

Emerging Trends in Pakistani Movies: Future Perspectives by Analyzing Movies

Produced during 2013-19 in Pakistan



A thesis submitted in partial fulfillment of the requirement of the degree of

MS Studies

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Islamabad, Pakistan

Session 2019

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Abstract

This study consist of the analysis trends of Pakistani movies during 2013-2019.researcher analyze the trends which becomes the reason of transformation of the dark age into golden age of Pakistani movies. This research focuses on Culture, dress pattern and violence rate in Pakistani movies. High grossing movies of every year selected for the analysis of. Cultural pattern, violence rate and dress arrangements in the movies by the researcher. Which cultural trends were popular in the movies and what was the rate of violence in movies produced from 2013-2019.pakistani film industry is improving day by day by making hit films. Study will revolve around the dresses used by Pakistani cast in the films and frequency of violence in Pakistani films. The title of the research is therefore Emerging Trends in Pakistani Movies: Future Perspectives through analyzing movies produced in 2013- 2019.content analysis of Pakistani films enables researcher to analyze emerging trends particularly cultural patterns and violence rate in Pakistani movies. The study contains the analysis of movies produced during 2013 to 2019.findings of this research are very clear that Pakistani film industry is improving day by day but somehow Pakistani culture.

Keywords: Pakistani films, cinema, emerging trends, culture, dresses, violence.

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CHAPTER 1

Introduction

1.1 History of Pakistani movies

If we look back to the history of Pakistan then in the 1980s there were 110 movies produced and today's such position occur in Pakistan that there is the production of only 53 movies in this industry (Gazdar, **1947-1997**). In the past, there are 1500 cinemas houses were present in Pakistan but these days only 275 cinemas are working but not in an accurate way. The reason is this that there is a lack of movies production according to the interest of people so that there is a huge difference in the past industry and today's industries. These are all the factors responsible for the decline of this industry.

In 1896 cinema came into the region of subcontinent with the rise of a short film in Bombay showed by Lumpier brothers. Pakistani film industry followed certain genre, ideas for survival (Mazhar, **2008**). Before going to check the last five-year's developing rate of Pakistani movies in industry. Research will focus on the emerging trends followed by Pakistani movies in past five years. There are a lot of movies in past five years with different genres there was a time when typical movies were available on cinemas screens no one was interested in those movies because of traditional trends were followed in those movies. Pakistani people have a lot of talents, enthusiasm, and creativity.

At the very start before going to discuss the impacts of movies and others, factor just a few backgrounds of last five years movies, which got the full attention of audience. Lahore

made its first feature film in 1924 due to economic problems this film completed within three years. Young artists were ready to take part in the establishment of the cinema. More than 200 movies were made per year. The first Pakistani film *Teri Yaad* was released in (Mohiuddin, **1948**) that was the indeed first combined effort of Pakistani artists, which was successful in a glorious way.

1.2 Comparison on the basis of Islamic values

In 1949 a minister of state shows the negative behavior of state towards industry development. State argument to decline the future of movies were based on Islamic values and start saying that Muslim should not take part in any film making type activities. This statement discouraged the filmmakers. They were not ready to support the industry by saying that it should not be praised or celebrated. In other words he was against filmmakers and these words could ruin the whole industry. Members of censor board were involved in money taking and bribery.

Filmmakers have to pay them for passing movies after investing on movies. They were involved in earning money so they banned movies on the argument of Islamic values. The body of censor board was corrupt they were not concerned about the output of the industry but just to make money (History of Lollywood: The silent Era, **2008**). This act of bribery from censor board was spoiling the generation of films producers. After oppression era of banned movies and corrupt board member Pakistani, film industry rebuilt its identity in spite of facing so many challenges paralyze industry was looking to move slowly with the help of immigrants. With the support of those who were from across the border industry rebuilt because, they were good in their work.

1.3 New talent in film industry

There was also need of collecting new talent from country. Although talent was, present in Pakistan and needs to explore by someone. Film producers of that time were good enough in their work as they were train from Bombay before partition. It was edge for Pakistani film industry that they were train and became a cause of cinema revival. Another policy came to existence with the ban of screening Indian movies Pakistan to promote local production. Because Pakistani films were not able to compete Indian films so there was a need of providing Pakistani cinema a noncompetitive ground for local, production Pakistani films were produced in different production houses.

In 1950 Do Ansoo was the first released movie which runs at the box office with consistency for 25 week. After that achieving a silver jubilee award .In the very early days 1951 Noor Jahan play a leading role. Then a Pakistani movie made by director to show our culture in movie MualaJatt (Adib, **2010**).

In 1959 Pakistan got first Oscar award for Jago Hua Swera. This movie was filmed in Dhaka (East Pakistan) (Bandopadhyay, **1959**) Lollywood the Pakistani film industry is the industry which was producing number of movies in 1970s to 1980s.lollywood was producing more than hundred movies per year (History of Lollywood: The silent Era, **2008**).

1970s was considered as a peak year for movies more than 125 movies were produced and this was rise of Pakistani film industry. More than thirteen hundred cinema houses were present for film screening that was very good sign for emerging Pakistani cinema. Film industry was in very worst situation. In 1970 democrat, government took the first step for the development of films. In 1967 Habib film director produced horror movie

first time in film industry that was “Zinda Laash” (Stoker, 1967).

However, this was not able to change the mind of people to think about the worth of film industry as it is considered as dirty thing in society. No one wants to work in movies. Film making subject was not available in any art institution. Pakistani films are facing a problem from the first day. The main challenge for Pakistani cinema is the relevancy with the Indian film industry. Pakistan has the same culture and almost the same language. So that is why Pakistan needs to improve its genre quality to compete with India. Pakistani audience has the choice to choose either Indian movie.

1.4 Banned on Indian movies

For the survival of Pakistani film industry, Indian films were banned in Pakistan because of the quality of Indian movies were better than Pakistani movies and the audience had an option either to choose Pakistani or Indian movies. Pakistani and Indian genre was the same because of the same culture of both nations. Filmmakers of Pakistan and Indian were using the same technique of appealing the emotions of the audience and Indian production was far better than Pakistani film production, therefore, banned of Indian cinema was mandatory. To save Pakistani film industry Indian films were officially forbidden in Pakistan.

1.5 Cultural pattern of movies improved in Pakistan

Some of the Pakistani film producers were trying to improve the cultural face of Pakistan and with the prevention of Indian movies; their efforts were going towards a direction of success. They want to tell the audience about the importance of national cinema. But Indian content was available in Pakistan in form of traditional Indian video cassettes. It was available in Pakistan and was easily accessible to Pakistani film market. It shows how the

audience is influenced by Indian films due to this interest and loses policies the Pakistani film industry was facing the age of knave ship. Moreover, local films were staidly declining.

Pakistani emerging cinema is trying hard to attain the distinguished identity as Indian movies is more popular in Pakistan so with the change in policy of screening movies Pakistan has to face a competitor. There was a shift of policy in the form of Indian firms screening. After 2002 a lot of changes occur in Pakistani cinema the graph rate of releasing movies rate is increasing in new era. With the movie of Javaid sheikh there was a hope for the Pakistani film makers. This movie released in 2002 and this was a hope for the directors from financial perspective. After so many years Pakistani filmmakers were thinking to invest in film with the top business of this movie. Pakistani film industry was facing a crucial time at one time Pakistan were producing hundred movies annually and this become very limited with the passage of time and then movies uplift the Pakistani cinema. Due to poor production of movies cinema was facing bad time in all cities of Pakistan.

1.6 Pakistani cinemas through transitional lenses and using different technologies

New technologies were used to improve the quality of films to spread medium which one is utilized, on the other hand directed were allowed to make various movies on the culture of South Asian in different ways that was forgotten in previous decades to enhance the growth rate of films. However new releasing movie rate is increasing day by day in which both side of symmetry is present so that new things can be range over according to our facilities. To dominate the other culture the most important thing is to enrich the technology due to which increasing rate of films were increased. The movies spread throughout the world because of quality and technologies that made a movie bock bluster.

Jami describes why drama Moor was the block buster drama due to the following things Epic X and the country's first 4 K DaVinci Resolve, the camera used in this drama is Red Mx cameras and Ajmal was presented the animation and art of this drama. In the modern era there were a lot of facilities for releasing new movies in a new direction with new fascinating ideas to make that drama or film block buster. Today there is a lot of difference in the previous movies and new upcoming movies. Here movies were made according to situations to keep positive and negative aspect of that script in mind to take that movie in a forward direction like in a progressive way.

In today's world a lot of things kept in mind to make any drama or story because through movies and drama director have to gave some moral lesson to the world so some time a lot of expectation of people were connected to writers so that these things were the essential part of any story to make that story at the top of list. A new class of story writer are developed in Pakistan that present the common issues in Pakistan that can be discussed in dramas and movie so that our Pakistani know the problems of other Pakistani in this way strength of Pakistani people increased when they know the weak areas of their own lives in this world.

In 2003 some young filmmakers were striving for the betterment of the quality of film production by using incomplete resources. There was a start of new era with the privatization of television channels. Some channels were taking initial steps to support Pakistani film industry and cinema also as filmazia a private television channel was broadcasting Pakistani films mostly these were produced local filmmakers of Pakistan.

Film producers association and cinema houses owners were trying to lift the ban of Indian movies in Pakistan which means Pakistani movies has to compete with Indian movies.

Another private television channel was ready to support the declining Pakistani cinema.

Another Pakistani movie produced by geo television was released in Pakistan and India and this movie was a blockbuster Pakistani movie with the hope of survival of Pakistani film industry. With the success of this movie geo continued the struggle with revival of cinema.

A movement was launched in 2009 with the name of Pakistan new cinema movement.

Purpose of this movement was to uplift Pakistani cinema by publishing different articles to support film production. 2012 was very bad year for Pakistan film industry as they failed to produce even a single Urdu film in the whole year. This year was declination for the

Pakistani film producer no one was ready to invest on movies. Most of the time Pakistani films follow the same trends like Bollywood. Typical Pakistani film format is like Indian film industry having number of songs variety of movies types. Pakistani film industry is following the Bollywood pattern but cannot compete with the quality of Bollywood movies. Indian film industry has the tremendous production record in the world. On the same genres, Indian films are getting fame and doing huge business in the field of movies.

Bollywood is earning so much profit from this industry. Indian film industry was also doing business in Pakistan. Pakistani audience always welcomed Indian movies and prefer to the Indian content on same trends. Pakistani film industry is losing its popularity, as they did not produced single Urdu movie in 2012. And another Pakistani movie Bol was very blockbuster Pakistani movie with the success of these two movies a new chapter of Pakistani cinema has been started. After the success of these two movies, Shoiab Mansoor provide a new turn to Pakistani cinema.

The success of these two movies set a new trend for the cinema named emergent cinema.

Traditional trends of Pakistani movies end with the era of new cinema. The core concern of the researcher is to analyze emerging trends in Pakistani movies and to find background of Pakistani cinema and the age of declination. The Pakistani film industry was growing in the 70s and 80s however; through previous researches, it considered that Pakistani film industry was also, facing problems at that time and Pakistani films makers were looking for an environment for the further growth of movies. Pakistani film industry failed to achieve the heights of success because of non-serious administrator regarding the importance of the subject film. They were unaware of the importance of the film industry and revenue of films. They were using this medium for personal agendas.

Total 37 movies released in 2013 six were in Urdu and only one was hit movie. In box office new stunning movie *Waar* earned over 7.1 in the first days and beat the previous movies because its story is a mixture of action and diversity of nationalism. This movie becomes the more expensive movie for the last 65 years in Pakistan history. In 2013 Pakistani action- thriller based film produced by Hassan Rana and directed by Bilal Lashari. This movie was block buster at 6th number of highest grossing rate in Pakistani cinemas. The story is based on war on terror that show how two units move towards war direction. Due to this movie's director wants to show how we can able to understand the reality of life so that we may be able to stop this terrorism from this world. *Waar* (2013) a Pakistani hit movie in English language with its some dialogue in Urdu got prominent position in film industry. It was action based movie. This Study conducted to find emerging trends in Pakistani movies in past years.

In 2013 director and producer have taken a risk for making a film in the form of war-

epic. The viewers appreciated this film. The comedy-play; ‘Na Maloom Afraad’ brought a huge change in cinemas. This movie also earned more than 5.5 million on the first day. Another movie “Main Hoon Shahid Afridi” was a hit movie of 2013 story revolves around the sports.

In 2014 Namaloom Afrad, Dukhtar, system, Hijrat, these all movies were based on action comedy and thrill so all genres were used in movies to get maximum attention of audience. Pakistani cinema has brought a huge change in film industry. In 2015 there was record of 11 local films from which one is animated and remaining 10 movies were feature movies out of these movies three movies were enormous hit. In the beginning of 2015 directors made a various scope of movies for example the first animated movie 3 Bahadur (2015) made in Pakistan and the story based on this movies was how to killed innocent creation in this world.

