
DECLINE OF FILM INDUSTRY IN PAKISTAN CAUSES AND FUTURE PROSPECTS

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ABSTRACT

The aim of this research was to find out the causes, problems and hurdles in declination of Pakistani film industry, As well as to present suggestions and recommendations for the up lift of the film industry in the country. As a quantitative research, the researcher collected data through survey technique. The data was collected through questionnaire comprises 20 closed-ended questions. Data was collected from four metropolitan cities of four province of Pakistan i.e. Lahore, Karachi, Quetta and Peshawar through random sampling. The findings of the study revealed that most of the people in the country are watching Indian movies on daily bases, while giving preference to action and love stories were watching at home in solely position. The results of the study explored that the causes of the Pakistani film industry are Lack of good writers, technical facilities, substandard production, substandard direction, substandard music and song's lyrics, substandard acting, exhibition of Indian movies, political instability, ineffective government policy for film industry, non-representative of Pakistani society, and the same trend film production. The in-depth interview explored that producers, directors, writers, actors and actresses have identified same factors for down-fall and betters as low educational qualification, low finance, lack of new technology and lack of trained staff for the in-door and out-door production of the film in the country. The findings of study verified the objectives, hypothesis and the assumption of Uses and Gratification theory that people are exposing to media for their needs and socio-cultural satisfaction. It is recommended to the government and film makers to standardize the production process and techniques. For the directors it is suggested to improve the level of direction while recommended to the writers to develop script according to the issues and problem of the Pakistani society. It is also suggested to the above all factors has become removed from the film industry it is asserted that the film industry of the country would be achieved the goals and objectives of the workers of the film industry.

Keywords: Pakistani film industry, Causes, problems, challenges, future prospects

Introduction

In the present age, we are well aware of the media and its implications. We also know what are its functions and for what purpose the media have been established. However, we would discuss here the importance of media. There is no denying the fact that media have become the most important tool in the hands of the governments to mold the opinion of the community. It has changed the thinking of the community. The term “global village” is used for the world only because of the media. If we look at the history of the world, we come to know that a plenty of impractical tasks have been carried out with the support of the media. In the changed world, the viewer’s look at the cause whether it is satisfactory or not, and then they accept or reject it. That is why the media are growing with better environment of competition. People attached with the field know that if there is an impression of positive competition, then the products automatically ameliorate and slowly we are able to engender the best product. Every other day, new TV channels are being opened, which focus various aspects of lives. Frequently, we want to know what is going away on in the world around us and that’s why new channels are introduced to cater to the needs of people from different walks of life. People not only watch national news but also the international news because regional, national and international news-providing channels are available to them in abundance. Sports channels are also there for the people who are interested in sports. Someone can see live sports which are played in any part of the world. If one is tired and want to enjoy, they can play with remote and search various channels and programs for the purpose. In this modern age, the media are also performing as a good doctor (physician). One can explain a lot of medical problems by following the guidance of the “family doctor (media)” by watching related programs. New surveys show that local is also very important in the lives of people. Lot of channels is available, which are provided that totally religious programs and are satisfying the demands of the people who have a preference to watch religious programs. Economy and business sector is, of course, a field which is impossible to ignore. Many of channels are there, guiding their audience about the business paining and economy. And if we look towards the media from the perspective of students, education and new methods of learning are most important for them. Now various channels are available for the education purpose. Most of universities have setup their educational channels. Therefore, one can say that media are performing a very active role for educating, teaching, guiding and entertaining the people and given that awareness to the people. Now it is our responsibility that we critically think about the innovative changes in the media and work for development in this sector. It goes without saying that media have become the most powerful tool of communication. It plays a crucial role in promoting the right things on the right time. It provides the masses with an opportunity to assess for themselves what is right and what is wrong. It is also alleged that the media is used to disseminate fake news or tell half-truths to people, and there is also reality in it to some extent, but it is also true that the media also help a lot to inform people about the realities.

Though the world is fast moving towards new realms of progress in almost all fields of life, yet when we analyze societies, we feel that something is still missing. Every human being wants to attain wealth, power, status, etc but still a large majority of the people is faced with gigantic problems and social issues, which most of the time prove to be a hard nut to crack. These social as well as economic problems are affecting all members of a society in one way or the other. These problems include poverty, lawlessness, corruption, violation of rights, discrimination and even killings in the name of honor, etc. It is essentially a

constructive role that media should play in any society. And it must be termed a good role that various private TV channels, newspapers and periodicals are playing effectively and helping people understand the gravity of the situation in any field of life. This constructive role on the part of the media has a long history. However, in this process the media have to face various hardships and problems. The media have to face hindrances in exploring the issues of society. This is a fight between good and evil and the media have been helping the people get justice. In the recent past, the media in Pakistan have expanded its reach. It has become more vocal in raising human rights issues and forcing the authorities concerned to resolve these issues on priority. The media have made a realization among the people that they should rethink their roles in their societies and play a vital role in solving their own as well other people's problems. With the passage of time, almost all people are convinced that there is an undeniable link between the media and people and the ways needed to solve their problems.

Literature Review

The Literature Review has most of cited sources in a dissertation of thesis. It is an itemized rundown of the perceived certainties and data in scholarly writing around a given subject. The scholar must place past exploration studies (typically found in expert diary articles) that have helped the field in a way like what his or her proposal or thesis proposes. Composing the Literature Review may demonstrate extremely troublesome if minimal scholarly written work exists on a given issue or subject. The learners ought not simply report what they have perused. Be that as it may they must demonstrate that they have a profound association with the zone of study; are acquainted with most vital issues and their importance to their examination; think about the debates; perceive what has been disregarded; know where past studies have gone and predict where the field will go as an aftereffect of their exploration. The films are now entering a new stage of their development as a mature organ of mass communication. The requests of the second "World War" tried the medium as at no other time and showed its extraordinary possibilities. Subsequently, both inside and outside the film business there is expanding distinguish that the films have a fundamental part to play in social life and that the flexibility of the screen is vital in light of what the "film" can do. Freedom finds its responsibility, as the leaders in the motion picture industry have publicly acknowledged many times. Also, the industry is having many pressure groups and all of them are sensitive about the screen portrayal of characters like themselves or of their interests. The economic necessity of mass audiences has made the industry eager to please everyone.

