The Identification of Design Model that Helps for Managing Risk in the Context of Film Production in Pakistan

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ABSTRACT

The film industry in Pakistan can be considered as one of the oldest film industries in the world. The research reviewed for this publication attempts to analyse the reasons behind the decline of the film industry in Pakistan. The research entailed a few research questions which were designed to achieve the objective of the research. The research attempted to address the main causes behind the decline of cinema in the Pakistani film industry. Furthermore, the research has also attempted to address the impact of political instability on the decline of the film industry in Pakistan. The current research also attempted to find out the influence of government policies on the film industry of Pakistan. Furthermore, the research also attempted to address the impact of cable, satellite and DVD on the decline of the film industry. The current research carried out the work of research with the help of qualitative as well as quantitative analysis.

The research attempted to evaluate the impact of different factors on the film industry of Pakistan. The research found out that there is a significant impact of the political, social as well as financial factors on the film industry of Pakistan. In addition, the research also found out that a substantial segment of the population in Pakistan do not engage in watching Pakistani cinemas due to poor standard of production, acting and lyrics.

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Introduction

The film industry of Pakistan can be regarded as one of the oldest film industries in the world. The industry has seen both days of glory as well as darkness due to changing conditions in the industry and a few external factors. Over the years, the Pakistani film industry has evolved substantially regarding its choice of techniques related to filming. The research has been carried out adopting a quantitative method of research and data has been collected with the help of the survey. Four most prominent cities of Pakistan such as Karachi, Lahore, Peshawar and Quetta have been chosen with adopting random sampling.

The film industry of Pakistan has faced a significant amount of issues over the years which have contributed to the decline in the industry. The following section of the research has been carried out by discussing the findings of different literature aligned on the same topic of research. Then the theoretical framework, research methodology, as well as the section of data analysis, has been addressed.

Discussion

The current research has attempted to analyse the reasons behind the decline in the film industry of Pakistan. The research has also attempted to give insights about the prospects of the respective industry. In addition, Kirk, Gwendolyn (p. 500) stated that the Punjabi language films in Pakistan are considered to be one of the most popular movies in the country. The functions and purpose of media have been understood by the members of the society. The research further suggests that the term Global Village in the can be discussed in terms of the importance of media in the current generation (Khan et al., p.6). However, the use of media in the present era largely depends on the discretion of the users. Therefore, the audience's discretion can be considered as one of the most significant aspects in the discussion of the importance of media.
Theories and Models

The section also suggests that in the present era, the media has been encountering with a significant level of competition which is contributed by the different forms of media. There are a significant number of television channels opening every day which has contributed to this intense competition. Shabir, Ghulam, et al. (p. 76) stated that after the independence the film industry of Pakistan faced significant issues regarding funds. The study has employed secondary data for the research. Poverty, corruption, lawlessness, discrimination can be regarded as one of the most significant problems in the society of Pakistan (Khan et al., p.8). Yousaf, Zahid, Malik Adnan, and Iffat Ali Aksar (p. 18) stated that the depiction of women characters was considered to be essential for the film industry and Pakistani films had both patriarchal as well as female-oriented films. The research used the method of descriptive analysis for conducting the study.

The current research further suggested that different forms of media in Pakistan have become vocal to raise voice against human rights and also influenced the concerned authorities to have a better decision about the respective matters. Akhtar, Sophia, et al. (p. 15) stated that the film industry in Pakistan is in a need for using advanced technology. However, there is a lack of implementation of new technology in Pakistan. People have realised that there is a significantly important relationship between society and the media. This relationship can further influence the media to have more impact on society. This can also help people to use media effectively.

Theoretical Framework

The following section of the research has attempted to analyse different aspects related to the decline of the film industry in Pakistan. This section has reviewed different literature that can help researchers to identify different factors related to the decline in the film industry. The research suggested that cinemas can be considered as an astounding parody of life as the stories presented in films represent the normal lives of people. Rasul, Azmat (p. 78) stated that there have been efforts from the Indian film industry for creating a situation of harmony between these countries. Films such as Main Hoon Na and Veer Zara endorsed friendship and harmony between countries. The theoretical framework in the research was based on the theory of 'Uses and Gratification' (Khan et al., p. 9). In addition, cinemas often have a heroic depiction of stories which are not concerned with the realities of life. The research suggests that these kinds
of depictions can harm the viewers of cinema as they can possess unrealistic desires with respect to the research.