Bin Roye is a Romantic drama film directed in Pakistan in 2015. This film is produced by Momina Duraid the main lead role played by Mahira Khan and Humayun Saeed. The story is based with Bin Roye Ansoo novel that was written by Farhat Ishtiaq. This movie is at seventh highest grossing rate in Pakistan. The starting of this movie is from Hum TV. Pakistani romantic comedy film was directed by Yasir Nawaz in 2015. In its opening time it earn almost 2.51 crore at local box office and this movie was released in Ary Films at Eid – al- Fitr occasion.

A drama Good Morning Karachi in 2015 that was based on glamour of showbiz and the story of this drama is how a girl is attractive towards this glamorous industry; Farhat Ishtiaq; presented a romantic novel that based on social welfare in 2015 ;Jalaibee (2015) is a

leap sort story ; scary movie is presented in 2015 that is Maya. A list of romantic comedies movies presented in cinemas in 2015 was Wrong No, Dekh Magar Pyaar Say, Jawani Phir Nahi Aani and Karachi Se Lahore. From the previous 3 years, Pakistani cinemas presented a lot of strengthening movies because of the young generations production team as the ratio of releasing movies per year is 10 movies. It is the positive symbol to the film industry that facing many problems from the previous 3 decades. This progressive style in Pakistani cinemas were named by researcher is 'emergent cinema 'and this word is derived by the progressing culture. This emergent word shows new collection and new practices and meanings to show their characteristics that included both favorable and oppositional sports.

In 2015 the movie is Karachi se Lahore that was very interested .The story is related to Zaeem in which he has been misuse in his whole life by every person. He wanted to stand up for himself in his life for the very first time when he know the reality that his girlfriend is going to marry with his cousin then he wanted to stop that marriage . Dekh Magar Payarsy was a romantic comedy movie that inspired viewers because of outstanding music and cast. 2015 was the year of modern designer stories. The involvement of cinemas in Pakistan plays a very important as well as positive role in our community. At very early stage of development of cinemas Bombay had achieved the goal of establishment in the region. There was a huge shift of capital and talent from Lahore to India because of partition. Hindus and Sikhs were more skillful and have capital and they shifted from Lahore. Muslims also shifted from Calcutta, Bombay, and start living in the Lahore. A series of migration was on the peak Muslims were coming from India to Pakistan most of exerts were shifted from Lahore to Bombay so like other industries in Pakistan film industry was also at its beginning stage with shortage of everything. Pakistan film industry was under so much pressure. In Pakistan there

was shortage of everything like skills capital technologies.

A huge amount of capital shifted from Pakistan to India because most of investors were Hindus and Sikhs so Pakistan was not in a state of investing so much on the film industry. Hence, there was a dominancy of culture. The Indian Cinema as we found in Bollywood motion pictures it is trusted that Bollywood film is a manual for present day film as portrayed by (Dwyer, 2010). National censor policies also played vital role in the development of movies.

Pakistan censor board started spoiling the future of Pakistani cinema in 1950. State censor board works for the certification of movies and can banned movies, which could hit the national integrity. Censor board banned Pakistani movie because of expanding a particular ideology. This act was not good for the progress of Pakistani cinema because industry was in very bad financial situation. Bann of Pakistani movie was not good sign for the filmmakers.

A socio- comedy film in 2016 was directed by Nabeel Qureshi that is Actor in Law. This film is in Urdu and released on the muslim occasion Eid -ul -adha. In this film first time Indian actor Om Puri was included. This film was awarded by 16th Lux style award. This movie was in Urdu language and earns 30 crore in box office. In a 2016 Janaan Pakistani romantic movie was directed by Azfar Jafri. This film was blockbuster in the 2016 year on ARY Films. One more romantic and thriller film that is Bachaana in 2016 was released directed by Nasir Khan and produced by Rizwan Saeed. The story of this movie was very interesting and released on Big Film Entertainment. In this movie Dohara Phir Se is a romantic drama film released on ARY Films in 2016. The story of this movie was based on divorcee women. One more road comedy romantic film in 2016 Lahore Se Aagey is released that is in Urdu language. At the

start this movie received a lot of criticism but after that it was break the records of previous movies. The one of more top listed movie that is Ho Mann Jahaanin 2016 Pakistani coming – of - age drama film written and directed by Asim Raza.

In 2017 Punjabi Nahi Jaungi romantic comedy film directed by Nadeem Baig released on Eid- al- Adha. This movie earns 31 crore and this movie was at the top until this movie became in the cinemas houses that is Jawani Phir Nahi Ani 2. One of more socio-comedy film in 2017 that is Mehrunisa (V Lub U) directed and written by Yasir Nawaz. Some people think that most of the dialogue was dirty in this picture and the writing style is not good this time. In 2017 Pakistani social- drama film Verna is released that was directed and produced by Shoaib Mansoor. The most important thing of this movie is that most of the principal photography took place in Islamabad. This movie is released on Hum TV.

In 2018 a lot of super hit movies were made to entertain audiences. Parwaaz Hai Junoon in 2018 Pakistani aerial combat- war romantic film was produced by Momina Duraid and directed by Haseeb Hassan. This movie was special made for Pakistan Air Force to pay tribute to them to encourage them to do work with same zeal. This movie was released on Eid al-adha. This movie was released by Hum Films. It is the highest grossing rate of Pakistani film. Teefa in Trouble is a romantic action comedy film released in 2018.

Ahsan Rahim is the director who is famous for making music videos and television commercials. This movie is at third Pakistani film which crosses Rs 50 crore marks. In 2018 Pakistani comedy drama film that was directed by Asim Abbasi and produced by Syed Zulfikar Bukhari. This movie was awarded by 91st academy awards for best foreign language film. 7 Din Mohabbat In is a 2018 Pakistani romantic comedy film that was consisted by

fantasy element.

This movie was directed by Meenu- Farjad and this movie was released in Eid – al – Fitr. This movie was block buster in box office. In 2018 Load wedding Pakistani romantic social comedy film that was written by and directed by Nabeel Qureshi. That was released in Eid al- Adha. Crime comedy in Urdu language that was released in 2018 named as Parchi and directed by Azfar Jafri. This movie is in Urdu and released at ARY Films.

In 2019 Pakistani action film (Sherdil) that was directed by AzfarJafari. The story of this movie revolves around Pakistan Air Force. There was ups and down in the history of Pakistani movies. When there was time when film industry is a way to move towards developing country. In Pakistan in spite of all ups and down in film industry a lot of various sort of talent is present in Pakistani actors and actress. In Pakistan actor, script writers, poets, technicians they all were full of talent to make a block buster movies in Pakistan. Filmmakers were facing the problem of low budget so they are not in position of taking any risk to make high budget movie and if censor board banned it, they will lose the money. Roll of films cannot deny in our daily life. Content of movies create a sense or mobilized thoughts.

Film makers of that time was not in this condition that they take a risk of high budget film that can hit ones thoughts and after hard work and investment they get reward in the form of banned by censor board. Pakistani minster of that time was not ready to support the industry because of their negative behavior they were not ready to accept the power of cinema and revenue. The behavior of state was not in the favor of Pakistani film industry.

New thinking, new ideas included with technology developed new chances of jobs and production of market all these factors were responsible for the development of foreign

regional society. If we spend our time properly in entertainment industry its mean that movie will definitely hit as a block buster movie and also in this way we were able to enhance the attention of audience regionally and internationally. In past Pakistan had 5 studios in Lahore, Karachi and Dhaka (in East Pakistan) that made a movie in our national language (Urdu) also dubbed in Punjabi, Pashto, Bengali, Sindhi & Balochi. When we talk about Pakistani cinema, we are not just discussing only a theatre hall, we are talking about a way through which we enjoyed with our families by eating different things includes food, snacks and good leisure time. This movie is about a fisherman that lived in East Pakistan and won an award at Moscow International Film Festival.

Karachi and Dhaka were new Pakistani film producers. Which were joined in 1956 Karachi and Dhaka were additional producers of Pakistani films. After joining of Karachi and Dhaka production centers thirty-three films produced within two years. In this sort of evolution like oppositional point of view , most of the time such type of circumstances were involved which were not happened actually mostly unwillingly due to which a new type is generated by indirectly (R. Williams 124). In 2007 Shoiab Mansoor executes a film (khuda kay liye) and this movie was a gift to uplift Pakistani cinema and frustrate film makers of Pakistan. This film was very successful by the business point of view. With the success of this movie a new era of success was started.

After the removal of ban in 2007 this block buster film was filmed. One more film that was filmed and the story is about female convict on death row, she want to tell her own story to the media this movie were block buster movie at the time of their release .In DC South Asin Film Festival Lamhamovie. After a long interval Pakistan film Industry started a new vision of enjoyment with a different number of stories lines. The new artistic is produced up

now by using new ideas of making successive movies in a few year in industry. Pakistani Director made movies based on reality.

Story is related to our Pakistani culture and the incident which we are facing that is in front of us in the form of movie. It is expected that after passing a few years Pakistan Film Industry become more developed and promote unique and reality based stories which gave us a moral so that after watching that movies we are able to lead our life by keeping that ideas in ourmind.

Movies help us in different ways in our life when we are guiding our kids and he find the lesson in a book is difficult then by showing a movie that is related to that lesson they will definitely grasp the idea after watching movie. In school now a day's some movies and entertaining programs were used to deliver lecture by making them lecture long lasting in the minds of children and children feeling relax while doing some work because of their interest. If we want to established entertaining industry to make a block buster movie that will influence at international level on box offices to produce movie which influence people in such a way that they grasp the story in a real way.

For highlight the movies high amount of budgets is required to show the title, clipping and also for the opening days red carpet is required to developed suspense in the mind of viewers. Some branded companies invested huge budget to run the theater. Although Pakistan was facing a problem of shortage of money but still talent was there to start the industry what required was just a little financial push. Pakistani film industry was facing financial problem having almost low technologies. Start of Pakistani film industry was in the hand of immigrants. They were migrated from India to Pakistan. It was not easy to start the

industry with low budget poor technologies so initially it was very difficult to uplift the industry or even to take the first step also they are facing the problem of technical facilities on the other hand film actors were also facing so many issues.

The migrated film actors were not good in acting and their past was not good in India. Meanwhile Pakistan was facing so many problems to hold its industry Bombay was entering in its good era because of good actors and financiers. Actors having good records were ready to support new talent to promote the industry they were ready to contribute to teach the beginners of the industry 'it was very tough for Pakistani film industry to compete with Indian film industry. Due to bad health, condition of Jinnah no government support attain by this movie. It was start of Pakistani film industry but due to national problem of Pakistan, this movie could not survive on the screen. After one week of releasing the movie Jinnah died and movie, Terri yad (your memory) disappeared from screen

In 1954, there were prohibited the socialist party and writers that makes story on development. The main focus in our dramas and films on the language that is Urdu , Pakistan Television worked on Urdu literature in their entertainment stories but this section have been facing a lot of problems in the 1970s and 1980s. The Pakistani people stick only with PTV but there as a hidden drama of some people to stop the progressing rate of PTV dramas this formula was only adopted due to the excessive watched PTV dramas. In 1970s and 1980s in Pakistan and neighboring countries only PTV dramas were seen and a huge fan following of PTV were present in that era.

For promoting film industry government should play their role for the progress of films in film industry by organizing different festival in Pakistan in which different sort of

creative programs was offered in front of people so that they know how to involved people in this industry otherwise our industry is unable to compete with anyone else at this spot. Our filmmakers and actors mostly talk about on media that they are doing their best in movies because they presented a lot of things with the positive aspect of life so that people watch that movie and like that movies.

However, when there is low cost in production with a good budget and best story all these components were necessary for the development of this film industry. We hope that in 2011 the film industry goes towards progressive way because many works will u people were seen in these upcoming movies with lots of different varieties. From the previous decades, Karachi is the biggest cities for watching movies of Pakistan in various cinemas houses. Each sort of old and new version of movies was seen in these cinemas. Due to the following drawbacks Pakistani movies were not so successful because of bad story script, cameras resolution and the rate of tickets were so high that common people did not afford tickets to watch movies in these areas these are the factor which is responsible for the following points. To solve these problem cinemas were built in residential areas because people were easily approached for cinemas when they have time then them able to go to the cinema to watch television. In this point, the government should play an important role in the production of cinemas houses for encouraging people for support.

To promote Pakistani movies in cinemas others country movies and actor were not allowed to pay any sort of role in our movies so that their will have progressed in movies field. Pakistani used their local language no any other language can be used in our movies and other languages movies were banned to watch in Pakistan. Here in Pakistani movies, a lot of things present in the film industry from Indian side i.e. cameramen, musician, and

choreographers all these persons were haired in Pakistan industry no one can stop this. When there is the availability of Indian people in the industry then there is no change will occur.