Wolcott Gibbs said that in the Saturday Review of Literature for November 17, 1945, "movies are an astounding parody of life devoted to society in which anything is physically and materially possible, including perfect happiness, to a race of people who operate intellectually to the level of the New York Daily News, morally on that of Day-ton, Tennessee, and politically and economically in a total vacuum." Several samples of dubious value-judgments were found common in the movies when the Institute for Propaganda Analysis did a study in 1938: The successful culmination of a romance will solve most of the dilemmas of the hero and heroine. Get hold of the criminal and the crime problem is solved. War and the preparation for war are thrilling, heroic, and glamorous. The good life is the acquisitive life, depicting luxury, fine homes and automobiles, evening dress, swank, and suavity."

Both Indian and Pakistani cinemas have common tradition of filmmaking. Bombay was the biggest center of film production in the Subcontinent before Partition. However, some years after Partition, Lahore and Karachi began to attract investors, film producers and others to this field. In the beginning, commonality of

traditions dominated the art of filmmaking in Pakistan. Gradually, differences in ideology, technical facilities and other aspects of filmmaking began to influence the art of filmmaking in our country. Now after 65 years, Bollywood and Hollywood are miles ahead in terms of quality production and viewership. Indian and Hollywood movies, filmmakers are far better than their Pakistani counterparts when it comes to technical input and hard work.

This research is not aimed at comparing and analyzing difference between Indian and Pakistani films. Pakistan's national dailies, and some film magazines, however, have endeavored to compare Indian and Pakistani movies. But this comparison does not fall in the ambit of this research and, therefore, can't be cited in literature review.

But there are some individual efforts of contribute towards the film studies in Pakistan. In this respect, two books should be mentioned: Yaseen Goreeja's *Diamond Jubilee Film Directory* and Mushtaq Gazder's *History of Pakistani Cinema (1947-1997)*. Mushthaq Gazder gives a comprehensive history of filmmaking in Pakistan during the first 50 years after Partition. On the other hand, Goreeja covers one hundred years of film in the Subcontinent.

Sana Munir (2003) has conducted a study on depiction of White and Colored women in Disney's animated movies.

Suhaira Hasnie (2002) has to her name a study on the impact of violence in movies on children's behavior. Muhammad Ayyub Khan (2001) has conducted a study "Comparison of Indian and Pakistan Movies -- Themes and Techniques". Arshad Ali (2011) observed his study "the portrayal of women in Pakistani feature films, Urdu and Punjabi" Pakistan ranks amongst the top 10 movie production countries of the world. It has been actively producing movies since 1947. Right from the outset, Pakistani cinema has to face immense competition from the Indian cinema. There were two reasons: Firstly, there was language factor. The language used by the Indian cinema was the same that was being used by cinema on this part of the border. Secondly, 75 percent of the people involved in the movies production in Pakistan migrated to India after Partition. But due to some special efforts of certain individuals, such as Madam Noor Jehan, Shaukat Hussain Rizvi, W. Z. Ahmad, Agha G. A Gul, Jagdish Anand, Sibtain Fazli and many more, the Pakistani cinema very bravely withstood the challenge from Bombay and stayed neck and neck with Indian cinema in quality and popularity for the decades to come. In 2003, India became the world's largest film producing country with over 1,000 films a year.

The Indian cinema enjoys viewership almost throughout the world, let it be US, Europe, Africa, Middle East, or Asia. Bollywood films now open up simultaneously in Sydney, Los Angeles, London, Dubai and Bombay. Hollywood is already planning to start coproduction with Indian cinema. By making the actors of both the industries work together, Hollywood hopes to grab a bigger share of Indian film bonanza. Having said all this, Indian film industry is now a force to be reckoned with in the international entertainment arena. On the other hand, in our part of the world, Pakistani cinema has been going through slow decline since the 1980s with matters going completely out of hand in the last two, three decades. The output of films per year has come down from 100+ in the 1970s to 25 to 40 films lately (Punjabi, Urdu and Pashto films included). An average Pakistani film these days costs around 80 to 95 lacs rupees and unfortunately in the present circumstances, the producer of a film hardly manages to earn any profit. However, an average Indian film costs between 8 to 10 crore rupees and films with big stars cost around 15 to 25 crores. They even touched 50 crore rupees mark (*Devdas* 2002). Rivalry from India is overpowering. The monetary allowance a Pakistani

film maker uses for an entire film is utilized y by movie producers as a part of India on shooting only one tune. Lollywood, as the Lahore-based industry is known, still produces movies. Anyway it is insufficient to keep the business going in the wake of rivalry from better delivered motion pictures from somewhere else in the district. Practically all Lollywood motion pictures are musicals, much like their partners in Mumbai. Throughout this administration, Indian movies are continuously displayed in Pakistani films for the last in excess of four years. Practically all Indian and Western movies land here on feature or DVD inside days of their showy discharge. These motion pictures are less expensive to purchase than Pakistani features in light of the fact that the recent were ensured by copyright. Anyhow numerous individuals contend that it is not simply rivalry, digital TV has smothered filmmaking in Pakistan. They see Lollywood's low creation values, equation based story lines and an inclination for unnecessary viciousness and vulgarity as being in charge of heading out film-goers. In the late years, the Indian film industry has picked up much by burden of strict copyright laws inside the nation and additionally by its relationship with the worldwide gatherings for insurance of protected innovation rights. In the good 'ol days, feature right of Bollywood flicks were sold to Pakistan's underground feature moguls for Rs 4-8 lakh relying upon the star estimation of the film. Presently they get a great deal all the more through broadcast in the district by means of satellite stations. The new movies are enthusiastically ensured, bringing about expansion of income in the film corridors. The Bollywood makers may not get anything straightforwardly from Pakistan, yet it has seriously influenced the generally over-secured film here.