The current research has also suggested that cinemas in India and Pakistan generally employ the same way of filmmaking as they have cultural and societal similarities between them. Karachi and Lahore were two main destinations of investors for investing in films. Samad, Ghulam, Vaqar Ahmed, and Rauf Khalid (p. 102) pointed out that among the copyright-copyright-based in Pakistan; the contribution of films on the GDP of Pakistan was substantial. The study has employed secondary data collection in order to carry out research for this study. The film industry in Pakistan has one of the highest rates of producing movies in a year. Owing to having the same cultural background, Pakistani films faced significant competition from Indian films. In addition to this, Taneja, Nisha, et al., (p.17) stated that there were a significant number of Indian films that were banned in Pakistan due to the Indo Pak war in 1965. The study employed mixed methods depending on both primary as well as secondary sources of data collection. However, owing to the presence of eminent artists in the film industry such as Agha Gul, Madam Noor Jehan and many more, Pakistan sustained the competition from Indian films.

Siddiqui, Saira, Syeda Khizra Aslam, and Muhammad Rashid Khan (p. 71) stated that in the pre-independence era, there was a production of Punjabi and Urdu films in Lahore. The study employed secondary data in order to carry out the research. The following section of the research attempts to explore the theoretical framework of the model. Similarly, Ahsan, Muhammad Shajjad, and Khaleel Malik (p. 152) stated that technological insufficiency of the industry contributed to the misery. The first aspect is that cognitive inspiration which can help the research to pick up data (Khan et al., p.14). The second aspect is the utilization of media which can further help the study to have better knowledge about the acknowledgement of media. The last aspect that was taken into consideration can be the contribution of resources related to media.

**Research Methodologies**

The following section of the research discussed the methodologies of research that were used for conducting the research. The present research had a few hypotheses that attempted to discuss different risks associated with Pakistani films which have impacted the decline of the industry. Imran, Rahat, and Imran Munir (p. 149) stated that there have been efforts of Pakistani
cinema in order to provide affordable entertainment to the people of Pakistan. The research uses secondary sources of data in order to conduct the analysis. In the current research, both the methods of quantitative as well as qualitative data have been carried out. The research employed the population of four selected provinces of Pakistan. These provinces are such as Sindh, Balochistan, Khyber Pakhtunkhwa and Punjab. The method of sampling in the current research was carried out by taking a sample of 500 respondents. In order to carry out the research, the same set of data was collected from Karachi and Lahore from 150 respondents using a random sampling method (Khan et al., p. 14). In the case of Quetta and Peshawar, 100 respondents were chosen due to the difference in population proportion.

The tool employed for the research was 20 close-ended questions related to the hypothesis and objectives of the study. The method of data collection was conducted using a questionnaire. SPSS and MS Excel were used for analysing the collected set of data.

**Data Analysis**

The data analysis section of the current research was segregated in two subsequent sections such as quantitative data analysis and qualitative data analysis. In the quantitative analysis, it was found that 24% among these people watched films on a daily basis, 20% monthly and 28% weekly. In addition, Ashraf, Muhammad Azeem, and Samson Maekel Tsegay (p. 84) suggested that usage of English in Pakistani films has made it difficult for most of the people in the society to understand the films. They suggested different factors that can influence watching films such as mood, the insistence of friends, availability. The choice of films among the citizens was also discussed which suggested that 18.1% engaged in watching Pakistani films, 50.2% Indian films and 25% chose English films.

![Figure 1: Reaction of respondents regarding watching tv](Source: Khan et al., p.9)
The survey about the standard of Pakistani films suggested that 3% of the respondents quoted them as very good and 44.9% stated very bad. Chang, Abdul Sattar, et al. (p. 4) suggested that in Pakistan, there is an increased need for new technologies to be used in the film industry. Quantitative analysis has been employed for carrying out this research. In addition, 11% suggested that government policies can be accounted for the decline whereas 7% suggested it can be Indian films (Khan et al., p. 13).

![Figure 2: Distribution perception of viewers regarding the type of film viewership (Source: Khan et al., p. 9)](image)

On the other hand, the qualitative analysis was carried out for the research. Furthermore, Ali, Kamran Asdar (p. 410) stated that Indian films have a significant impact on the film industry of Pakistan and this has contributed to the decline.