Movies were totally under control by Pakistani lead directors and producer to create a blockbuster movie in Pakistani cinemas. Drugs, usage of drinking system in universities such type of things were not acceptable according to the recent survey. People were disliked such things according to censor that set up according to the government. Depending upon the mental level of people who decide their local language and trust that people support their own movies and watching these movies in cinemas. If there is any movie that is not according to censor board so that movie is not acceptable but what's about those movies that are present before these rules? As the quality of Pakistani movies is not enough good and technology is not perfect until we have no potential to compete with another country as internationally. Not even can compete with India because in Pakistan from last 60 years not any sort of training institution built for Pakistani actors/actress for mentoring. Also, the Pakistan government is not supported films in the form of taxes, or any other training institution for developing skills to promote in a positive way. Our filmmakers and technician need institution for their improving skills with international filmmakers and technician that how they tackle everything in a very effective way. Our government has to learn a lot from watching these things because after watching these things our most talented and hardworking people gone towards other film industries and worked there.

For improving our film industry a specific sort of guidance required for the setup location, networking sites with local production all these things have to manage so that proper training was required for the development of this industry. In Pakistan, a lot of beautiful places were present filmmakers have no idea how to utilize these places in movies.

For this approach, a huge budget was also required. For the development of this industry, we have learned a lot from the international team so that we are able to survive in this industry otherwise no one can help us from the decline position of this film industry. Every society has its own rules and culture but you can not apply these culture and traditions to the environment. People think that whatever the story runs that time describes the whole true story related to this world.

Most of the movies based on humor no any relation with the real world just fake stories was run to earn money. Just imaginary character was described in front of the audience. But the real fact is the audience does not want to see the story without any other entertainment. Mostly movies were made according to the desires of the audience they should not criticize any show or movie so they just want to enjoy that entertainment that was made for the audience. Whenever some fake faces were present in media in spite of all these facts the audience have no concern with real faces of that actor/actress. It is not a good thing that some people spend their money on meeting celebrities but have no money to watch movies in cinemas. They don't want to see movies which have good story script and entertainment stories. There is no doubt that there is no any sort of deficiency of entertainment in the films industry.

They just want to improve movies to make them attractive, entertaining and quality wise enough good to overcome the deficiencies in movies. With the passage of time people achieve their goals by attaining short cut in their lives so these short cuts have carried them towards the wrong direction that ruined their life. People fulfill their dreams by adopting different ways which they have seen in movies. Some people watch movies with positive aspect but some adopt negative things which lead them towards the wrong direction in their

life. Some people inspired negative role of their favorite celebrities so they want to become like that. The public should be unconventional and unpredictable of their reaction no matter what sort of entertainment is present for the audience.

In different societies, some rules were set up according to their environment. Films were produced and their likeness and disliked depend upon their watching criteria. These days public demand can be changed according to the present situation but film stories were not changed after the movie is completed .some movies were blockbuster and their stories were based on social, religious, spiritual, ethical are all these factors were present in film industries. Some character was so strong that after watching that thing all impacts dropped on the viewers' mind to check how they got influenced by those movies. Films are a very good method for getting entertainment and other moral values after watching these stories in the form of film and dramas. From this source which provides happiness and entertainment to viewers to make it successful. In present movies, various varieties of instruments were present that enhanced the quality of movies and dramas.

The government should provide a well-known program for the publicity of film industry these programs not only for the publicity of programs also open the minds of people towards the film industry. Indian movies were blocked buster, quality is good, cameras were an outstanding and a huge amount of budget was used for the development of Indian movies. From the last 60 years of this film industry, no professional institute was build to train people according to the film industry. Pakistan plays the best role in developing movies in the form of taxes and the locations that provide by the government are outstanding. Our filmmakers feel proud of working with experienced people. Many cinemas and film industry facing a lot of difficulties and rise and fall for the development of industry after all these work hard it

reached towards success. When movies are making a then cooperative team, costly time, expense on movies all these factors have to complete this for the progress of the movie.

Due to the shortage of income, only a few percentages visit cinemas houses that are going to be closed Most of the producer gave some money to the publicity of that movie so that movie blockbuster. By promoting movies in cinemas more and more money is required for the development of movies. People of industry thought that people go towards cinemas for watching movies but they don't want to see Punjabi movies in the same style and same characters same dialogs were repeated so most people have no interest to watch these stories again and again and waste their precious time. The most famous example is present in front of us is Syed Noor that becomes famous director just because of Urdu movies but now he is continuously made movies in Punjabi movies and continuously going towards flop side so due to this he is going to stop making movies because of this unexpected response from viewers side. Cinemas were sold because of no response from the audience so these entertaining places were sold and going towards reducing these sites from 100 to 30 were left behind that was working in these days.

After 1965 wars Indian movies not so much famous and there is no any sort of publicity in cinemas in front of Noor Jehan. In this same year, two more movies were released but unfortunate these movies were also not got proper attention in front of Pakistani movies. After this great loss in 1981 two more movies were ready to show in front of people but the same result as previous movies not any sort of attention can be obtained in front of Pakistani movies. In this way, this thing is clear that how much we help our Pakistani movies. But

today's our generation mostly watch Indian movies. They have to work hard for the development of movies in front of Indian movies to reduce the fear of their statements only.

When the studies are complete, moving towards the right direction and the causes for the decline of movies known in this world to gain success and fame.

By the usage of cinemas, a lot of changes occur in this industry people were advanced enough so they are going to flourish this industry, in this way industry were come out from crises and difficult situations. Nothing in this world is impossible only devotion and hard work are necessary for getting and achieving aims in their ideas. Only some brought ideas to come out for the survival of this cinemas industry.

1.7 Problem statement

Question which needs to answer is cultural patterns and violence rate were portrayed in Pakistani films from 2013 to 2019. researcher needs to focus the movies as researcher selected for the analysis. Few studies have been conducted on Pakistani movies. Research attempt to answer the question the cultural patterns followed by Pakistani movies and rate of violence in these movies.

1.8 Research objectives

- To analyze cultural pattern in Pakistani movies produced during 2013 to 2019
- To examine frequency of violence in Pakistani movies.

Conceptualization and operationalization

Culture:

Group of people shares knowledge and characteristics for their identity. Music, language dress, social habits which segregate them from the society. Researcher selected component of culture (dress) to fulfill the objective to analyze.

Violence

Conceptually violence is defined as to force physically psychologically by using weapon abuse injure or destroy.

In the scene when person harm the other by slapping, beating, weapon and through verbally. In Pakistani violence divided into three major kinds that are

- a) Physical violence.
- b) Verbal violence.
- c) Use of weapon in any kind of

1.9 Operational definition

This research measured movies in term of cultural pattern and violence rate. This research study analyze cultural pattern (dress) and violence rate in the movies produced during 2013 to 2019. To examine the frequency of violence in Pakistani movie. Cultural pattern and violence duration of time in seconds consumed by Pakistani Urdu movies have been taken.

1.9.0 Culture:

Culture is collective programming which cannot genetically inherited, it passed from generation to another and it is changing all the time because every generation adds something of its own before passing it on.

Pattern:

Pattern is a template or model which generates pattern elements, especially if the elements have enough in common for the underlying pattern to be inferred, in which case the things are said to exhibit the unique pattern.

1.9.1 Dress:

A dress is a garment which is used for wearing, consisting of a Shalwar, qameez, trouser, shirts, frocks and skirts etc. with an attached a matching bodice giving the effect of a one piece garment. Violence:

1.9.2 Violence

Violence is an action exertion to force as an injury, abuse and mentally from individual or group to individual, or group. In Pakistani movies it is mostly in the form of physical and verbal like abusive language.

1.9.3 Research question

What are the emerging trends particularly cultural patterns, the frequency of violence in Pakistani movies from 2013-2019?

1.9.4 Significance of the study

This study is a contribution for the students who are desire to work on Pakistani movies most of the studies have been conducted on the Indian movie this study will provide a support

to the new researchers and a new door will be open for them. This research will provide a turn to the film makers to produced quality films for the betterment of the industry but don't spoil cultural values of Pakistan. Cinema is very important tool of promoting culture and norms purpose of this study is to provide a new thought of Pakistani filmmakers as this study would be helpful for films student also. This work will serve to the Pakistani film producers and other film related people.

1.9.5 Limitations of the study

This research focus on emerging Trends in Pakistani Movies particularly cultural patterns (dress) data has been collected from movies to analyze the trends. Content analysis method has been used by the researcher. There are certain limitations which limits the research. Much work has been done on the Indian movies and few people are interested to work on the Pakistani movies so therefore collection of data was a time taking job moreover few studies have been conducted on the cultural pattern min Pakistani movies. having less sources in film industry unavailability of much data on internet and few researches conducted related this topic most of movies are not available online.

CHAPTER 02

LITERATURE REVIEW

2.1 Review of Related Literature

Study conducted in which comparative analysis of both Indian and Pakistan movies were done. Eight movies of each Bollywood and Lollywood were taken and they were analyzed regarding violent content, which showed that Pakistani movies are more inclined

towards showing crime scenes and violence than Indian films. 7.31 percent violence was observed in Indian movies while that of Pakistani movies was 13.85 percent (Bashir, **2012**).

Cross dressing relies on make believe, on deception, on the willful manipulation of perception (Altenburg 172).

According to the Brock cross dressing narratives within any type. The cross dressing heroine's reoccurrence to her womanlike sex role excellently "comprise or even suppress any threateningly subversive representation" (Brocklebank 273).

After the subcontinent divided into two countries based on their different ideologies, then it was not in the condition of Pakistani film industry because at that time, most filmmakers were Hindus, filmmakers were few in Pakistan, and they moved to India after partition. Some talented Muslim artists luckily came back to Pakistan and films were produced on different themes like patriotism, romance, and social issues. The favorite theme of producers was romance rather than social and political themes in those critical times. With the passage of time they added music in romantic and emotional movies which became a center of attraction for viewers. Films got hit not because of script but due to incorporation of music. Music was needed mostly in the scenes of love etc. The characters in these films were focusing on glamour and women's objectification so till now it's hard to say that Pakistani industry has evolved rather it is going towards declining phase (Daudpoto, **2011**).

Today creativity is the biggest problem in industry either in film side or drama. The main difficulty when preparing script each point kept in mind because some people create some issues in media and creativity. In a classical view, (al., **1982**) describe that how creativity or script writing creates major issues in film industry but another side with a few

novels that act as blockbuster increased the role of commercialization in 1970s. Faulkner and Baker (1991) describe the consequences of hit listed movies in the Hollywood film production. To resolved business issues and script writing most of the producer act as director so that to concentrate on business problems that is associated with commerce which is more essential thing in industry

That's why directors and story writer both people do the same task in this industry to take it at the top of success. Social, Cultural studies included various information and reality based stories which helps to make a composition of music which plays essential role in the development of glamorous world. Such type of studies helps to create a music sound according to script and commerce that is more effective.

Frith (1981) showed how music plays a well role in commerce development, in the study of cultural values and stories he describe that music plays a huge role in the core of people and increased the affection towards that movie or drama. Mass communication is totally recreated, recycled and changeable art according to situation so it takes towards progress is a little bit easy in composing situations. In the present era of industry, the audiovisual media play important role in the success of glamorous world but that is not enough to build a industry at the top of the world. Today's drama was made according to the pattern that is adopted in the 20th century according to sound and story lines (Pollard, 1993)

In above we see that all research have done in other countries. Most of researches conducted on Bollywood films. Researcher selects this topic there is no research on trends of Pakistani movies. Through this research researcher will tries to find research gaps in previous studies which were conducted on Pakistan cinema and will recommend new trends which

industries should follow to make film industry developed.

Sometimes various applications needed to make a storylines that lies on postmodern life. For example a lot of points noticed by Boggs & Pollard (16) from the last few decades that were facing film industry from the world war II. BY doing some mind-jobs another aspect of film industry were presented in front of people due to which immoral and insane sort stories to create a conservative thinking in the mind of viewers about film industry to stop promoting. But the Hollywood storylines were absolute clear and with positive aspect of the people were presented as always in front of viewers to keeps their thinking clear related to this industry.

The U.S has dominated in glamorous world from the World War I. During the both world war a lot of film producing countries facing a lot of problems including Pakistan. In all these countries a huge time required to overcome this destruction in film industries. Hollywood most of the time wants to move the forward direction but many times restricted to regional basis (Stamm, **1994**)

Third world cinema, when Hollywood made feature films that thing is the world war but at that time India becomes more powerful and released 700 – 1000 feature films per year due to which some contradiction were always present in both industries. In this way half of the war is completed in this industry in the list of Asian countries. Hollywood has a consequential effect on the story of films that was used others countries for the production of their movies (Tunstall, **1977**).