Theoretical Framework

A theory is a conditional clarification rearranged to help in seeing in some little or a huge a piece of the "truth" around us.. (Kerlinger, 1976, cited in Naveed, 2003, pp 109). Theoretical framework indicates the relationship between the ideas in a study and gives a setting to looking at the issue. Its capacity is to give a theoretical guideline, under the light of which a specialist conducts investigative research. The scientific research is a systematic, empirical and significant investigation of theoretical proposition about the supposed relation among the observed phenomena. Every research has some detailed theoretical framework according to environment and objectives. This study is based on Uses and Gratification Theory, which is not only approach but a body of approaches developed out of empirical studies start in the mid 20th century. It is one of numerous gathering of people speculations perceived in the media. McQuail, (2004) said that the Uses and Gratifications Theory is a methodology to comprehension why individuals energetically search out particular media outlets and substance for delight purposes. The hypothesis examines how clients proactively hunt down media that won't just meet a given need however upgrade learning, social collaborations and preoccupation. "It assumes that members of the audience are not passive but take an active role in interpreting and integrating media into their own lives. The theory also holds that audiences are responsible for choosing media to meet their needs. The approach suggests that people use the media to fulfill specific gratifications. This theory would then imply that the media compete against other information sources for viewers' gratification". Blumler and Katz (1974) also presented his thoughts on how the uses and gratification and effects approaches could be harmonized. You'll notice that his perspective still centers responsibility for the control of effect with the consumer rather than the media. He wrote: By what means may recommendations about media impacts be created from delights? To begin with, we may hypothesize that cognitive inspiration will encourage data pick up... . 2nd, media utilization for reason of preoccupation and departures will support gathering of people acknowledgement of view of social arranged and set up in

amusement resources... 3rd, contribution in media resources of particular personality reason is liable to push fortification. The main part of studies in the utilization and delight custom have endeavored to answer the inquiry in regards to the satisfaction looked for and acquired from the media by creating typologies of those satisfactions. These studies endeavor to arrange thoughts regarding why people pick certain media at different times and what sort escapes their association with the media. The vast majority of these studies have depended on reports toward oneself of crowd part (palmgreen, 1984) through observational and experimentation procedures for surveying gathering of people delight.

Research Methodology

Objective of the Study

The present study is conducted to examine the following points;

- To find out the causes of declination of film industry in Pakistan.
- To search out the audience perception towards film declination in the country.
- To determined the role of political instability in film industry.
- To check the audience perception regarding film production.
- To investigate the public interest stories in the Pakistani films.
- To search out the lack of technological equipments in the production area.
- To explore the perception of the public regarding the Pakistani music and poetry.
- To dig out the views of audience towards the actors presentation.
- To examine the role of Pakistani films in the promotion of the Pakistani culture.
- To find out the view points of the public regarding the uplift of the Pakistani film.

Hypotheses

H1: It is more likely that people are not going to cinema due to the poor standard of film production.

H2: Political instability is a major hurdle in the way of Pakistani film industry.

H3: whether technical expertise is the major cause of the downfall of Pakistani film industry

H5: it is expected that Indian movies are the key factors of the decline.

Research Questions

The present study covers answer to the following research questions about the decline of Pakistani film industry.

- What are the main causes of the decline of cinema in Pakistani film industry?
- Is the political instability play role in the declination of the Pakistani film industry?
- How do government policies affect the film Industry?
- Can we say that the availability of satellite/cable/TV/DVD has impacted the film industry?

Research Methodology

The researcher used both quantitative and qualitative methodology for this research. As qualitative research the researcher did in-depth interview with film industry experts such as producers, directors, actors, technical staff, good film and songs writers, singers and musicians. While for the quantitative methodology the researcher followed the following technique.

Survey Research Method

To search out the aims and of the problem of “Causes of the Decline of Pakistani Film Industry Future Prospects” the researcher adopted Survey technique, because the tactic carried out the find the opinion of the target population. Survey is methodology through which a researcher collected the data from the large among of population. In the present the researcher collected data from four province of Pakistan i.e. Punjab, Sindh, Baluchistan and Khyber Pakhtunkhwa. The researcher sent the questionnaire to the target audience to determine their opinion and views about the causes of film industry declination in Pakistan.

Population

Wimmer, Roger D. & Dominick, Joseph R. (1987), defined that “Population is the group or a class of subject, variables, concepts and phenomenon.” The research were limited to a specific area of four province of Pakistan consisted four, i.e. Punjab, Baluchistan, Sindh and Khyber Pakhtunkhwa.

Sampling

The researcher was interested to collect data from entire population who exposed to movies but due to the financial and time limitations, total 500 respondents were as a sample for the current study.

Data was collected through random sampling technique from Karachi, Quetta, Lahore and Peshawar. Equal data was collected from the Lahore and Karachi of 150 respondents as well as from Peshawar and Quetta of 100 respondents due to the proportion of the population.

Research Tool

The researcher prepared a questionnaire comprises 20 closed-ended questions according to the hypothesis and objectives of the study to find out the causes and hurdles of the Pakistani film declination.

Data Collection

The data was collected by the used questionnaire. The questionnaires were distributed in the four metropolitan cities of four province of Pakistan.

Data Analysis Technique

SPSS (Statistical Package for Social Sciences version-19) was used for quantitative data analysis to ensure objectivity in the results of the study.

For the tales, graphs and charts as well as for thesis script the researcher use Microsoft word and Microsoft Excel. As for the translation of questionnaire into Urdu the researcher used “In Page” Urdu software version 2009. Through the SPSS the researcher analyzed the data into Frequency distribution as descriptive statistics.

Data Analysis and Interpretation

The researcher interpreted the data in the following two categories;

- A. Quantitative data analysis
- B. Qualitative data analysis
- A. Quantitative data analysis**

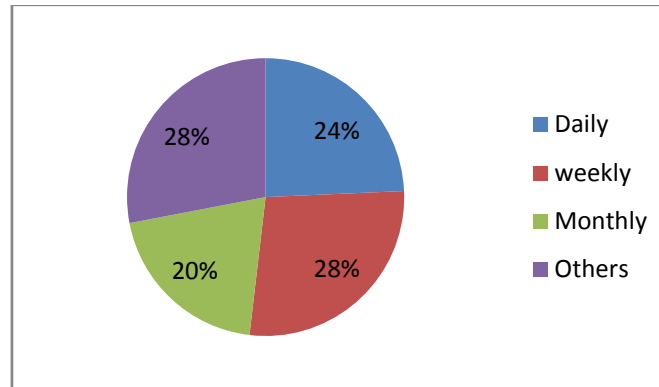
The researcher analyzed the data as descriptive statistics as following;

