere of life. Modernization has its roots in industrial revolution started in Great Britain in 17th and 18th century, and later on the process begun in America, France and Japan. Modernity is a central concept in the process of social change and defined as new social and cultural patterns due to industrialization 1.

In developing countries like Pakistan, modernization is creating changes very rapidly in the society. Pakistani society is a multicultural society and which is the combination of cultural and religious values. But at present, Indian culture has become very popular in Pakistani society especially in young generation. Young generation is adopting each and everything of Indian culture without any distinction of good and bad especially females of Pakistan 2.

Present world is just like a global village in which different cultures of different societies are interacting with each other. Cultural and social values are changing very rapidly. In social and cultural change process modernization is playing a vital role. In modernization religious and socio-cultural values are replacing by Western values 3.

In Pakistan, modernization is altering all social structure due to new technology. Behavioral patterns, cultural values and traditional prototypes have been changed of Pakistani people. Modernization has also an impact on family structure and women attitudes towards family size, marriage patterns and dressing styles. In this regard, women are ignoring religious education regarding their socialization and Islamic dressing code. They are becoming secular and adopting western culture 4.

Media is playing a vital role in the modernization among female. In Pakistan, mostly females see Indian dramas and these dramas are promoting Indian culture in Pakistan. Females adopt those values and also teach their children which are presented in star plus dramas. Following are the main objectives of this study;

- To investigate the impact of modernization on female dressings.
- To study the attitude of female towards modernization.
- To study the marriage patterns among females in modernization perspective.

### METHODOLOGY

Methodology is a system of explicit rules and procedures on which research is based and against which claims for knowledge are evaluated. The major objective of methodology is to explain various tools and techniques employed for the collection, analysis and interpretation of data relating to research problem under investigation.

#### Study Area

The present study was conducted in Bahria Town Islamabad. Bahria Town Islamabad is a high class residential area. In this area literacy rate is very high and due to this reason this area was selected for this study. Population of that area high civilized in terms of modernization and early adopter in order to adopt modern life styles.

#### Sampling

Multi stage sampling technique was applied in this study. At first stage, town has eight phases. Through simple random sampling technique, phase seven was selected. At the last stage, through convenient sampling, sample of 100 females was chosen.

#### Data Collection and Analysis

An interview schedule was designed to achieve the study objectives. Most of the questions are close ended in the interview schedule. Before conducting research, questionnaire was pre-tested. Data was collecting regarding the impact of modernization on females such as marriage trend, dressing styles and attitude of females towards modernization. Thus the collected data were analyzed through statistical package for social sciences (SPSS).

## RESULTS AND DISCUSSION

Analysis of data and interpretation of results are the most important steps in scientific research. Without these steps generalization and prediction cannot be achieved, which is the target of scientific research. Generalization and conclusion are drawn on the basis of characteristics and attitudes of the respondents.

**Table.1. Distribution of the respondents regarding marriage trend among females**

Marriage Pattern	Frequency	Percentage
Arrange Marriage	42	42.0
Love Marriage	33	33.0
Elopement	25	25.0
Marriage/ Court Marriage		
Total	100	100.0

Table 1 indicates that a large majority i.e. 42.0 percent respondents reported that mostly female prefer arrange marriage while 33.0 percent respondents said that love marriage is prevailing among female and 25.0 percent respondents reported that elopement marriage/ court marriage pattern is adopted by females. Modernization is a source to create changes in cultural setup as supported by 5, 6, and 7 that modernization is source of changes in culture such as changes in norms, popular attitudes and values, dress, marriages and language.

**Table.2. Distribution of the respondents regarding dressing patterns among females**

Dressing Pattern	Frequency	Percentage
Wear of Jeans	42	42.0
Short length Skirt	3	3.0
Short length Trouser	5	5.0
Tight Trouser	20	20.0
Tight dressing stick with body	30	30.0
Total	100	100.0

Table 2 depicts that a large majority i.e., 42.0 percent of the respondents reported that the female wear jeans and 3.0 percent respondents said that female wear short length skirt while 5.0 percent respondents reported that female wear short length trouser. Whereas remaining 20.0 percent respondents said that female wear tight trouser and 30.0 percent respondents answered that females wear tight dresses stick with body. Women wear such type of dresses to attract the attention of men as supported by 8 who argued that this type of dressing is unacceptable, provocative and improper which has been found among singles (unmarried women). This phenomenon shows moral and religious decline of the society as it can also be seen in Pakistani society.

**Table.3. Distribution of the respondent regarding impact of modernization on veil among females**

Impact on Veil	Frequency	Percentage
Use whole body cover gown	10	10.0
Use Scarf	10	10.0
Promoting body showing habit/ Vulgarity among female	50	50.0
Open head with stylish hairs	30	30.0
Total	100	100.0

Table 3 reveals that 10.0 percent respondents reported that female wear a whole body covering gown and 10.0 percent wear scarf on heads while majority of the respondents i.e. 50.0 percent said that vulgarity is promoting among female, on the other hand 30.0 percent respondents said that females have open heads with stylish hairs. In this context, 9 said that every culture has its dressing code and it varies from one culture to another culture. Religion of Islam is a complete code of life and it gives a very clear code of dressing both

for male and female. But in Pakistan, young females are ignoring Islamic code of dressing and adopting Western code of dressing which promoting vulgarity and sexual delinquency among females. 10 argued that young women have been adopted Western code of dressing which is indecent because in such type of dressing women body parts like breast, buttocks and even underwear also clearly shows which are needed to be covered.

**Table.4. Distribution of the respondents regarding common impact of modernization on females**

Common Impact	Frequency	Percentage
Empowerment	7	7.0
Increase education rate	20	20.0
Use of Cosmetics for beauty	61	61.0
Use of Drug/ Smoking	5	5.0
Sexual delinquency	3	3.0
Religiously Decline	4	4.0
Total	100	100.0

Table 4 presents that 7.0 percent respondent said that females are empowering through modernization and 20.0 percent respondents reported that education rate is increasing among females while majority of the respondents i.e. 61.0 percent that females use cosmetics for beauty. In negative context of modernity 3.0 percent respondents said that females are becoming sexual delinquent and 4.0 percent respondents said that females are religiously decline.

## CONCLUSION

Pakistan is an Islamic republic country and majority of the people belong to the religion of Islam. Islam is a universal religion and a complete code of life. Islam guides in every aspect of life. Islam does not oppose to adopt new modern values for development but we should adopt those values which are compatible with Islamic values. At present, Pakistani society and especially female has been declined religiously and adopting Western culture. In Western culture females are presented only as a sexual object and this value is prevailing in Pakistani society. Pakistani women see star plus dramas and in these dramas vulgarity is presented. Women of Pakistan adopting a blend of Indian and Western culture which leads them towards social and sexual delinquency. In short, Pakistani society needs socio-cultural and religious revivalism. Women should do work at public places but they keep this thing in your minds that they are Muslim women.

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