On the basis of Pakistani film industry American built their film industry. In the 1950s when U.S starts television programs than it run film industry on the basis of running

television programs that lead the expenses of American film industry .In this way they enjoyed the glamorous world by running a lot of programs on television at that time those programs were blockbuster in their industry.

In Pakistan filmmaking is considered as scam artist and watching movies in cinemas were considered a shame for a civilized person in a society for watching movies in cinemas this act is considered as vulgar (Bilal 2015). Noor (2012) discussing an interview , that one day a middle class family goes to cinema and watching movie there . They want to get autograph and have feelings to see the actor face to face because they liked that actor and inspired him because of many acts that was done in that movies, whilst was considered a bad thing in their family especially for girls and to connect with film industry was a bad choice forever because of the bad image developed in their mind.

In 2017 a television drama Rangreza the most famous drama and the story of this drama lies on the fact that a poet loved with a film star, celebrity. Due to the some immoral movies a respectable families did not allow their children especially girls to see such type of transmission and performing in a local area in front of common people with comparison to others well respectable profession for girls instead of their performance in front of people. Most of the role were played by a male actor instead of a female and with the passage of time female role were played by red – light area performance. In the thinking of people the film industry is not a good profession so they were not able to give that respect which was given to others profession because of dirty profession in the mental level of people.

They thought that a film star never gain respect and publicity in this world regarding to their profession. In this film industry most of the people changed their names while

adopting this profession as the father of Dilip Kumar was against his working that he doing work in movies according to him film industry is not a good profession (Gulazāra, Govind Nihalani, and Saibal Chatterjee 2004, 470). Like others profession filmmaking is also a profession and creativity how to develop our culture in the mind of people so that they know the importance of film industry.

The first inspirations for cinemas were parsi theatre in which composition of song and dance, Urdu poetry, folk tales, Victorian melodrama and due to these continuous development it is one of the best and largest film industry in the world and this thing creates attraction of Bollywood and Indian industry. Also this Parsi film industry produced a lot of films per year (Taeube and Lorenzen 2007). After 1990s a lot of problems were facing by Pakistan film industry and reached towards the zero position that produced not only a single film in a hole year in 2012 (Iqbal 2015). There was a contradiction in indian and muslim interview that describe by Amjad Islam Amjad in 2013 about society as the film was the essential portion in the cinema as compared to Pakistani never matched our status with india because of dissimilarities in our culture, our religious boundaries so that in cinema Pakistani were lack behind due to the boundaries of our religion no one can able cross that boundaries.

SaminaPeerzada (2012) and Naeem Tahir (2013) discuss their views with researcher, that on the basis of religion and cultural structure no one can able to compete with them. This is an unlimited debate that how cinema of Pakistani culture can successes as a binding force towards Indian film industry and, in a personal interaction with researcher, state that a particular version of religion has been funded by the establishment to defend its power structures. This approach has prevented the cinema from working as a major cultural element and binding force in Pakistani society. In this way filmmaking is a challenge towards both

country which one is best in all parameters

They never accepted to defeat themselves they tried to work hard to achieve their aims in life. Due to some reason Pakistani film industry were facing a lot of decline but not for the whole life time. Not all sort of movies were produced all the time just to see some of the writer's story in this industry. The things which are need to be improved that were quantity, quality, conditions and economics when these factors were fulfilled then movies were present at the top of cinemas. The impact of these movies were in lives were strange because the storylines of movies were similar to the daily life some time story about a person, sometime about poverty, sometime modernism, sometime about middle class, sometime about forces and some time the incident that was facing in our real life was discussed in the form of dramas and movies.

Movies were block buster when it was shown to viewers not only in cinemas but also on television they easily them and discuss their views related to that movie. The grouping was in term of genre, fiction and classification in term of rating. To analyze the performance of classifier machine various sort of software were used to check them how much they are working. Machine that have a lot of programs that solved by a person when different variety of movies were present in front of them to analyze so that the every step is important to analyzed that movie cost, camera, dialog delivery, story script, emotions all these things were necessary to Promote a movie in cinemas houses. A minor amount of people were watching movies in cinemas.

From reading of books, magazine articles, reading of books literature review and analysis of different books were necessary to improve next upcoming movies to control and

made effective as well. It is proved by the study that there is deficiency of good ideas, lack of facilities, repetition in characters hiding ideas of others country these all factors were taken this industry towards down ward direction. There were separate cinema houses for the promotion of Pakistani movies so that in Pakistani movies the culture of our country was shown to people so that they moved towards their real life. Some other sort of study was conducted relevant to Pakistani and Indian movies. They were taken eight movies from both Pakistani and Indian side to analyze.

The thing that was noticed in Pakistani and Indian movies as related to crime scene. Than the result was surprising to see that in Pakistani movies it was about 13.85 percent whereas in Indian movies it was about 7.31percent. (Khalid and Bashir, 2012)

There is a concept of minorities' role in cinemas. In cinemas there was a misconception relevant to the role of minorities like Hindu, Sikh, and Christian. Media not just only show negative roles of women but also show less attention to their roles. That negative role of women show various sort of perception towards viewers. This thing is done just to enhance the publicity of challenge, entertainment and fun. Due to this reason minorities feel uncomfortable here in this society. From film a person show their own character and can reshape the views of people leave strong and long lasting impact on people. Through media it shows misrepresenting of characters of minorities.

Filmmakers show different themes in society. In media show their own life style that they don't lead their life like Muslim practice like Quran reciting, prayers no any sort of living style is shown to minorities. Media does not show reality based programs due to which real character of Non-Muslim were disappear so minorities facing a lot of unethical responsibilities in this industry. (Khalid and daudpoto, 2012)

At the very beginning there was a less role of girls of women in movie after the era of Zia's government when media is free then in every play and movie women are present with bold scene and drama and movies were incomplete without the role of women's as in previous era women's were just pointed out for sexual objects. In Pakistan film industry was focused on women's character instead of focusing story lines and real presentation that was a real thing in industry. Today's movies shows cheap dancing step , body language of actress and vulgarity is presented in movies that was not positive aspect towards development of this industry instead of following moral values of our culture, story according to our lives. When there is presence of ordinary songs in movie then even a good story were presented in front of people but that movies was become flop just because of common songs. A movie will become block buster with good songs and good story lines (Rizvi, 2014).

In movies sometime reality based stories were presented in front of viewers but sometime slanted stories were presented in front of viewers. Through movies different sort of reality based stories with real characters were presented and transferring civilization. Movies were become block buster so that basic theme is patriotic reality. Mostly story were move around two things women's characters and patriotic issues. Women character as compared to men is weak (Zahid, Malik and Ali, 2017).

In Bollywood movies (Mohapatra, 2012) they have started new trend in which they discuss rare diseases to educate and aware people with entertainment so that they deal with that diseases easily. In this way they show some different roles with different themes of disability how to deal with these problems. This problem was appreciated by viewers so that Educated people pay attention to these issues and persuaded them. In this way that people who ignore these problems pay proper attention to these issues.

From the previous study this issue was covered by these movies. First in 2015 “Wrong Number” and “Yeh Jawani Phir Nahi Aani” these two movies shows dominated character of women’s and no matter this problem can be solved by this way. Women are compared with men equally in these two movies. There was another study by (Barathi and Balaji, 2011) suggested that there was emerging trend in Indian and Pakistani movies like their culture , giant families and rituals that was accepted by people in all over the world. These combine roles play good role in front of others countries as in the form of entertainment. In Pakistani films feature films were presented that men rape women as women punishment. This matter was totally depending upon girl and nobody cares about women respect this thing was totally responsible by girl. No such rules were made to gave punish men because of this behavior. This rape scene that was shows in movies as a sex scene. In this movies due to these things men’s have no worry he becomes more strengthen in this culture. (Ahmad, 2016)

Imran proposes a documentary in which he discussed that social side of our leaders in the dictators era that how socialism were spread as a whole effect these documentaries were shown to people so that they have knowledge of their leaders that in which era the situation of film industry. In this way writer pay attention to activism cinemas to show the socialism in real life.

Following the emerging trends that we have seen in the Pakistani future perspective through the analysis of movies produced in different other cinemas between 2013 to 2019 in Pakistan there are lots of British cinema blockbuster hits has emerged the trends in Pakistani cinema and as we have seen in last few years Pakistani cinema has revived again and lots of films were produced from this scenario it is clear that lots of movies from British cinema and other cinemas have emerging trends as British Pakistani actors and scrip writers played a

major role in the success of these films and it is believed that the British Pakistani diaspora has enjoyed and have a abnormal appearance in British cinema.

Keeping in mind the above given scenario, a study was investigated by (Marta Bolognania, 2011) clearly described how the work of British Pakistani actors and script writers worked in order to make British movies successful that are considered as the major factors behind the emerging trends in Pakistani movies which showed the future of Pakistani movies through analyzing different movies from British cinema that were produced in between 2013 to 2019 and this study has presented a complete scenario of the emerging trends seen in the Pakistani movies according to them:

Benson's well known challenging explanation about anthropologists' work on minorities in Britain -Asians have culture, West Indians have issues could be effectively tested a little more than 10 years after the fact by taking a gander at the rich cinematographic creation about British Pakistanis. The vast majority of such creation, it will be contended in this paper is declaration to thoughts equally developed in the scholarly community and in social approach, for the most part concentrating on dangerous parts of one specific segment of the South Asian minority in Britain: the one of Pakistani legacy.

The paper will contend that a long way from being an ivory tower generation, sociological reasoning on British Pakistanis has mostly streamed down in considerably more standard social creations. These have wound up imitating the scholastic look with clear slippages concerning system and development of commonality, not through a cognizant ideological mechanical assembly, yet slightly as a social practice personally associated with socio-political possibilities.

When we talk about developing patterns of motion pictures in Pakistan's future point of view it isn't just about the British film yet different films are additionally engaged with this, for example, the Indian Cinema as we found in Bollywood motion pictures it is trusted that Bollywood film is a manual for present day film as portrayed by (Dwyer, 2010) in her investigation she referenced that the significant job of Bollywood film is that it is a rule to the cutting edge Indian film as per her the Bollywood film has risen new patterns as the most prominent film is tasteless, modernizing India in the entirety of its unpredictability, fallacy, naivete' and indecency. Considering prominent film is concentrating Indian innovation at its rawest, its crudities revealed by the destiny of conventions in contemporary life and expressions. Most importantly, it is considering personifications of us.

The famous film might be what the white collar class, left to itself, may have done to itself and to India, yet it is likewise the abandoned self of current India returning in a fabulous or gigantic structure to frequent present day India and we can see that how this film has given the rising patterns that made the Indian film increasingly modernized.

2.2 Investigation of a class, youth and their dreams

Indian film can achieve the educated and unskilled, crosswise over age and class, and Bollywood's visual language tries to be comprehended by the largest conceivable gathering of people in India and abroad. Nonetheless, it doesn't give us a general view. It is grasped by specific gatherings of people and is dismissed by others for other media, films and amusement and isn't really all inclusive, in spite of its own craving to being so. For Bollywood is to a great Extent expended and created by India's domineering class, the new working classes (nmcs), and it demonstrates to us how they see themselves.

Evaluations of the size change generally however a working meaning of the white collar class in India could be the quantity of citizens and their family units, for example around 200– 250 million.

Depiction of the Indian history and their way of life in their motion pictures gave another approach to make rising patterns that are extremely famous in different films, for example, in Pakistan in the event that we saw the motion pictures created by Pakistani film in most recent couple of years we can obviously broke down that how Pakistani cinema pursued these rising patterns by depicting history and culture in their motion pictures so this is certain that we can investigate the developing patterns in Pakistani motion pictures in the wake of viewing the British and Indian film on the off chance that we talk about the Indian film as indicated by them:

Film was long a field of class contestation between the rising new white collar classes and the old working classes. Albeit as of late the film has portioned into discrete groups of onlookers for an upmarket alleged "multiplex film" from the standard Bollywood film, the longstanding rejection and joke of Hindi film by India's social elites proceeds, the word *filmi*, signifying "having a place with film", an equivalent word for trashy. Recently, quite a bit of Bollywood has played Judas on poor people, the general population who have not profited by advancement and globalization.

They structure 35 percent of the populace and live in neediness, with a day by day salary of under \$1 per day, generally in lower-pay states, for example, Uttar Pradesh and Bihar where proficiency rates are underneath the national normal of 60 percent. The poor are barred to some degree since they do not expend. Broadly, the Bhojpuri film industry

delivering 76 films in 2006 and little neighborhood computerized groups. So in its least complex terms by following the above given history of Indian and British film we can without much of a give examine the future point of view of Pakistani film by concentrating on the rising patterns that we have found in most recent 5 years delivered in Pakistani Cinema.