Table: 1.1. Demographic characteristics of the respondents

S.No	Demographic characteristics	Variable	F	%
1	Sex	Male	387	89.6
		Female	45	10.4
		Total	432	100.0
2	Age	<=27	136	31.5
		28 – 35	157	36.3
		Above	139	32.2
		Total	432	100.0
3	Marital Status	Married	272	63.0
		Unmarried	160	37.0
		Total	432	100.0
4	Income	<= 16000	147	34.0
		16001 - 28000	139	32.2
		28001+	143	33.1
		Total	429	99.3
		System	3	.7
		Total	432	100.0
5	Province	Punjab	141	32.6
		Sindh	130	30.1
		KPK	84	19.4
		Baluchistan	77	17.8
		Total	432	100.0

Table 1.1 demonstrates the demographic characteristics of the respondents that among them 90% were male while only 10% female were answered the questions. Among the respondents 32% aged less than 27, 36% have 28 to 35 years old, while 32% of them were above 50 years. The results also shows that 63% of the respondents were married, whereas, 37% unmarried. The results of the study exemplify that 34% have less than 16000 per month income, 32% have 16 to 28 thousand, 33% have 28 thousand to above per month income. Among of them 33% of Punjab, 30% Sindh, 19% Khyber Pakhtunkhwa (KPK), and 18% Baluchistan responded the questionnaire.

Fig 1.2. Distribution of the respondents according to film viewership



The figure 1.2 shows that 24% among them watched film on daily bases, 28% on weekly bases, 20% monthly, while 28% selected the other option in the questionnaire in which they mentioned different reasons such as availability, depend on mod, log bluster film and friends insist.

Fig 1.3: Distribution of the respondents' opinion regarding type of film viewership

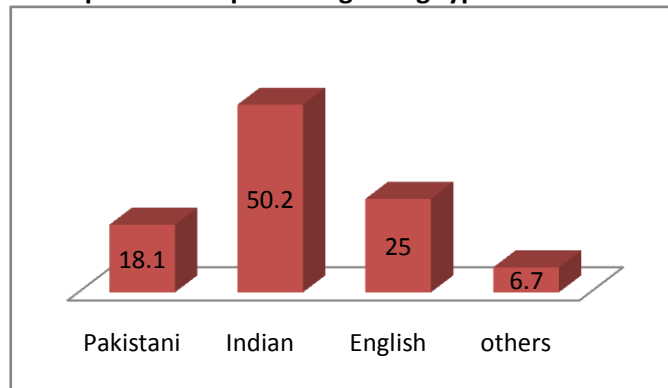
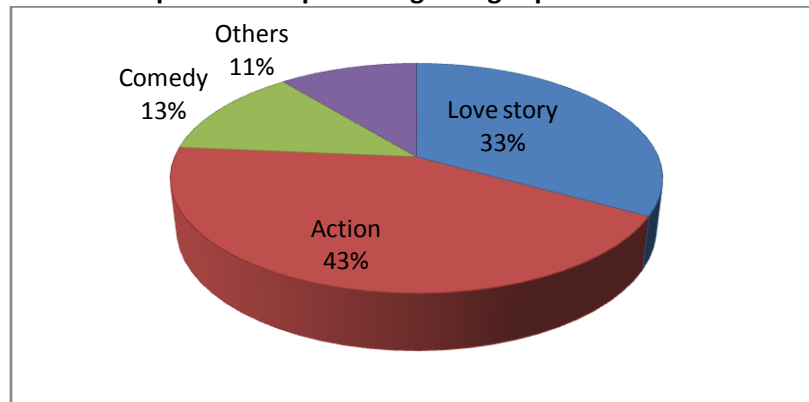


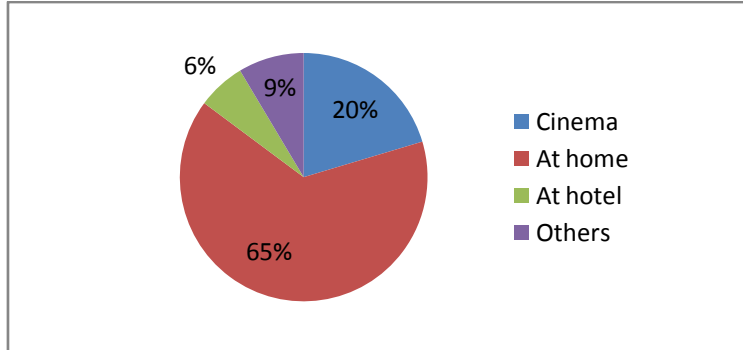
Figure 1.3 demonstrates 18.1% of them exposed to Pakistani Films, 50.2% Indian, 25% English while 6.7 selected other option where they mentioned that they give preference to Turkish, French, German and Chinese films and dramas.

Fig 1.4: Distribution of the respondents' opinion regarding topic of film



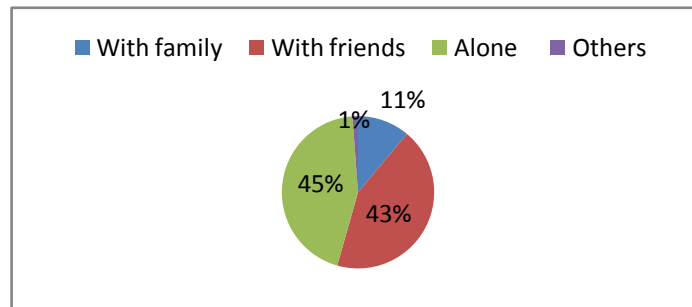
The view point of the respondents towards topic of the film to which they giving preference is 33 Love story films, 43% action, 13% comedy, whereas, 11% ticked others option. In the other option they mentioned that they were watching religious, historical, phonographic, cultural and commercial films in the country.

Fig 1.5: Distribution of the respondents' opinion regarding filmviewership place



A query asked to the respondents about place of viewership, among them 65% said that they watched film at home, 20% at Cinema, 6% at hotels and 9% mentioned the other option, where, they said that they watched film by mobile, projector and during traveling.

Fig 1.6: Distribution of the respondents' opinion regarding filmviewership Partner



The figure 1.6 exemplifies the opinion of the respondents towards film viewership partner. Among them 45% giving preference to watch film solely, 43% with friends, 11% with family while 1% selected other option in which they cited they watched film to office colleague, co-worker and girlfriend.

Fig 1.7 Distribution of the respondents' view point towards Pakistani films Standard



Figure 1.7 shows that 3% opted very good, 5.1% well, 16.2% satisfactory, 44.9% very bad and 30.8% of the respondents said bad standard have the Pakistani films. The results shows that people of the country not giving preference to Pakistani films to sub-standard quality.

