NIICO in context of the vertical – horizontal media effects model

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ABSTRACT:

The present studies have examined the effects of media exposure on western enculturation of youth in the urban town of Dera Ismail Khan. In particular the studies have been focused at Vertical-Horizontal media effects model. The western enculturation effects have been explored in the context of the debate in international forum on western cultural invasion of the developing societies. The present studies has described it as Vertical-Horizontal media effects model and has pitched the direct or vertical exposure to English language films and dramas on Pakistan television (PTV) and on pre-recorded VCR cassettes against the indirect or Horizontal exposure to flow of culture and communication; i.e. exposure to Urdu language films and dramas on Pakistan Television and particularly the regional flow of Indian Urdu movie-fare from across the borders. Univariate frequency distribution of all the variables have been obtained using SPSS program. Chi square test was also used to determine the direction of relationships among the independent and dependent variables. Regression, i.e., correlation procedure and hierarchical multiple regression techniques were also applied to explore the strength of relationships among the study's independent and dependent variables.

Key words: Male and female youth, media effects, culture exposure, Pakistan television dramas, films, Vertical-Horizontal model, Statistical analysis.

INTRODUCTION:

Mass media have achieved a unique significance in this modern dynamic society of human beings. It has become imperative to know about our environments, surroundings and circumstances for our mere survival. Modern technology has changed the very face of society. The stress and strain of the present culture and civilization has created many revolutionary changes. The very-survival of a society, a nation or a country hinges upon the proper use of media force and motivation for change of knowledge, attitudes and behavior.

The present information explosion at global level and the multiplicity of communication techniques adopted by advanced countries have a wide-spread impact on the developing society stands immune from the pervasive influence of the western communication outputs. Omekwu (2003) noted that in this new environment of information exchange, culture is dramatically exported from one place to another. Economic Commission for Africa (2000) remarked that changes occurring at global level have not been in the control of individual nation. Ya’u (2004) noted that the integration between developed and developing countries is dangerous because of inequalities existing between them. The process of communication effects is conceivable at both the horizontal and the vertical planes. Particularly, the centrality of the cultural component of the communication effects process has greatly increased by the developed westernized trends of national or indigenous media and the introduction of video-cassette media into the social structure of developing societies. Therefore the great influx of exposure to pre-recorded videocassettes and also exposure to the contents of Pakistan television into a developing society like Pakistan merit investigation. This onslaught of the western culture, horizontally and vertically, has proved itself as a challenge for the scholars in communication research.

According to Lent (1984) the developments in video technology have brought a cheap form of entertainment in to the home. In this new video explosion, the pirates have been faster than the government can control in smuggling and peiating films and sometimes uncensored video films. These vignettes points to video's persuasiveness and its impact, culturally, politically and economically upon the Asian scene (Asia week (1982); Time (1982)).

The Asian countries fear exposure to foreign movies on VCR will downgrade morals of the youth community. Therefore, the countries like Hong Kong, Malaysia, Singapore, Philippines, Indonesia, Bangladesh, Pakistan and India have banned the importation of foreign video cassettes. These efforts have been made in order to protect their indigenous culture from foreign linguistic as well as customary enculturational effects (Barker (1997), Invaders (1981), Frieda (1982), Marietta (1981), Robert (1992)).

The phenomenal growth of the video cassette also poses a number of problems for Asian film and television industries, whose audiences are being depleted, and for governments whose development messages and moralistic timings are being sabotaged and whose potential entertainment tax earnings are being by-passed by pirates (Chakravarty, (1997), Lent, (1984), Asia week, (1982), Aminuddin (1982), Haifaa, (1983), Ibid).

The result has shown that a number of factors have affected-school attendance, censorship policies, copyright laws, government entertainment revenues, private enterprise profits, national ideologies and values, national film and television industries, among others (Tahir –ul- Qadri, (2002), Lent, (1984), Marietta, (1992), Thomas, (1999)).
Throughout Asia (and probably most of the Third world), according to Lent (1984) and Zaharopoulos (2001) the new video-technology caught governments and societal institutions unprepared. Where governments have acted, the results have varied, from that of effective control, as in the case of video parlors and games, to that of frustration, as in the case of video cassette snuggling. For countries that have been fighting against media imperialism through formal mass media. The new video technology has been baffling, bringing foreign, and often dangerous, messages and values into homes through more elusive back doors (Brosius, (1999), Kamaluddin, (1982), IPI Report, (1963)).

The problem has caught the attention of the thinkers in this field all over the world in the form of debates in international forum over cultural invasion and imperialism. The New International Information Communication order (NIICO) has become the burning issue in the area of international communication and culture.

The western media culture is dominating and putting a great impact on the developing societies. The culture of developed North countries has influenced the culture of the developing South societies. And the culture of the northern countries has become dominant through their domination of die world communication system and technologies. These developed countries are vertically or directly influencing the youth culture in Pakistan through the Indian and the English movies on VCRs and Urdu dramas and films on PTV.