In Pakistani films, minority's role is linked with stereotyping. There seems a discrimination when it comes to portray the role of minorities like Christian, Hindu, Sikh. Media not just misrepresents the role of minorities but also it depicts stereotyped roles of women which Leads to negative consequences and can have strong impact on the perceptions of viewers. Pakistani films do stereotyping to build a narrative just for the sake of entertainment and fun. As a result minorities are being oppressed in our society. Films have strong convincing power, which could reshape the opinions of people and can have strong and long lasting impact on people, so Pakistani films do religious misrepresentation of minorities. Moreover, filmmakers show biasedness in doing so.

Films in Pakistan show minorities in a way that they do not have their own homeland and they do not belong to the country where they are living. Pakistani film shows Muslim practices like prayers, Quran reciting but they don't depict any positive religious practice of minorities.

The films are lagging behind in showing the ethical responsibilities and they twist the image of non-Muslim characters rather than providing facts. Pakistani films are lacking in awareness regarding representation of religious practices of minorities (Khalid and daudpoto, 2012)

Previous films were formed where the real representations of girls was depicted but

with the passage of time after Zia's government, media got freedom and the shy portrayal of women who never gazed at men in films has replaced by the bold and intimate scenes of women where women are treated as sexual objects and now the films are considered incomplete without the role of women. Pakistani film industry has become more gender based like Indian films and Hollywood films rather than focusing on the stories and real representation of women. Movies depict that self-respect has lost somewhere and earlier civilization that was depicted in films has been replaced by vulgarity and cheap dancing and language. Earlier films represented cultural values through the body language of heroines but now their body languages show obscenity instead of cultural values. Moreover, the study depicts that an ordinary story with good songs can become a hit movie and a good story without songs or ordinary songs can become a biggest flop(Rizvi,2014)

Although the movies have convincing power but at the same time it depicts false and unreal things along with reality. Films play a key role in building and transferring civilization. Movies are being made on the basis of Patriarchal ideologies. There is always gender discrimination in our society where men and women are not treated equally. Therefore Pakistani films are portraying feminist ideologies very smartly. Men are always portrayed dominating and Women as weak symbol of social. So most of the times script revolves around these two issues of feminism and patriarchy (Zahid, Malik and Ali, 2017)

According to the study in which (Mohapatra,2012) said that Bollywood movies have started a new trend in which they have started highlighting rare diseases to educate and aware people along with entertainment. They cast big stars for such roles, so there has been a biggest shift from typical roles to disability roles. This initiative taken by the industry is

highly appreciated by social workers because this idea not only educated people but also persuaded them. It has change the behavior of those who were ignoring such diseases and disability. Such films include “TarayZameen Par”, “Paa”, “U Me aur Hum” and “My name is Khan”. So now the notion of entertainment has shifted towards the notion of edutainment.

Past study (Almas and Bhatti, 2017) suggests that women objectification is the main subject of films now. The study analyzed two Pakistani films of 2015 which includes “Wrong Number” and “Yeh Jawani Phir Nahi Aani”. These two films depicted that Pakistani films are focusing on objectification and no important matter is drifting away this issue. Though the women are portrayed equal to men in the work field but still closer look on them depicts that there is no such freedom for women. The films are showing stereotyped images and roles of women and showing women as a sex object.

Another interesting study of (Barathi and Balaji, 2011) suggests the emerging trendthat Indian movies depict their culture, rituals, giant families which has gained acceptance globally. This depiction in movies shows their abilities as a nation to other countries besides entertainment.

Pakistani films have started featuring rape in films which is promoting rape in society and satisfying men by showing raped women or women punishment. Moreover this thing is glamourizing this culture and depicts that women is responsible because of her behavior for being raped and nobody cares about rapist. The rape scenes always treat women as sex objects in dramas Such films strengthens the men’s masculinity and legitimize this culture (Ahmad, 2016).

Pakistani film industry has survived in different political system and worst history even

in that time cinema has survived. Disorder history of Pakistan since 1947.its cinema remained in any form some time in good form and sometime faces the worst era in the history. aijaz gul stated that Pakistani movies has a format of duration of film two and half hour or three hour and contains six songs with some dance and certain genre like action comedy romance. Pakistani film industry has facing many trouble in its history.it is the matter of fact that different political systems change each and everything according to the will. These politician changes influences on film industry (egon, 2002)

Stephen Hughes and Kathryn hardy traverse through south Asian cinema some of newborn cinema. According to Hughes with the emergence of tamil cinema Asian film cinemas cultural boundaries could be disturbed and hauges focus was on a tamil movie.as movies are considered important part of the national economy their debate was about the worth production that was spoiling the local econmy.by producing inauthentic films.).with the passage of time definition of a film industry changed. (Dudrah, 5 nov 2010)Pakistani film industry has faces so many difficulteras. With the passage of time, Pakistani film industry has faces difficulties a little material is available on internet related to Pakistani film industry. Fifty year of filmmaking covered by mushtaq gazdar.He covers the fifty years of film producing.to create a sense of considering films important alaam gir kabir presented a book containing the situation of Pakistani film industry and Pakistani cinema.

Two movies were banned by censor board the movies were based on the genre of ideological criticism. Movie was promoting the agenda of socialism which could not afford in newly state Pakistan .this bane was consider bad for the freedom of expressions. With the bane of these two movies directors were not in the position to make creative and societal

based movies so the element of innovation was going to end because in this case ones have to follow the traditional genre like love romance harassed stories these elements pull down the progress of cinema this ban was a barrier in the development of Pakistani cinema (Hafeez,2015)

Pakistani film makers' aims to up lift the Pakistani cinema after achieving desirable revenue from the movies namaloom afraid and punjab nahi jaoungi cinema owners collect positive response from the audience hence it is proved that good stories movies can earn more and having a creative idea in mind can uplift the standard of Pakistani cinema although flopped movies disappointed the film producers but some successful stories proved that Pakistani producers have power to rule in film world (lodhi, 2017)

Freedom of expression is a mandatory in movies in this way film maker can make good movies on certain issues in this way they can highlight some issues of society to resolve them. Pakistani society has so many societal issues which are discussed in Pakistani dramas but those issues mostly related to daily life of Pakistani society. Censor board have much power to ban movies related to ideological topics or criticism on the performance of government. maalik was a movie which was considered a blockbuster movie was banned by the censor board just because of portrayal of dishonest minister in that movie.

Another documentary was forbidden and justification provided by censor board was that the content of movie is anti-Pakistan and presenting bad image of Pakistan.(pakistan press freedom report, 3,2017).Moviemakers of subcontinent took division as political settlement that cannot disturb heritage of art. Music, films, and culture. Once unrest and social disorder would be over, the flow of trade, commerce, people and cultural activities

will be restart as before. (Hafeez, 2015). Cinema is a tool of providing visual happiness (studlar, 1984).Cinema provides joy and movies based on violence crime comedy has made entertainment a big machine. Social and moral values had lost and celebrities are commodified. (ZahidYousaf, 2017).

The outcome of separate home land was segregated film industries. Pakistani movies are less in numbers as compared to Indian movies and films produced from Pakistan has to compete with bundle of Indian movies competition is mandatory for the industry. Barred of Indian movies in Pakistan was not good for Pakistani cinema lost the edge of competition and creativity competitors also challenged and one have to work hard to beat that competitor shehzadgul noted that revenue Can't generate without cultural collaboration for example Indian singers in Pakistani movies can make great changes in the Pakistani movies.

Stated that one of his movie terypyar main did great business (roy, 2012) Pakistani film makers faced a lot of difficulties in the era of separation economics problems were faced b Pakistani film makers (ali khan, 29,2010).In the era of ziaulhaq was not good for the film makers and cinema he shattered most of the area of arts it was the worst time for the Pakistani movie industry.

Law was introduced in 1980 according to that law every filmmaker should be qualified in related field approach was quite reasonable but experienced directors and film makers were marked disqualified as they don't have degrees in film making this was also worst period of Pakistani cinema. (cinema of pakistan, 2010). Most of the time we are unaware of the power of effect of movies in our life movies have a strong genre and strong message related to any issue subject love romance these all genre discussed in movies and

had a strong impact in our life.

From last few eras Pakistani film industry followed the same content like killing rape violence procedure of love and most of the time women's portrayed to prevail lust in society. Movies most of the time consist of male dominant character who can order the wife girlfriend. Most of Pakistani movies relate with Pakistani culture. Movie makers are well aware of this thing that cultural proximity is so much important to make a film successful because families use to visit in cinemas and a family based movie can get a desirable achievement (content analysis of Pakistani films, 2012)

In UK there is first Hindi professor Rachel Dwyer. She has released a lot number of movies in Indian cinema. In 2011 a new Hollywood's India style movie that is low-brow in all its difficult stage while studying continuously. The most famous cinema for middle class people was made for modern India that shows their disrespect towards haunting people. Indian cinemas want to get more attention through movies to promote their culture.

One of the main reasons for the failure of Pakistani movies is just due to the reason that a lot of characters were repeated in most of the films and people were fed up from this. Our Pakistani film industry is not so popular not so big also shortage of few actors due to which a lot of problems were facing in this industry. A few numbers of actors and actresses are present in industry due to which less factor is available in this industry to attract people towards cinemas. All sort of violence is present in industry and these roles played again and again by same faces. Another thing in film industry to prefer Indian movies with respect to Pakistani movies that most of our Pakistani people watch Indian movies in Pakistani cinemas so how they make a good variety of movies in Pakistan after this discourage environment. It's a reality that Indian movies are good as compared to Pakistani movies but due to the cultural

effect.

Some of our Pakistani directors produced good movies. The block buster movies in Pakistani cinemas are *Khuda k liay* after this movie a lot of changes occur in Pakistani cinemas. People were attracted towards Pakistani movies due to different aspects of world that was presented in movies. In Indian movies director played best role to make a best story script according to the emotions of viewers, quality of movie is best, and have patriotic feelings indulge in that movie to produce as a block buster movies following points were kept in mind for the developed cinemas in Pakistan also.

One of the strong drawbacks for the decline of Pakistani cinemas is script writing without an effective story it is impossible for any producer to produce a best film. The story plays main important role for the progress of film industry to play an essential role in this film industry. If story is not good than success for movies in cinemas are impossible because to promote something in this world is to build a best script writer is required for the developing of movies.

This thing also produced a lot of hurdles in the way of developing movies.

One of the main other reason for the decline of Pakistani movies is to pay less package to script writer that is the negative factor the development of films in this industry. They don't want to buy a best story script for the progress of film industry. In this way how a movie becomes as block buster. Indian script is best according to people desires what they want to see in this way they excel in the film industry. So government should be step in to promote this film industry so help industry financially to encourage film makers so that they design a best story script.

The most important point for the decline of this industry is that Indian never buy our

Pakistani movies for promoting us. Also they don't run Pakistani movies in Indian cinemas but here in Pakistan we did not stop running and buying their movies to promote them. It's a bitter reality that our movies can't run in Indian cinemas due to the less quality factor but on the other side government is taking not a single step to stop running movies in Pakistani cinemas. When a editing lab is developed in this country then all producer and director will come back in this industry and then a bright sign of Pakistani movies will start and all hardworking people will also come back for the promotion of Pakistanis movies.

When there is shortage of facilities and quality is low then how poor people will enjoy this facility with zeal these factors kept people away from cinemas. According to survey of various people about movies and watching movies in cinemas .Most of the people considering not good according to environment. They thought that in this environment they have no chances to bring their families in cinemas for watching movies.

One of the most famous reasons for the decline in the production of movies is mostly in Punjabi language. Most of the time in cinemas Punjabi movies were running only a single one movie is run in Urdu language. In this way most of the people were not interested to watch Punjabi movies and few of us were unable to understand this language. So they are not interested to go in Pakistani cinemas instead of this they prefer to go Indian cinemas for watching movie in Urdu that is easily understandable and public language.

When some questions were asked from people that what is the reason that they were not prefer to with movie in cinema with their families they replied that most of Pakistani movies are in Punjabi language and violent based they used slang in movies due to this they were unable to ring their families with them.

Another main problem is the less qualified person produced movies so that they have

no idea that whether this story is ok or not as compared to an educated producer. In this way a less number of movies were produced due to which people have any sort of influence to watch movie in cinemas, this sort of movies were avoid by people whatever their class is? In this way when some good movies were made by director then that movies were also neglected due to the deficiencies present in other movies. This thing made a person discourage towards their work especially script writer and the whole team of film that is quite ridiculous.

Millions of money is required for making movies in Pakistan .Pakistani film directors made film by taking a lot of money from government to made movie block buster in film industry but when these movies were flop then directors have to return these money to government because Pakistani films were not so successful in front of Indian movies . Now these days Pakistani adopt a new unfair way to earn money by promoting Indian movie to made Pakistani movie hit but no any sort of guarantee given by boll wood world. A lot of places where cinemas were started 3d Austrian cinema are being opened in Karachi, Rawalpindi, Lahore and Multan. In these cinemas only vulgar type movies were played in cinemas. After this film industry wants to establish a lot of new things in cinemas.