Table: 1.8 Distribution of the respondents' opinion to pre-production process towards decline of film industry in Pakistan

Lack of good writers			Lack of Technical facilities			Trend of same film		
variable	F	%	Variable	F	%	variable	F	%
Yes	292	67.6	Yes	357	82.6	Yes	366	84.7
No	77	17.8	No	35	8.1	No	25	5.8
To some extend	63	14.6	To some extend	40	9.3	to some extend	41	9.5
Total	432	100.0	Total	432	100.0	Total	432	100.0

Table 1.8 demonstrates that 67.6% of the respondents said that lack of professional and good writer, 82.6% of the view lack of technical facilities and 84.7% exposed film production on the same trend such as copied, same direction and story, non-use of new technology are the causes of film decline in Pakistan.

Table:1.9. Distribution of the respondents' opinion to production process towards decline of film industry in Pakistan

Sub-standard Production			Sub-standard direction			Sub-standard Song		
Variable	F	%	Variable	F	%	variable	F	%
Yes	378	87.5	Yes	332	76.9	Yes	253	58.6
No	31	7.2	No	53	12.3	No	151	35.0
to some extend	23	5.3	to some extend	47	10.9	to some extend	28	6.5
Total	432	100.0	Total	432	100.0	Total	432	100.0

Table 1.9 shows the view point about the decline of film in Pakistan that 87.5% said that sub-standard production, 76.9% were opinioned sub-standard direction, while 58.6% point out that sub-standard song lyrics were the reason of film decline in the country.

Table 1.10 Distribution of the respondents opinion to production process towards decline of film industry in Pakistan

Sub-standard Music			Sub-standard Acting			Exhibition of Indian movies		
Variable	F	%	variable	F	%	Variable	F	%
Yes	258	59.7	Yes	249	57.6	Yes	222	51.4
No	136	31.5	No	152	35.2	No	177	41.0
To some extend	38	8.8	to some extend	31	7.2	to some extend	33	7.6
Total	432	100.0	Total	432	100.0	Total	432	100.0

To a query 59.7% of the respondents said that sub-standard music, 57.6% said that sub-standard acting, whereas, 51.4% said that proliferation of Indian film in the Pakistani cinemas are the causes of decline.

Table 1.11 Distribution of the respondents' opinion to socio-political factors regarding decline of film industry in Pakistan

Political Instability			Effective for society			Represent Pakistani Society		
Variable	F	%	Variable	F	%	Variable	F	%
Yes	214	49.5	Yes	57	13.2	Yes	61	14.1
No	169	39.1	No	320	74.1	No	291	67.4
to some extend	49	11.3	to some extend	55	12.7	to some extend	80	18.5
Total	432	100.0	Total	432	100.0	Total	432	100.0

Table 1.11 shows that 49.5% of the respondents have the view that political instability, 74.1% said non-effectiveness for the society, while 67.4% said that not represent the Pakistani society are the cause's of film declination in Pakistan.

Fig 1.12. Distribution of the respondents' opinion regarding major causes of film declination in Pakistan

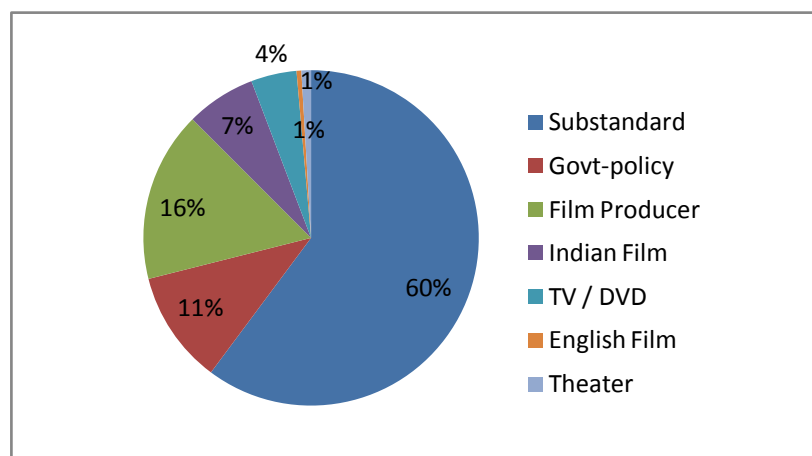


Figure 1.12 demonstrates that 60% of the respondents viewed that substandard pre-production, production and post production process and techniques, 11% viewed government policies, 16% thought film producers, 7% said Indian films, 4% exposed that TV/DVD, 1% said English films while 1% said theater are the major causes of film declination in Pakistan.

Cross-Tabulation for Association of the type of movie and age of the respondents'

		Kind of Movies				Total
		Pakistani	Indian	English	Others	
Age	<=27	16	84	29	7	136
	28 – 35	23	74	55	5	157
	36+	39	59	24	17	139
Total		78	217	108	29	432

This table shows the association between age and kind of movies to which the responded exposed. The result shows that among them, 16 out of 136 watched Pakistani film, 84 Indian, and 29 English less than 27 years old. It is also disclosed that 23 out 157 watched Pakistani movies, 74 Indian, while 55 English films were aged 28 to 35. Above 36 years old exposed to 39 to Pakistani, 59 to Indian and 24 persons to English movies in Pakistan.

Cross-Tabulation for the Association of the Subject of movie and age of the respondents'

		subject of the movies				Total
		love story	action	comedy	Others	
Age	<=27	40	57	20	19	136
	28 - 35	49	79	16	13	157
	36+	54	51	19	15	139
Total		143	187	55	47	432

Table demonstrates that among less than 27 years old, 40 out of 136 respondents given preference to love story movies, 57 action and 20 to comedy films. The respondents aged 28 to 35 years old, 49 out of 157 watched love story films, 79 action and only 16 comedy, while among above 36 years old, 54 out of 139 exposed to love story films, 51 to action and 19 to comedy movies in the country.