The research suggested that the production situation has always been poor. There is a lack of creative, new and fresh ideas as well as the availability of technology which has contributed to the decline in Pakistan's film industry. Hassan, Masood (p. 51) stated that there is a lack of technological advancements in film production in Pakistan. The study used the method of quantitative data collection in order to carry out the research. The Pakistani film industry also lacks talented film writers who have accompanied the other problems in the industry and contributed to the decline (Khan et al., p. 14). Furthermore, the absence of popular actors in the Pakistani film industry has driven people towards watching Indian films. The research also suggested that makers, film affiliating organization and executives have contributed to the decline of the industry.
Findings

The respondents for the research were mostly male as among the chosen provinces, two of the provinces women do not have the right to watch films. Furthermore, people from the younger generation in the age group of 18-35, were found to be more inclined towards watching films. Furthermore, budget constraints and lack of acceptability of different genres of films have also contributed to the decline. The markets of Pakistan are filled with pirated CDs of Indian and English films. In addition to this, Cooper, Timothy (p. 153) pointed out that in Pakistan, there has been a prevalence of a black market archive which has contributed to increased viewership of Indian cinema and decreased viewership of Pakistani cinema. The study employs the method of an interview in order to carry out the research. Government initiative to revive the industry is limited, which was found in the study.

![Figure 3: Perception of the standard of the films](Source: Khan et al., p. 10)

The interviews taken for the research suggested that a low rate of education, lack of skills and financial support has contributed to the poor state. The findings of the study were able to verify the objectives of the study. The study was also able to verify the hypothesis of the research. Ahmad, Ali Nobil (p. 470) suggested that there was a ban on using YouTube in Pakistan which also added to the misery of the industry. This, in turn, resulted in increased global attention to the declining state of the Pakistani film industry. The statement employed in the research 'Uses and Gratification' theory which suggests that people use media in order to satisfy the socio-cultural needs (Khan et al., p.18). On the contrary, the research suggested that the people living in Pakistan face issues regarding poor film production, poor writers and ineffective direction which have resulted in the decline.
Recommendations

The following section of the research entailed the summary conclusion as well as recommendations for the current research. Ahmed, Vaqar, Abid Suleri, and Muhammad Adnan (p. 30) stated that the film industry of India is substantial as it produces more than 1000 films every year which has added to the misery of Pakistan’s film industry. The study has employed secondary sources of data in order to conduct the research. In addition, Hussain, Zahoor, et al. (p. 30) stated that the primitive technologies used in the film production of Pakistan have added to the production of substandard films. The research used the method of quantitative data collection with the help of the survey. The lack of representation of social and political issues in the country in films has also discouraged the audience of the country to watch Pakistani movies. Hennekam, Sophie, and Jawad Syed (p. 554) stated that institutional racism is substantially present in the film industry of Pakistan. The study has employed qualitative research methods in order to carry out the research.

Figure 4: Responses related to film viewing partners
(Source: Khan et al., p. 10)

PArveen, Uzma, Tahira Tariq, and Muhammad Tariq Siddiqui (p. 202) suggested that the poor quality and repetition of a theme has discouraged the cinema enthusiasts in Pakistan to watch films. The study uses a qualitative survey for the research. The research further suggested that filmmakers should use better technology and equipment for filming. In addition, the research also suggested that the government should take the required steps for improving the working conditions in the Film industry (Khan et al., p. 20). The research also suggested that the producers in Pakistan should invest in films which resonate with the cultural values of Pakistan. In addition, the study also suggested that all the risks of the film industry should be negated in order to achieve better working conditions in the industry.
Conclusion

It can be concluded from the current research that the film industry of Pakistan can be considered as a significantly important industry for the economy of Pakistan. The respective film industry was considered to be one of the most successful and highly producing movie industries in the world. However, in the recent era, the Pakistani film industry has encountered a significant level of issues which have contributed to the decline of the respective industry. These risks can be such as political instability, financial constraints and social issues. Therefore, it is imperative to consider the different factors that contribute to the declining state of the film industry of Pakistan.

The current research was carried out aiming at addressing the problems in the film industry of Pakistan. The research attempted to analyse the risks of the film industry which has resulted in the decline of the film industry. The research also attempted to know about the perception of the audience regarding watching films in Pakistan. In addition to this, the research has also tried to introspect into the role of Pakistani films in promoting the culture of Pakistan. The research has also aimed at knowing about the views of viewers towards the presentation of the actors.
Reference