Most of the cinemas were come back to its original place after a huge climax. If we are talking about film production then money as well as script is very important for the progressive rate of movies no one can bear this burden of movies financially it's about the efforts of whole team. There is less availability of new technologies products, script so a huge amount of money is required for the progress of Pakistani's film industry. In cinemas the one more important thing that when movie is block buster then huge amount of film industry earned. In this way a good story and movies is block buster so that movie maker cover their expense from movie by spending a lot of time with this field. There is very loss for movie

makers and producer of Pakistani to make films in Pakistan because main importance is given to all parts of this industry when there is critical situation and most of the people have no interest in watching Pakistani movies.

In film industry suspense is the major factor for making movies interesting. According to this factor people think more critically by analyzing different aspects of life. The movies totally depend upon the response of responder towards movies and the type of movies which is action, romantic, humorous and horror movies. Movies does not shows any culture of any society its only shows the image of a life style of rich and poor families how they treat with one another how they adopt traditions of upper class family, they attitudes, their aspirations towards their aim and the custom that follows in wedding according to modernism and religious point of view these all features combine to give a block buster story that definitely people liked. In this globalization a lot of changes were occur according to each field they present melodramatic stories in front of viewers so they know how to present that story and how is the way to entertain people and how they got response from viewers.

After getting independence from British different changes occur relevant to social changes that are facing from the last five years in this industry. In these movies entertainment, emotion, numerous songs with dance numbers are present which makes that movie highlighted. In movies these things were necessary for making that movie block buster in industry. The story script is full of emotions, mechanism is very important for story lines self and family relationship were fully highlighted , society and family life is separated in a sense that all points should be explained in movies by keeping real life in imagination so that a movie comes in the list of heighthed movies. Stories related to imaginations were also important that a person think a lot of things in our imagination that they can't do that thing in

our real life so dreaming are the important part of films that keeps a person to touch with globalization and also build a new sense to overcome and fulfill their dreams according to their desires¹.

In Indian movies they are going towards the direction of literate and illiterate beyond the age limits and the most important factors that writer must have to focused is the language because most of the people wants to listen their own language so that make effective their stories movies should be according to their own language. Other languages were accepted by some people and some reject those movies on the basis of language. Some people do not prefer to see their countries movies only so it is the choice of a person that what he wants to see. Movies can be made to check out the class of this world either some stories were based to see these things. That story is based on a elite class, middle class or the mixture of all characters present in movie.

Taxes were played according to our own income².

There is always political thinking present behind the set because of excessive amount of each thing is present in set i.e. overwriting, over lighting and overacting these things were not suitable for making a good movies³. To make movies more effective try to improve the digital structure of movies with the help of cultural art effect that is accessible for everyone. Through this media people moves from DVDs side to CDs side. In this way new circulation and feature films were released to explore information and the basic needs for the entertainment that was prepared for audience. Here is talking about the new cinemas and new media in which there is discussion about technologies that was adopted by film industry. In these technologies following parameters are present such as DVDs, CD-ROMs, and computer multimedia, Internet explorer etc.

Low cost movies were produced in such ways by resolving these parameters. Some of the writer discuss this glamorous world according to their point of views that there was a first day to enter in this industry and what is the difference between today's and that day of entrance in this industry. There is a lot of time to change media from past few decades. There is new variety of cameras, story lines, actors/ actress, dialogue discussion all these factors were necessary for the development of film industry. Digital cinemas not only help to promote this industry also help to move forward in 3D movies animated movies in which a lot of money as well as hard work is required to complete this with the help of complete team.

To fascinate audience 3D movies was necessary so that they understand the existence of instruments that as present in our industry is utilizing with full zeal. In 2012 Friday 21 September that was officially announced 'Youm-e- Rasool' a national day of our Holy Prophet (SAW), celebrated this day with anti-Islamic movie that ruin the whole picture of culture so due to compensation cinemas and all networking channel were closed because of this wrong step. Due to this act the reputation of cinemas houses was drag behind in Pakistan. For some duration there was banned on local films that made for viewers.

After 1960s when there was 1980s most of the points and common realities were described in movies¹. By keeping different points in mind movies were made according to the current issues to explain the problems of this society in front of audience. In 2013 a new film was made that was facing huge amount of criticism from audience not any sort of motivation for this movie just only critically considered by everyone. On International level about fifty years of the passing of this film industry first movie is selected. From past few decades Pakistan cinemas suffered a lot of problems regarding quality, story, animations these

features were missing in Pakistani movies. For the revival of Pakistani movies as block buster most of the entertainment movies required to cover the statement of flop moviesⁱⁱⁱ. The current position of movies is better from the previous year's today's technologies and quality animation all these things were Improved. The cameras were shifted to digital cameras so that qualities of movies were improved to compete with Indian movies⁴.

In 2013 to 2015 various numbers of movies were produced that was shown by the faces of film industry. There is academic research in cinemas that was on the rules followed by Euro- American universities⁵. The term cinemas were divided into two sections in the first one there is objection about stories that based on patriotism, determination and nationalism^{iv}. There is irrelevant and inaccurately discussion that was presented a numerous production and utilization of these areas in the whole over the world^v.

Filmmaking is considering a dirty business in Pakistan. Only middle class family seen these movies and wants to get autograph and inspire from actor/ actress by watching their acting in movies they want to adopt their life style by considering their lives in the place of that actor. Here respectable families does not accept this industry for a female because according to them it is not a good or noble profession for a girls to earn in industry is the biggest problem for them to stay in this industry. They don't want to know that either she is working with dignity or not they just consider that glamorous world is not a good thing for females. At the very start male actor plays double role one role as a male and second role as a female but today red areas girl are present for playing their role for film industry to take away this industry at the top of this world.

Culture mostly defines a lot of things in which following parameters are present environment, region, language and religion. The difference in Pakistan and India is due to their culture and religion. According to British that they divide the colony into two parts one is Pakistan and second one is India. Both follow their own culture. Pakistan and India differ with each other and mostly disagree with most of things. Industrial ministry disapproved filmmaking with Pakistan in 1949. In accordance to rules Pakistanis were not involved in film industry because of the desires related to our field (Gazdar 1997, 24). Agha Nasir describe that how film industry was consider it as a dirty business because of the misuse of person self-obsessed people.

He said that Pakistanis cannot work in this profession because people fulfill their own desires in an unfair way that is why Muslims have to stay away from this profession. The best time period in film industry for both nations was Parsi theatres which consist of songs and dance, folk stories and various regional customs were present in the nineteen century (Mooij 2006).

After separation India developed continuously as one of the biggest filmmaker countries because of the number of movies can be build every year (Taeube and Lorenzen 2007).^{vii} In contrast Pakistan is facing with a down fall in film industry after 1990s because of the minimum production and not a single movie after 2012 year so Pakistani film industry suffered with a lot of problems^{viii}.

Amjad Islam Amjad discuss Pakistani and Indian movies with a lot of points but these two nations never gave same things because of the main difference in both countries were present that is religion and culture and their own beliefs^{ix}. They never presented same sort of

movies because of their religion. Filmmaking is the biggest task for Pakistani film actors because they have to follow their own traditions, rules, religion and our culture in front of other people. In movies such sort of movies were presented in front of viewers to collect their views about movies like when a girl is working in a movie and she has to dropped that movie for their country respect and also because she is a Muslim girl. A girl does not sign the movie just because of dance character in movie.

She was agreeing to do dance just to save their country. Through cinemas a nation can developed firstly, they earn money for the development of nation and second reason is to promote and ensure moral values in people to do best for their country development. In Zia – Ul–Haq era that was 1977-88 that era was considered worst time for the film industry. There is a fight between elected government and the public which was responsible for the decline in movies. There was huge violence present in between public and politicians which holds these places at that time (Rafique 2012). In that era there was a revolutionary progress is present so that a specific dress code and religious teaching for all person was necessary at that time. In that era no movie was shown publically in cinemas due to the set up rules that was followed by them. In this way people were able to talk about families that they were going to watch movies in cinemas.

In Zia – Ul- Haq era there was deficiencies in budget and intellectual meetings were less due to this reason a lot of violence is present on cinemas screen. He set an order which have to followed by public in which he describe the morality of persons , security of public, ethical programs and friendly relation with neighbor countries so that in this era film industry faced a lot of problems. Cinemas were replaced with the additional name that is regional cinemas.

Pakistanis movies were always threat of Indian movies because of same language and used a huge amount of budget for this industry so there were banned for Indian movies channel in Pakistan so that people mostly watched their own movies (Egan 2002). After displaying Indian movies in Pakistan another fight can be ready to fight and last few decades Indian movies can be copied with different style in Pakistan.

They cannot produce a sensible movie that was attracted by audience. They have to flourish their own culture in Pakistan by showing original character and the knowledge and experiences with people so that they see movies with attention to know what is right? What is wrong? What are the ways that we have to followed by cinemas. Ethics were necessary for the development of anything but here in this industry the lowest thing that was present in this industry. The owners of this industry gave money to producer to tackles all the things, needs, cost, costumes, place of shooting these all things can be managed by producer and director of movies before releasing that movies all money were used there to do all these things in industry and if unluckily the movie was flop then all these efforts with money have lost.

Directors and producer have less concerned with the quality of movie they just have to concern that they are getting money for their survival. Now there is risk for producer because when the movie is flopped then there was no income that was new deal done by industry so they have to work a lot in movies. This rule was invented by the deficiency of filmmakers who have not concern with movies either it is flopped or hit listed. Due to these rule filmmakers pay attention towards the quality of movies and in this way the direction of movies can be improved (Suleman 2012). Indian chooses such type of movies which based on their religion so that they easily compete with this way because they have different ways

to describe their own religion in movies and dramas with their own worship style.

There was huge gap between youngster and elder due to these cinemas they have no time to share their ideas their problems their ways of living in short there was huge communication gap due to this industry. Thirty years gap were present in film industry and Pakistani society to engage with one another (Nabi 2013). Parents were thinking that have no time to send their children so that they adopt these modern culture. Now media is so advanced that there was huge jobs opportunities and that why parents allow their children to do mass communication or media as a major subject so that they were eligible for getting jobs in this industry to survive in this world. This was the major step by parents that were allow their children to choose this subject so that they have aware with these aspects as well as they know the importance of this field how they promotes youth for the progress of this industry (U. Peerzada 2013). In contrast with Indian movies Pakistan have to improved their picture quality, music, dance, and others immoral ways to compete with one another.

Due to the mind set of people those Pakistani movies were not enough good to I improve the quality of film that's why they improved their entertainment level so that people watched this film for getting entertainment in a life. Medium was not selected yet how to deliver this entertainment towards children in which language? Movie was not built on educational level so for the development of film industry as educational way is a positive step through which they excel in the favorite field whatever they want to choose in life they have to work hard. Through movies ideology of a nation is better represented in different ways. Government have taken step to promote filmmaking in this way a lot of programs and film were made on social evils and describe the stories that people faced in this world so what are

the ways to get rid from that problems. Various researchers gave different views related to this film industry.

Unstable situation of Pakistani cinema was invariable constancy in the history of Pakistani cinema it was based on traditional genre to produced film which were produced to generate revenue.(Egan, 2002) According to aijazgul Pakistani cinema was busy in producing a traditional film by following same trends that were popular in Bollywood industry. There was an element of similarity in between Indian movies and Pakistani movies. Most of the films were of same type stories. Hero and heroine fall in love. They were unable to produced film which addresses social issues they were busy in creating romantic stories comedy and tragedy was also part of those movies.

Pakistan and India has almost same language both sides of nations can understand so that Indian film industry remained the biggest challenge for the Pakistani film industry in terms of innovation and creativity of trends in movies this aspect seems a biggest hurdle in the development and progress in the line Pakistani film industry (gul, 2000)

All art was a legacy for Pakistan from subcontinent but there was a need to survive and compete with Indian film industry. By producing different films with existing resources Pakistan proved their survival by producing eighty films per year (Kabir, 1969) Indian influence in Pakistani cinema is a major problem due to homogeneity of most of the things also they have complex culture and difference of ideology. David Anderson stated a problem that there is a need of creativity and artistic innovation to make the cinema progressive according to miserable history of the nation Pakistan cinema is remarkable given the fact that

Pakistan had faced so many troubles in history (Anderson, 1965)

Pakistani cinema is also facing a problem of political censorship as there is a connection of politics and so called conservative culture or mindset of governing bodies of the country. Producers had to face the fear of censor board which can banned any movie just because not supporting the current ruling body or raising such issues which damages the reputation of the government (Akhtar, 2000)

Pakistani artist has to face the self-censorship on the name culture or Islam. Due to this conservative approach artistic ability seems static and non-innovative. This lead a cause of defame for the medium and for artist as well. Meanwhile audience will never accept the content which questioned their existing ideology (Gazdar, 1997)

Two types of cinema can be seen traditional cinema and new cinema. The term traditional cinema is used for old cinema which was following the same masala genre as nobody was interested in old Pakistani movies trends the era of new cinema starts with some successful Pakistani movies at the time when Pakistani film industry was facing problems. Reason behind success of these movies were they were not following the old typical trends. Shoaib Mansoor and his team was a hope for film makers to take risk of investment in industry. A film *Khuda K Leye* by Shoaib Mansoor was a motivation for new filmmakers and infact the end of traditional era. This new form of cinema has ability to change trends in Pakistani drama industry and music.