Cross-Tabulation for the Association of the Reasons of decline and age of the respondents'

		Reasons of decline							Total
Age		substandard	Govt - policy	Film Producer	India n Film	TV / DVD	English Film	Theater	
	<=27	88	11	21	7	7	0	2	136
	28 – 35	95	18	21	19	0	2	2	157
	36+	77	18	29	3	12	0	0	139
Total		260	47	71	29	19	2	4	432

Table shows that among the less than 27 years old respondents 88 out of 136 disclosed that substandard pre-production, production and post-production of movies, 11 said government policy, 21 point out film producers, 7 exposed proliferation of Indian films, 7 said TV drama and DVD technology and 2 person said theater is the cause of decline of Pakistani film. While the other way among the 28 to 35 years old, 95 out of 157 thought that substandard production, 18 claimed government policy, 21 objected on film producers, 19 asserted Indian films, 2 person said English movies while 2 person stated that theater is the reason of decline. The results also show that among the group aged above 36 years, 77 out of 139 persons claimed that substandard production, 18 thought that government policy, 29 objected film producers, 3 persons of the view Indian films, 12 thought TV and DVD while no person claimed the English film and theater is the reason of declination of Pakistani films in the country.

B. Qualitative data analysis

The researcher conducted in-depth interviews with different celebrities of the film industry of Pakistan. The researcher categorized the interviews under the consideration of their expertise in Production, direction, acting, and writing.

I. Production

The production department in the film industry is responsible for the planning, expenses, script writing, casting, shooting, recording and editing. After the production of the film the producer starting publicity, advertisement and distribution of the film nationally and internationally. About the production of the Pakistani film industry Syed Noor who is Pakistan most renowned film executive, with the large portions of hits movies shockingly some of Lollywood's greatest hits like Choorian, Jeeva and Deewane Tere Pyar Ke, Larki Punjaban. He said about the production of the Pakistani film as compare to India that

the silver screen managers' entryway of Pakistan and Indian merchants has been pressurizing the administration for their own particular profit. Discharging Indian movies in Pakistan will be the last nail in the coffin for the Pakistani film Industry. Our movies will need to seek the few films in Pakistan and stores will begin to stream towards Indian makers. Pakistani movies are not of the qualities that are liable to make a business sector in India, so it will be a restricted activity. This will just serve to line the pockets of the makers and execute the off the fragile Pakistani Industry. Syed Noor replied about the query of low production process in Pakistan said that the executive, exhibitors and maker ought to chip in cash to make a film. The proposals at the end of the two-days occasion incorporated: the need to build the shooting proportion that gives the chief a decision to browse at any rate various shots and not fret over the wastage, rebirth of National movies Development Corporation, unwinding of import and deals obligation, general deals charge and numerous different recommendations. To a query about the development of the film industry in Pakistan he explored that the film industry will be boost up if the producers use new technologies and attractive ideas in their film according to the society problems. He explain the major reasons and problems of Pakistani film industry that it has facing will developed Studios, lack of creative ideas due to the low qualification of writers, government support and lack of new production equipments. He further said the absence of government backing to give the most recent programming, general financing and its strict control guidelines as film amusement is marked as against Islamic by fanatics in the nation. GEO discharged the colossally mainstream Khuda Kay Liye in Britain which roused any desire for recovery of Lollywood silver screen. However this trust has not been sponsored by substance. He additionally said: "Bollywood ought to be authorized just if there is a decent arrangement for Pakistani film in it. Syed Noor recommends to the film producers for the betterment of the Pakistani film industry to use new technologies, creative, fresh and attractive ideas, change the actors and actresses. He also suggested that the government should have to give financial support the film industry. Sohail khan the working producer and distributor of the country said that the fall of the Pakistani film industry is based on the low production of the movies. He said that finance is also one of the major problem in the way of film industry in the country. About the betterment of the film industry he said that the producers should have to make film with joint collaboration with any country that have a new technology and trained staff of the in-door and out-door production.

II. Direction

Film direction comprises on artistic and dramatic aspects, and visualizes the script while guiding the technical crew and actors in the fulfillment of that vision. In this process the director is choosing the cast members, production design, and the creative aspects of the movie. Agha Hasan Askari a prominent Pakistani film director who directed above 60 movies for the country said that lack new technology, well train staff and finance are the main reasons for the down-fall of film industry. He further emphasized that the said problems are also the factors of the development of the film industry in the country. He added that government financial support can boost the direction of the film industry in the country, because high financed movies produce huge business in the world. Sangeeta was a film star, showing up in a string of immensely prominent movies. She is that one craftsman, who exceeds expectations in all avenues of acting, More essentially, she took pride in living, Sangeeta, and skilled on-screen character, exchanged grins and information with just about everyone in the Pakistan film industry. Her movies

additionally managed the social substances of the day. Her path, as a standout amongst the most recognized chiefs, she had come totally into her own. She additionally said that the decrease of our silver screen demonstrative of a general disregard of human expressions in Pakistan. Thus, state support of human expressions and of related exercises like silver screen and film making, which regardless was very unimportant, vanished. The VCR/DVD landed around this time, and after that came satellite TV, and with that numerous Pakistani homes had admittance to the offerings of the productive Indian movies industry. All these variables have worked in such a route, to the point that through the year's groups of onlookers have shied far from heading off to the film. To exacerbate matters, soak duties were forced on film houses, the exact opposite thing the business required. Numerous fell into a state of disprejudicing and in the end were relinquished by their managers, she included that with the profit of knowledge of the past, it would be reasonable to say that approaches by progressive governments really helped stretch the group of onlookers in Pakistan for Indian movies. It was just a years ago that an injuring duty on film houses was canceled. Indeed now, however they are liable to a demand that bodes well considering what a limited number of individuals go to open theaters. In this way in any event the legislature must defend this charge; In any case, the social and social estimation of an energetic film industry (Look at Iran) ought not to be thought little of. Pakistani film needs a break in the form of government impetuses and help, and there is no preferable time over now.