To minimize the vertical effects and domination of the northern media culture on the South, the NIICO (New International Information Communication Order) is being discussed at so many international forums. The northern or western culture and language pervades the indigenous media production of the developing societies giving rise to another plane of influence running horizontal to the direct or the vertical level of the western cultures impact on the developing societies. Therefore, there is a great need to investigate not just the West-East or North-South flow of culture but also to look into the South-South or East-East interchange and exchange of culture, arts elements and complexes.

In his study of blacks children and television socialization Stroman (1984) provides a comprehensive review of empirical studies of socializing impact that TV has on Black children. He concludes that television has been influencing the behaviours of the audience members. Tab & Tan (1987) and Blumler (1992) also concluded in their study that Television content influences the behaviour of the audience members. Similarly, Huesmann (1994); Legerspets (1984); featherstone (1995); Kottok (1990) proved the relationship between the aggressive behaviour and frequency of viewing aggression on television. Belbase (1988) in his study on Developing countries: National Development- Nepal. TV effects: Video Cassettes Recorders, proved that televised visuals are very effective in influencing the cognitive level of viewers. Paignt (1987) and White (2001) concluded that fictional televised stories about suicide were also followed by an increase in suicide by youth.

Hawkins (1992), Pingress (1996), Adler (1987), Carey (1992) and Johnson (2000) concluded that heavy viewers had beliefs about the world that appeared to be influenced by television. In their study of Docherty, Morrison (1986) concluded that cinema closing in Briton were consequence of changes brought about mainly by the Video Cassette Recorder.

Jouhy (1985), Noam, (1985) and Thomas (2003) concluded that in third world, due to VCR western industrial society values and norms take the place of traditional ones. They further said that new video technology and cultural production between developing and industrialized countries.

Present study will provide us a clue to the direct (Vertical) and indirect (Horizontal) effects on the PTV and VCR viewers. This is depicted in scheme 1.

However, a major feature of the statistical analysis of the present study will be the fitting of statistical models, each representing a different hypothesis, where the most appropriate model will be selected for subsequent interpretation and use.

Weaver (1979), Fowels (1992) and Sakr (2002) review covers studies published since 1955 which look at the uses and effects of video media. Their review finds that people view both in generally complementary manners for knowledge and diversion, and as an adjunct to interpersonal discussion. The use of VCR and TV as a substitute for other activities has been documented in several studies. Use of VCR and TV does seem to increase when people see the content as useful in conversations with others and accept its impact.

Another considerable research evidence exists which suggests that for a complete diffusion of message it is important that the media channels have cultural effects on the society. The uses and gratifications research empirically supports the strength and importance of the broad cultural norm to be at least minimally informed about happenings in the world.

The present study on Model was undertaken to explore the impact of foreign (western) culture and language directly (vertically) by exposure to English movies on PTV and VCR and indirectly (horizontally) by watching Urdu dramas and feature films on Pakistan television and Indian movies on VCR. The model will show the extent of effectiveness by both dimensions i.e. vertical and horizontal on the cognitive, affective and conative levels of youth community in NWFP's second big city Dera Ismail Khan.

This study also shows the uses and effects of TV and VCR among the graduate and undergraduate students of D. I. Khan. Thus in this study exposure to horizontal and vertical media fare will form the independent or predictor variables while degree of foreign customary and linguistic effects on youth will constitute this study's dependent
variables or criterion variables. In research like the present one, problem solution is a chief motivation which propels the whole research activity. Various sources have been bringing about the effects of western culture on our youth. Television and VCR are the most important sources which are playing an effective role in the western enculturation. It is important to note that both the TV and VCR influence the cognitive, affective and conative aspects of the personality. Hence, the primary objective of the present study is to explore the cognitive, attitudinal and behavioral influence of TV and VCR in both the vertical dimension or direct effects of foreign media - fare on the culture of the youth and horizontal or indirect effect of western cultural depictions in indigenous PTV programmes and particularly the western cultural influence fl owing into our western cultural depictions within Indian movies available on pre-recorded VHS cassettes.

UNIVERSE OF STUDY:

For this research practically we have selected 420 students of Dera Ismail Khan City as Youth community. Both male and female students included in this studies. Interview cum questionnaire has been used as data collecting technique.

RESEARCH DESIGN:

The knowledge (cognition), attitude (affect) and behavior (conation) of the respondents were measured from the collected data. This data were analyzed through the use of correctional techniques. Specifically, partial "R" were studied and hierarchical multiple regression techniques were used. In regression equation, control variables were entered as a first block. This was followed up by entering a block of vertical exposure variables and finally the horizontal exposure predictors' block were entered at the third step in the regression.