There is very little information about the progress of Pakistani film industry more than half century of filmmaking covered by Mushtaq Gazdar. Alamgir wrote a book to provide the awareness about importance of films to generate revenue and to save cultural aspect. This

book explains the efforts to uplift Pakistani film industry. Yaseen goreja provided a way of searching record of Previous movies. Some of Pakistani films were seems key changer role in the history of Pakistan film industry by playing a vital role to travel from traditional to new emergent cinema. (bilal,2017).

There is no or little language barrier as Pakistani can easily understand he Indian language as compared to Pakistani movies Indian spend a lot of budget on movies to improve the quality. The Pakistani film industry is not bigger as Indian industry so there is always a threat from the Indian industry. Cross border trade of films was banned after the war of 1965.due to ban Indian movies Pakistan had a chance to establish the cinema by showing some quality work.(Egan,2002) with the film of Shoaib Mansoor new chapter of cinema establishment started due to lifting the ban of Indianmovies.

There was a need for making good movies to compete with Indian movies. Struggle was began with the display of Indian movies in Pakistan. Pakistani filmmaker were not able to produce quality work so they started following Indian trends to grab the audience. But mean while, director and producers were least interested to produce quality work as they were getting advance money from, cinema owners before releasing the movie. Due to advance money, they were spoiling the industry and as ultimately cinema owners have to face the damage off movies. They stopped providing money to them. There was a deal of movies profit so the loss was transferred towards producers. Everyone was looking for her interest rather to produced quality work to save the cinema. (Suleman,2012).

Another cause of damaging future of Pakistan was to follow the trends of Indian movies by doing this they were creating a vacuum. Most of the Pakistani people were looking for quality work and producers were depriving them. There was a huge break of producing

good films and catch the attention of the Pakistani audience and this took so many years.

(Nabi, 2013)

There was a need for creating awareness about the importance of the field to attract artist to produce some creativity in this field by doing this parent will be their children join this profession. (Bilal,2017).

2.4 Theoretical framework

Trend analysis of anything is a technical term that is used to predict about upcoming (senzu).so researcher in this study is analyzing the cultural patterns and rate of violence in Pakistani movies. Researcher will identify which trends were most common or which trends was cause of revival of Pakistani flop film industry. Socio cultural theory is relevant to the study of culture. socio culture theory is a theory which argues about the cultural developments. Author of this theory argues the mediation of human mind. Socio cultural is also relevant to the study as researcher is finding cultural pattern. Every function in the child's cultural development appears twice: first, on the social level, and later, on the individual level; first, between people (inter psychological) and then inside the child (intra psychological). This applies equally to voluntary attention, to logical memory, and to the formation of concepts. All the higher functions originate as actual relationships between individuals. (Vygotsky, 1978)

2.3 Research gap

In above we see that all research have done in other countries. Most of researches conducted on Bollywood films. Researcher selects this topic there is no research on trends of Pakistani movies. Through this research researcher will tries to find research gaps in previous studies which were conducted on Pakistan cinema and will recommend new trends which industries should follow to make film industry developed.

CHAPTER 3

MATERIAL AND MATHOD

3.1 Research Design

According to Richard content analysis is a systematic way of measuring variables This study is conducted to analyze content of Pakistani movies produced in between 2013-19. For this purpose content analysis method has been used. The content of Pakistani movies cultural, violence, dressing pattern of Urdu Pakistani movies has been analyzed.to fulfill the need of this study researcher has adopted content analysis research method. In this research paper, methodology will be content analysis. Bernard Berelson

Published Content analysis in Communication Research in 1952 which signaled Recognition for the technique as a versatile tool for social science and media Researchers. According to Berelson (1952) content analysis is a research technique for The objective, systematic, and quantitative description of the manifest content of Communication.

3.2 Research Question

What are the emerging trends particularly cultural patterns, the frequency of violence in Pakistani movies from 2013-2019?

3.3 Population of the study

Movies released from 2013-19 are the population of the study. Researcher will indicate the cultural pattern and frequency of violence by analyzing content of these movies to answer the

research question.

3.4 Sampling

The action of taking a sample for analysis is called sampling. as researcher has selected Pakistani movies to analyze the content of Pakistani movies. Convenient sampling technique will be used for analyzing movies produced 2013-19. researcher has selected high grossing movie from every year to analyze.

Unit of analysis

Unit of analysis of the study is to find cultural pattern dresses and frequency of violence in Pakistani movies.

3.6 Category construction

To achieve objectives of the study researcher will categorized certain things from movie to find answer of the research question.

3.7 Trends

In Pakistani movies so many new trends have been adopted in term of latest technology ideas story writing screen play music. This is the cause behind the revival of Pakistani cinema which changes the traditional Pakistani cinema to emergent cinema.

3.8 Dressing arrangement/pattern

Pakistani filmmakers have adopted so many trends in dress designing to make a change in the field of new Pakistani cinema. Dresses plays important role in blockbuster movies. Researcher have categorized study in different parts to evaluate content of the movies. in movies the scenes with female actress which type of dress they are using in the movie. Either those

dressess are depicting Pakistani culture or not and that how it affects Pakistani society. Dress pattern will be analyzed.

3.9 Culture

Culture is collective identity of any group people community .as the matter of fact movies portray culture of any country.it changes with time every generation add something new in the existing culture according to the need of the time. Pakistani culture is diverse culture combination of certain things. Art music these are symbols of culture.

3.10 Violence

There are certain types of violence.in broader term if someone humiliate someone physically verbal or any use of weapon to injure the individual or more. Researcher will find the scene containing violence. Past Pakistani movies were full of violence scenes by using humorous ghandas and so many other tools.

3.11 Genre

3.11.1 Action

Action genre movies are those which contains adventurous scene killing and ultimately prevails the fraught circumstances in the movie.

3.11.2 Comedy

Pakistani film makers adopt another trend of making comedy films by making comedy romance. So many films one can see highest gross with this genre. Jannan was a Pakistani movie with the combination of comedy drama and romance was a super hit Pakistani movie.

3.11.3 Romance

Romantic trend being followed by Pakistani filmmakers from past audience has been frustrated by watching traditional romantic films in the past as Pakistani film makers were following Indian trends but unable to provide the quality like Indian filmmakers. These kinds of movies contain love scenes between main characters of the story.

3.11.4 Animation

One can define it that it is the series of pictures drawing putting in proper arrangement and each one has different frame of animation.

3.14 Major themes

This study will also revolve around the major themes of the movies produced from 2013-19.

Serial #	Name of movies	Year	Genre
1	Waar	2013	Action thriller
2	Naamalom afrad	2014	Action drama
3	Jawani phir nahi anii	2015	Adventure comedy
4	Actor in law	2016	Socio comedy
5	Punjab nhii jaoungi	2017	Romantic comedy
6	Teefa in trouble	2018	Romantic action comedy

Above table shows the releasing year of Pakistani movies from 2013 - 2018 with name and

researcher has selected these movies as a convenient sampling.

3.15 Coding

3.15.1 Frequency

Researcher will count how many time something occurs in the movies selected by the researcher. It will be check one by one to interpretation. By analyzing different movies researcher will count the different aspect of movies as mentioned in above table.

In the table given below researcher will analyze the dress pattern. Pakistani movies with name and dress pattern and frequency are mentioned below.

Movies	Shlwar, Qameez Dupatta	Pent shirt	Sareeh	Lehngaa	Gooun	Skirt	Frocks	Hijab	Tights	Shlwr Qameez
Waar	14	25	00	01	10	12	00	05	16	20
Naamalom afraad	22	19	01	03	09	03	01	04	07	22
Jawani phir nhi ani	05	17	03	03	04	6	10	00	05	01
Actor in law	10	04	01	00	05	03	00	06	02	01
Punjab nahi	28	07	09	06	01	04	09	01	01	17

jaun g										
Teefa	04	10	02	03	00	04	01	00	02	01
Total	83	82	16	16	29	31	21	16	33	62

After dress pattern researcher will analyze frequency of violence in Pakistani movies.

Movies	Violence	Physical violence	Verbal violence	Use of weapon
Waar	32	14	7	12
Namalom afrad	12	07	03	02
Jawani phir nhi anii	06	03	01	02
Actor in law	03	02	00	01
Punjab nhi jaoungi	3	1	1	01
Teefa	18	08	03	09
Total	73	35	15	25

This table indicates how many time violence showed in the selected movies.

3.15.2 Directions

The film mentioned in above table. Waar is an action movie produced with a message. Researcher has analyzed the dress cultural symbols trends in different form in term of dress music dialogues. Violence by weapon mostly we can see in the movie. Most of scene of this movie appears in the category of violence. By type the movie was an action movie so guns were mostly used. Dresses of cast were mostly traditional but not typical as in previous movies. Shalwar qameez mostly wear by male cast.

A Naa malomm afrad Pakistani movie was highest gross movie of 2014 with the theme of a Pakistani social issue. This movie was a portrayal of different Pakistani issue in humorous way. Pakistani societal issues were discussed. Location showed in movies was mostly Pakistani and the dress of cast was mostly related to the Pakistani culture. The movies were produced with a message. New trends were adopted on the name of creativity.

Jawani phir nahi ani was a super hit Pakistani movie. In this movie western trend was followed with the mixture of Pakistani culture like dhol and traditional Pakistani food dance with traditional dresses. Mostly outfit of movie was not related to the Pakistani values. Bikni short sleeves and tights were shown in the movie which doesn't fit in the Pakistani culture. These were the emerging trends followed by Pakistani filmmakers in this movie.

Actor in law was a Pakistani super hit movie which is a combination of humor and basic issue. Main character of movie was lawyer he was describing societal issues in Pakistan. Movie was produced with a message for government to provide electricity to the poor to save from the damage. Dresses were mostly related to the Pakistani culture like hijab, burqa and shalwar qameez. This movie creates sense of awareness to the Pakistani audience.

Punjab nahi jaun g was a Pakistani super hit movie of the year 2017.the story revolves

around the main characters. This film is a complete package of Pakistani Punjab culture. Only the leading characters were shown in different dresses. Most of the cast one can see in traditional Pakistani culture. Food music dhool bhangra these are things are symbol of Punjabi culture. This movie left a positive image of Pakistan and depth of Pakistani culture.

1 Another Pakistani movie Teefa in trouble was a great piece of work of Pakistani filmmakers. Researcher has analyzed dress pattern mostly dresses were neither traditional nor cultural. But there was some Pakistani dresses were shown in the film. Violence was on high rate. Ultimately movie was a good package for audience. With the mixture of comedy action and some romantic scene. Pakistani movies are progressing day by day with technological development.

3.15.3 Spaces

Researcher will analyze message size and time duration of the dress pattern cultural symbols in seconds. Details was shown in the below table.

Note: S represents Seconds

Movies	Shlwar,qameez Duppta S	PentShirt S	Sareeh S	Lehngaa S	Gooun S	Skirt S	Frocks S	Hijab S	Tights S	ShalwarQameez S
Waar	2215	477	00	91	202	195	00	79	205	1745
Naamalom afraad	397	301	59	66	72	49	50	15	201	1701
Jawani phir nhi	916	3004	97	145	23	665	799	00	117	45

ani										
Actor in	886	506	53	00	45	25	00	63	33	19
law										
Punjab	3112	456	556	301	10	112	224	09	36	1802
nahi jaun										
g										
Teefa	45	789	66	102	00	500	46	00	663	05
Total	7571	5533	831	705	352	1546	1119	166	1255	4717

Researcher recorded the seconds to analyze dress pattern for this purpose. Above table shows dresses wear by cast in seconds.

After analyzing dresses in second researcher records the violence duration. How long time a scene has taken by the cast of movie for violence. Time has recorded by the researcher in seconds.

Table shows the violence duration in seconds recorded by the researcher.