III. Film Writers

Screenwriters develop scripts derived from their own ideas or other existing ideas or work. When writing scripts, screenwriters are responsible for describing the stories in detail, including physical environments and the moods of the characters. Rukhsana Noor an eminent movie writer of the country said that it's a dependable fact that Pakistani silver screen has been struggling to get by for the last numerous years. With the conclusion of one film after an alternate and no items to screen, it had even been depicted as being on its demise cot. Silver screen gives society and dreams to individuals. Things that can't be gotten might be seen and appreciated onscreen. I accept the restoration of film is exceptionally critical, on the grounds that silver screen get us to know ourselves, gives purification, training and amusement. She likewise said; that it was a most sad thing to give Pakistani movies to others. Film quality is not simply having a solid storyline, financial conditions when all is said in done, mass-bid and essential subsidizing for ventures are between related in the flow of this industry. Makers have removed the script from the film, without which a motion picture is worthless. Script scholars are not paid abundantly and not very many makers and executives consent to purchase an elegantly composed script. She likewise consents to screen the Indian motion pictures in the nation. She said on the off chance that we are not viewing outside films then in what manner would we be able to realize what's going on film and what sort of methods and story embracing. She additionally include that I am not frustrated about the business' future, It may take eventually however it will resuscitate. She said private channels that use a great many rupees on their modified ought to approach to put resources into the film business. In spite of all the feedback of and resistance to the screening of these motion pictures in the nation, our film industry does not have much to offer as a substitute for their films. Individuals from the Pakistan film industry say that the screening of Indian films is unpatriotic, however concede that their recipe movies have made ready for the Indian flicks. Through film you can speak to your society, history and nation. The loss of silver screen would be an extraordinary setback. It is exceptionally solid medium of amusement and instruction and we uniquely require it for our nation. The catastrophe with our method for working is that

how devout an expectation may be and how quick our activity may be, with the progression of time, we have a tendency to abandon it in the mid and don't take it to its consistent decision. She additionally said after the Bhutto Government periods no body show hobbies to enhance Pakistani film through arrangement and simple financing. Presently film request immense plan and New Technology and treatment and it are impractical without speculation on the grounds that new Technology excessive and government included substantial obligation and custom and expenses on current film gear. Perviz kaleem another Pakistani film writer said that quality writers are the problems also of the other country as compare to Pakistan. He explained the reason of quality film writers that due to low income of script and commercial movies script change the mind set of the writers in the country. He further said that in our country the producers impose ideas and direction of the story to the writers such as "Gandasa" film while it has need to improve the nationalism through the national movies in the world. He expected that the national film industry could improve because of new talented writers if the government and investors give them first-class packages for the story writing.

IV. Actors/Actress

An actor is a person while, on the other hand actress for a female who acts in a dramatic or comic production and works in film, television, theatre, or radio in that capacity. The views about the qualities of the Pakistani film actors and actresses, Shan that equivalent open door ought to be given-an equivalent chance to deliver their movies anyplace on the planet as it aides in enhancing the nature of generation. Indian movies being discharged in Pakistan is an absolute necessity since once the film screened by regional standards at exactly that point will we have the capacity to oversee it content. He hold the sentiment that just movies with worthy monetary worth find their approach to discharge in theaters world over, so we ought to stop cribbing that poor Pakistani creation ought to be discharged in India. He is idealistic of the revival of silver screen in a huge manner and says that at present the most serious issue is the absence of films and the sooner more screens will come up the better the movies returns will be. He additionally said in a question that the movie producer must behavior legitimate research about what the crowd need to see. They ought to direct research identifying with what plots gathering of people like, what sort of specialized substance ought to be there, He likewise said that it is not the deficiency of one individual, the entire hardware must be changed, and the brain of individuals must be changed, as individuals like this stuff so we are making these movies. On the off chance that they would prefer not to see such films, our makers won't make such movies and in this manner we won't be acting in them. I don't see anyone future in Pakistani film. I don't see any film later on here, really. Pashto Actress of the other mainstream language of Pakistan Sobia Khan is New Talent of Pakistani film Industry and she is successful and famous actress in Pshuto film industry. She said about the decline of Pakistani film industry and cinema's condition through various questions which asked by her for the requirements of interview based method. Silver screen has the ability to draw you from the solace of your home to watch the exhibitions of your most loved begin. This is the appeal and force of silver screen. It is the last terminus of the craftsman. The silver screen makes the star and makes the begin esteem. She likewise said that Pakistani film can't be restored by one or two preparations. It might be conceivable when we'll work professionally to create quality movies. Lamentably, Pakistani film has not thrived as a honorable medium of workmanship and the legislature has constantly overlooked the film business. We can want to audit the brilliant time of Pakistani film just if the legislature assumes its part to advertise the business. It is surmised that one of the purposes behind this decrease is that now we don't have

artistes. The business is in the hands of ignorant and unable individuals. The legislature, film affiliation, makers and executives are just as in charge of the fall of our film industry.

Findings and Discussion

A lot of studies have been composed through the years referring to diverse purposes behind the decrease and actually proffering proposals for its restoration, focusing on that if certain measures were not taken, it would be drapery drop for Pakistani film industry. However, most of the studies recommended that the major reason for the Pakistani film industry is the government ignorance.

General findings

Finding of the study revealed that most of the respondents were male because in two provinces there were no female who have permission to visit cinema for watching movies. The finding also disclosed that 18 to 35 years' old persons are more exposed to film than the above age in Pakistan. The above two factors show contradiction among the population in Pakistan that one side the mid-age persons enjoy the film industry while other side the female of the country has been banned to not join any film festival in the metropolitan cities of Punjab, Sindh, KPK and Baluchistan provinces. The results of the study also explored that 60 percent among them were married while 40 percent were unmarried residents of the four major cities of the country. It is also exposed that most of the respondents have income less than 25 thousand. It is believed that married persons have settled families which have needed more money than which the study explored, because to give entertainment to their families as well along with other home necessities. The finding of the study explored that most of the respondents exposed to film entertainment by weekly because as we discussed that they have married families. The results of the study showed that most of the people four metropolitan cities of Pakistan watching Indian movies than Pakistani and other countries. It is concluded that the language and culture of the Indian films are mostly related to Pakistani culture so for that reason people exposing to Indian movies than others countries. The results of the present research discovered that most of the people given preference to the subject of Love stories than action and comedy films. It is revealed that love is the factors which make a person noble, humble and respectful for the others in society. As well as in the present situation majority of the people exposing to love story film because of war and terror and conflicts in the country. To a query the majority of the respondents said that are watching movies at home and solely. It is summarized that watching film at home explored that due to availability of movie at door step as well as due law and order situation in the country. The findings of the study revealed that the declination of Pakistani films industry are substandard pre-production, production and pre-production, substandard direction, songs, music, lack of good writers, lack of advance technical equipment, proliferation of Indian movies, substandard acting, political instability and non-representation of society. It is concluded that if the above all factors has become removed from the film industry it is asserted that the film industry of the country would be achieved the goals and objectives of the workers of the film industry. It is summarized that Pakistani producing substandard film while other hand writers find themselves bound to act upon producer's wish. The workers are not sincere with their profession, so for that reason the film makers alone couldn't be blamed for this negligence but performance of film industry especially after the turning of century. Along with certain other problems, budgetary constraints, lack of social responsibility, acceptability and absence of hard work on the part of film makers has handicapped with development of film production. While legitimate venture is battling to give amusement, pay expenses and meet every day running costs, the neighborhood stimulation scene has ended up prisoner to a gigantic attack by carried and pilfered features