Movies	Violence s	Physical violence (s)	Verbal violence (S)	Weapon (s)
Waar	4419	1900	300	2219
Namalom afrad	435	236	99	100

Jawani phir nhi anii	371	200	69	102
Actor in law	341	256	00	85
Punjab nhi jaoungi	415	103	89	223
Teefa	2968	663	300	2005
Total	8946	3358	857	4734

Note: S denotes seconds

CHAPTER 04 DATA ANALYSIS

4.1 Data analysis

Researcher has selected these movies to analyze trends dress pattern rate of violence genre technological developments in Pakistani movies. These are certain elements which geared up Pakistani cinema .By analyzing dress pattern violence cultural portrayal researcher will able to explain the trends followed by Pakistani movies. After analyzing dressing pattern in the movies one can see easily that cultural and religious dresses are in very small amount most of the dresses are not according to norms and values of Pakistani society. It dressing pattern in movies sets a trend for the entire nation and these kinds of dresses left a negative impact on the society. Cultural dresses were rare in Pakistani movies and some of

movies were total out of this subject that culture is identity. In waar movie male characters can be seen in shalwar qameez most of the time. Female cast were in different dresses skirt shorts t shirts these dresses were shown in the movie. Latest guns vehicles were displayed in the movie for demonstration of modernization. These trends were followed in the movie. One can say this movie with male cast was closely related to the Pakistani culture but female characters were not in traditional dresses. In recent time Pakistani films were not following any dress pattern or scheme which was the major failure of Pakistani cinema. in Naa malom afraid female characters were mostly in shalwar qameez with dupatta. Male cast was also in appropriate dress. gaoun can also see in this movie goon and hijab portray the real Islamic values which rarely exist in movies. These are the symbols of Pakistani Muslim society which left a positive impact on the society. Story of this movie was reasonable which elaborate some societal issues. These were certain innovations were adopted in this movie that were not present in the past Pakistani movie. jawani phir nahi ani was a movie with the four leading characters. Dress pattern were followed mostly by western culture. Pathani frock we can see in this movie but most of the cast was in pent shirt and shorts. Female cast with t-shirts and paint shirt were the main dresses of this movie. Dresses were totally opposite to the Pakistani culture as bikini dress can also see in this movie. Location for the movies was outstanding. modren trends in term of dressing shooting songs story telling latest vehicles. These were the trends followed by the Pakistani film industry.

Actor in law was another blockbuster Pakistani movie the story of this movie revolves around the leading characters with a narrative of Pakistani societal issue. Female leading cast Mehwhi Hayat was in skirt and in paint shirt. Some traditional dresses were also shown in the movie. Another Pakistani movie Punjab nahi jaoungi this movie was a complete picture of Pakistani Punjabi culture most of dresses were related to the Pakistani culture. Female

cast was mostly in shalwar qameez with dupatta and Punjabi paraanda. Traditional Pakistani food was also displayed in the movie. This movie was cultural representation of Punjab Pakistan. Teefa in trouble was another blockbuster Pakistani movie. This movie was a value edition in the film history of Pakistan. This movie was full of new trends in term of dresses mobile phones vehicles .dresses wear by the cast were shorts and pent shirt. We can see female cast in dresses which are not related to our Pakistani culture. In Pakistani society women wears appropriate dresses there is no relevancy with the Pakistani dresses or Pakistani culture. Most of new trends were adopted by the filmmakers. The dressing of these movies was not related to the Pakistani culture but they have adopted so many trends to uplift the industry. Sarrhe skirt bikini lehnga pent shirt jeans these dresses are hardly found in actual Pakistani society or common people avoid these kind of dresses mostly showed in the movie was far away from the real Pakistani culture.

Movies produced from 2013-2019 was full of violence. Waar Pakistani movie was full of physical violence. Weapons were showed in this movie. Weapon were used to kill the people. Blood showed in this movie. Fire and blast shown in the movie Naamalom afraid. Physical and verbal violence we also shown in this movie. We can see some scene of violence in jawani phir nahi anii. But as compared to waar and Teefa in trouble rate of violence was low in the movie Punjab nahi jaoungi and actor in law. Teefa in trouble contains high rate of violence and use of weapons.

CHAPTER 5

DISCUSSION, IMPLICATIONS and CONCLUSIONS

5.1 Discussion

By analyzing these movies researcher indicates some findings most of Pakistani movies have adopted so many trend to uplift the industry. Dress pattern followed by Pakistani filmmakers were new and trending but not related to the Pakistani culture or Pakistani values. Movies produced from 2013-19 were following new trends which we have never seen in our previous films. To find out the emerging trends in Pakistan movies researcher has selected fifty four top rated movies of previous five years. From 2013 to 2019 certain trends were

followed by Pakistani filmmakers in 2013 Pakistani action movie were produce with the new idea in Pakistani cinema action thriller. This movie was highest grossing film of 2013. other action movies in josh 021 chambeli, sherdil, azadi, yalghar these were action movies with high grossing rate movies produced by Pakistani filmmakers these were emerging trends followed by Pakistani cinema which were not followed by traditional Pakistani film producers in the past. These movies were produced with innovative ideas and technology to get engage maximum audience. The study examined the trends followed by Pakistani film industry to revive the Pakistani cinema. Our results indicate that Pakistani film industry had adopted so many trends to uplift the Pakistani cinema. The result of this research shows that Pakistani film industry has changes its destiny by hardworking and by improving the quality of movies by adopting trends which were being followed by Indian film industry. In past Pakistani film producers were producing poor quality movies consist on poor writing genre typical tools were used in movies which spoils the image of Pakistani film industry. Jawni phir nahi anii waar these are the movies which were highly appreciated b Pakistani audience. By making these movies Pakistani film producers proves their ability by picking innovative ideas in movies they create mind blowing movies to get angry audience back to the cinema. These movies were produced with a message like actor in law was a silent message for Pakistani government to make dams to fill the short fall of electricity.

5.2 Findings

After watching these movies researcher gets some findings that Pakistani film makers have adopted so many trends to uplift the industry. New dress pattern were used in all these movies which is totally against to Pakistani culture. Movies like Punjab nahi jaoungi is a complete

picture of Pakistani culture. Most of filmmakers are not following the norms and values of Pakistani society. New trends were adopted by Pakistani filmmakers which are getting success but Pakistani culture and norms somehow ignored by Pakistani film producers. Certain genre based movies produced by Pakistani filmmakers which provide the support to the Pakistani film industry. Number of films was produced with comedy romance drama thriller action these are certain trends followed by Pakistani filmmakers. In Pakistani movies mostly dresses were not according to the Pakistani culture as Pakistani women mostly use traditional dresses or religious but due to adaptation of new culture in movies now Pakistani women are much inspired by movies and they are adopting new dresses. I have watched six movies and analyzed that mostly films were produced that are not depicting Pakistani culture. Punjab nahi jaungi was somehow a picture of Punjabi culture but other movies were not showing the Pakistani culture.

5.3 Contribution of study

This research study is conducted to contribute in study of Pakistani films. Researcher has found less data on internet related to Pakistani movies. For instance researcher collects the data of five years movies for analysis. A result indicates that Pakistani film industry is improving day by day by adopting new trends in the movies. In this research researcher collected data of different movies to find out how cinema is progressing to achieve maximum audience attention.

5.4 Recommendations

This study will suggest some recommendations that would be beneficial for the future of

Pakistani upcoming movies.

- Pakistani filmmakers should promote local talent and culture of Pakistan. They should produce movies to make image of country better
- Production tools should be improved
- Pakistani media should create awareness regarding to study films in this way new talent will join the industry and industry will grow up.
- Pakistani media politician's government should pa proper attention to support Pakistani film Industry.
- Movies like actor in law should produce to highlight social issue in a lighter way to get attention of government.
- Pakistani cinema has faced so difficult circumstances in the past so they should teach from past not to repeat those mistakes which can desperare the audience to come in the cinema.
- By following latest trends in movies they can get maximum audience in the cinema so film producers should find the interest of audience to engage them.
- A new wave of latest trends has been adopted so Pakistani filmmakers should carry this wave to develop the Pakistani cinema to enable the cinema that can compete with Indian cinema.
- Films school should be built to proper educate about film to make the industry progress.
- Pakistani film producers should produce movies which shows the Pakistani culture and built a positive image of Pakistan in all over the world.

- Real culture of Pakistan should be discussed and should taught to new generation to make the identity alive otherwise we will lose our norms and values through which nations recognized.

5.5 Conclusion

Every society has its own culture and societies must follows the culture to protect their identity. Movies play important role in promoting culture in the society so movies should promote culture. Culture values norms are presented in the cinema by watching films one can easily judge the norms of any society because motion pictures are demonstration of those. With the emergence of new trends in Pakistani movies Pakistani cinema is moving forward. Pakistani audience is somehow prefers Pakistani movies but this is human nature that everyone wants to get entertainment from the movies so it should be good enough that one can spent some hours to energize himself. Pakistani cinema has produced some good movies on certain topics. Romance and comedy were popular genre of Pakistani films. Viewers like to visit to cinema if produces will make some good movies. After analyzing Pakistani movies of previous years and after reading articles researcher is going to conclude the study. Producers and directors had a concept in their mind that either they should produce quality movies are family movies as success of movies consist of every element of movie unfortunately dance songs music etc. are supposed to immoral element which these things are reducing film scope. Films played important role in image building of the country this should be realized by the government to support the industry. According to sham shaid there is a communication gap between the filmmakers and educated practitioners. There is a need to fill those gaps to produced quality work. Film producers are hopeful that modern technology and genre can change the scattered image Pakistani film

industry. Art of film making should transfer from traditional to emergent terms. After analyzing Pakistani movies researcher has concluded the study that Pakistani cinema is progressing day by day with the arrival of new talent in the industry. Directors and producers are now fully aware of how they can earn more and which genre would attract the audience. By analyzing movies researcher is providing certain recommendations which will help Pakistani filmmakers to improve the quality of movies. One can easily predict the future of Pakistani movies as they have started from millions and now moving towards billions. Upcoming movies of Pakistan would be better than previous one with the passage of every single day. Pakistani film industry will be successive in coming years by hardworking and by improving quality. Different people have their own culture and civilization that is the identity of their nation. Most of the Muslims were adopted the culture of Hindu's nation because a lot of time these two nations were lived together. In this way a lot of problems were facing these days. There is difficulty in recognizing people who is Hindu and who is Muslim. When a person lived in a society then he has to adopt that culture, art, belief, customs and others things which a person follow in their real life. In material culture all real things were present that can be reformed according to situations like household things, weapons and apparatus etc. Whereas in non-material culture the abstract of these things were present like ideas, ethics, beliefs and religious values present. Pakistan is a Muslim country which has their own culture, ethics, beliefs and moral values to live their life according to Islamic point of view. But some people want to lead their life according to modernism that gained some in fluency from western culture. Like Pakistani have to promote their dressing style in movies instead of promoting Indian culture like sari, Patiala shalwar, Choridaar pajama, Sleeveless dressing and short dressing that are not the part of our religion. Pakistani have to promote their own style in movies like Wear Chadaar , doing veil when moving outside from

house and others religious activities like start the day with Namaz and Quran Pak which are good sign of promoting our culture to young generation. Like our festivals mostly wedding ceremonies mostly similar to their culture like heavy expenditure and Dowry system these two major issues which we Muslim were also promoting in our daily life that is not in accordance to our religion. This Dowry system was not good for poor families who suffer these bad unaccepted things which are not his part of Islam. According to the teaching of Islam no any sort of showoff is acceptable. Weeding is the most important part of our society that can be carried out with a simple way according to the teaching of our Islam. This system were started from Hindus because they have started these foolish tradition just because to cut of the relation of their daughter from our family after marriage. They have no more right in parents' house after marriage. Movies were not only affecting the psychological and socially but also adopting their language, dressing style, living style all these parameters were changed. From movies directors and producer change the style of people how to live, how to talk most of the people watch movies and adopt most of the things in daily life. By using this industry a lot of person gain positive things as well as negative things from this industry to make their own life in a best way or ruined their life by adopting negative attitude in real life. When someone got inspire from a criminal role in movie then after watching this negative role he wanted to join the company of criminal people start communicated with those people and ruin his life so to avoid these negative role person should make stories in keeping these views in mind. Now I will conclude the positive and negative aspects of movies relevant to crime. The good thing in Pakistani movies was the end the stories with happy scene and the victory of good people. They mostly show reality based characters at the end of the story they must punish villain or gave some lesson to bad character or realizing their mistakes. Not only moves around love of men or women but also show social

based dramas due to which a person have generated enough feeling to protect the society. Some of the Pakistani movies are very entertaining people enjoying a lot these movies. Pakistani filmmakers have done a lot of work in this field by adopting different new trends in the movies. These trends are promoting Pakistani film industry but pulling Pakistani culture back.no doubt Pakistani filmmakers has done a marvelous work to shift the industry from dark to light and future of Pakistani movies will be bright.

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