and Dvds of each possible sort, completely uncensored, independent of their evaluations. Overlook pirating and offering pilfered movies with exemption; organizations now exist in Pakistan with their own particular industrial facilities assembling pilfered Dvds! Furthermore this is occurring with the legislature's implied endorsement, as well as at the expense of losing profitable income as charges. With respect to Indian movies, they are accessible on DVD now and again even before their discharge in their nation or somewhere else, along these lines, therefore, Pakistani individuals offering inclination to Indian movies. One can't altogether accuse the low quality of Pakistani movies either because of the absence of audience. "Even in India, most movies are not super hits. In fact, the majorities are flops, But at least people go to the cinema on Friday and the pass the verdict. Our dilemma is that even on the first day, first show, no one comes to the cinema. Piracy alone is responsible for our downfall." A glaring affirmation to the way that giving a state of the workmanship film house in an elegant area is not impetus enough to draw crowds is the as of late opened Cineplex. Just few of corridors stays open more often than not and the film is allegedly being utilized to show motion pictures run on DVD both Indian and English to association that book the whole show. Government's attitude towards betterment of film production is very careless. Our industry is still surviving by the efforts of some individuals. Non-seriousness at government's account is causing the decline of Pakistani film industry.

In-depth Interviewfindings

Interview was conducted to the producers, directors, writers and actors of the films industry in the country. Producers, directors, writers and actors have same stance for decline of film industry in Pakistan. They said that due to low education rate, financial support, lack of new technology and untrained staff for the in-door and out-door production the Pakistani film industry is doing to down-fall. They recommended if the said factors would remove the film industry would be boost up in the world.

Justification of the objectives

The finding of the study verified the objective of the study that causes of causes of declination of film industry in Pakistan are substandard pre-production, production and pre-production, substandard direction, songs, music, lack of good writers, lack of advance technical equipment, proliferation of Indian movies, substandard acting, political instability and non-representation of society. The study also confirmed that audience perception regarding Pakistani is not satisfied but very pathetic. It is also verified that political instability in the country one of the reason of declination. The study also confirmed the objective that low production of movies and unavailability of technical equipments are the causes of declination. It is also demonstrated that Pakistani movies are not representing the culture and society of the country.

Verification of the hypotheses

The results of the study verified that majority of the view that didn't watch Pakistani movies due to poor standard of production. It is also confirmed that political instability is a major hurdle in the way of Pakistani film industry. The findings of the present research also confirmed the hypothesis that scientific expertise is the key cause of the downfall of film industry in Pakistan. The study also verified that the proliferation of Indian film is the key factor of decline of Pakistani film industry.

Theory Justification

The finding of the study confirmed the statement of the "Uses and Gratification" theory that public are exposing to media for their needs and socio-cultural satisfaction, while other side the finding of the study explore that people of the country are facing problem due to the poor production, non-professional writers, non-serious acting, ineffective direction and unavailability of advance new technical equipments.

Summary, Conclusion and Recommendations

This study has been conducted to find out the causes of declination of Pakistani film industry. For this study the researcher conducted a survey through which the researcher collected data from the four metropolitan city of four provinces i.e. Punjab, Singh, Khyber Pakhtunkhwa, and Baluchistan of Pakistan. A well-developed questionnaire comprises 20 close-ended question were distributed among the direct population. Data was collected by random sampling technique while data was analyzed through Statistical Package of Social Science (SPSS version 19). It is concluded that it is a contradiction among the population in Pakistan that one side the mid-age persons enjoy the film industry while other side the female of the country has been banned to not join any film festival in the metropolitan cities of Punjab, Sindh, KPK and Baluchistan provinces. It is believed that married persons have settled families which have needed more money than which the study explored, because to give entertainment to their families as well along with other home necessities. The results of the study showed that most of the people four metropolitan cities of Pakistan watching Indian movies than Pakistani and other countries. It is concluded that the language and culture of the Indian films are mostly related to Pakistani culture so for that reason people exposing to Indian movies than others countries. It is concluded that love is the factor which make a person noble, humble and respectful for the others in society. As well as in the present situation majority of the people exposing to love story film because of war and terror and conflicts in the country. It is concluded that majority of the respondents are watching movies at home and solely. It is summarized that watching film at home explored that due to availability of movie at door step as well as due law and order situation in the country.

The finding of the study verified the objective of the study that causes of causes of declination of film industry in Pakistan are substandard pre-production, production and pre-production, substandard direction, songs, music, lack of good writers, lack of advance technical equipment, proliferation of Indian movies, substandard acting, political instability and non-representation of society. It is also demonstrated that Pakistani movies are not representing the culture and society of the country. The findings of the study strengthen the statement of the "Uses and Gratification theory" that people are exposing to media for their needs and socio-cultural satisfaction. The producers, directors, writers, actors and actresses have explored same factors of down-fall and for the development of the film industry in the country as low education rate, financial support, lack of new technology and untrained staff for the in-door and out-door production of movies in the country.

Recommendations

- It is recommended to the film producers and makers to standardized the production process and techniques to uplift the film industry in Pakistan,
- It is suggested to directors to improve the level of direction to produce effective movies as compare to India.
- It is also recommended to the writers to develop script according to the issues and problem of the Pakistani society.
- It is suggested to the lyric writers to script the lyrics according to the scene and situation of the film as well as according to cultural boundaries.
- It is recommended to film makers to use new advance equipments to uplift the film industry of Pakistan.

- It is suggested to the film makers to produce better quality movies to counter the Indian film proliferation in the country.
- It is also recommended to the film makers to represent out cultural values in their movies to promote out culture all over the world.
- It is also suggested to the above all factors has become removed from the film industry it is asserted that the film industry of the country would be achieved the goals and objectives of the workers of the film industry.

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