Horizontal exposure variables were entered at the third step, and particularly, the exposure to Indian Urdu movies entered last of all because the researcher needed to find out whether the horizontal predictors and particularly the predictor of exposure to Indian Urdu movies added significantly to the explained variance over and above the one explained by the vertical predictors.

FINDINGS:

1. Following overall enculturation effects on linguistic dimensions were found after partitioning out the effects of three demographic control variables of education, sex and income:

1A. Of the two vertical exposure predictors of (1) PTV English films and dramas and (2) VCR English movies, only PTV English films and dramas had a positive conative effects of English language that means of the six possible types of linguistic enculturation effects of the two vertical predictors, only PTV's English fare's conative effects were observed in the total sample.

1B. When the third block of three horizontal predictors of frequency of watching (1) Urdu PTV dramas (2) Urdu feature films on PTV and (3) VCR Indian Urdu movies was entered, four out of nine possible linguistic enculturational effects were found significant. Specially, frequency of watching PTV Urdu films and VCR Indian movies negatively affected English language cognition. Enculturation effects, however, of VCR Indian movies were observed in the areas of linguistic affect and linguistic conation.

2. On the customariness dimension of western enculturation in the overall sample, the following effects were found.

2.A. Of the six vertical effects only exposure to PTV English films and dramas produced concurrence.

2.B. The three horizontal exposures to media fare predictors, though introduce as a third and final block, still produce greater number of enculturational effects. Specifically, of the four significant enculturational effects, exposure to VCR Indian movies accounted for the effects at all three levels of customariness, viz., cognitive level, affective level and conative level, the fourth effect being that of the horizontal exposure predictors of PTV Urdu dramas -on cognitive enculturational of western customs. In sum, the vertical-horizontal effects model was tested both in over-all sample and the six subgroup viz. low education, high education, males, females, low income and high income categories. In both the tests the horizontal predictors of media use, particularly the predictor of exposure to Indian movies, were found to be most efficient and most pervasive predictor of western enculturation as defined in present study.

Over 85% of the found enculturational effects were due to the predictor of exposure to Indian movies on VCR. In summary it must be said that this study could not find support for the first hypothesis. There was an overwhelming support for the second, fourth, fifth, and sixth hypothesis and a partial support for the third hypothesis.

CONCLUSION:

The horizontal dimension of effects is predicated on the assumption that the present day PTV Urdu dramas and movies and perhaps even more so Indian Urdu movies on VCR are the main purveyors of western culture.

This "indigenized" presentation formats of western fare may be more enculturation in impact than the vertical or direct western media culture proper.

It was therefore decided to look at the impact of both sets of predictors, viz., vertical and horizontal sets of predictors. However, in order to understand the exact nature of effects and for determining the uniqueness of contribution of the horizontal dimension, the horizontal sets of predictors were entered in the regessional equation as the third or final block, The order two blocks being the first block of demographic control variables and the 2nd block of vertical media exposure variables. Additionally in order to further elaborate upon the nature of effects and for specification of model (Babbie,1979) the sample was further sub divided on demographic variables of education, sex and income.
On the criterion side, the western cultural invasion was conceptualized in term of the enculturation of youth in western culture, two enculturation aspects of language and customs in sex, roles and other social interactional dimensions. Each of the two enculturation indicants were operationalized in cognitive, affective and conative dimensions. That meant regressing six criterion indices on each of the three predictor blocks of variables.

**IMPLICATIONS FOR THE VERTICAL-HORIZONTAL MEDIA EFFECTS MODEL:**

The findings of the present study have implications for mass media effects literature for the on going cultural invasion debate in the area of New International Information and Communication Order (NIICO).

In terms of media effects, the present study has documented the fact; perhaps for the first time in Pakistan, that western enculturation is not a uni-dimensional concept. It rather is a multi-dimensional concept which is likely to be differentially impinged upon by media stimuli. Linguistic and "customariness" dimensions though related are distinct dimension. And within each dimension, the effect could range from cognitive, affective to conative domains.

In term of knowledge, attitude and behaviour (K.AB) consistency the study does not support the classical learning Hierarchy (knowledge------> Attitude------>Behaviour) of effects. Instead the study seems to indicate that different combinations are possible. There could be no effect in the cognitive domain but effective and conative enculturation could be found, or not effect on cognition and affect but only on conation or vice-versa.

Thus, one area of focus for future research could be developing a theoretical umbrella of enculturational effects that could also serve as an explanation for various hierarchies of enculturational effects.

Similarly, relevant to the media effects literature would be introduction of more sensitive measurement of exposure to vertical and horizontal predictors. The present study's findings can further enhance if such sensitive measure of exposure were taken into consideration like quality of, and context of exposure.

More frequency of exposure used in the present study can not say anything to that effect. Further replication of present study may include measures of quality and context of exposure.

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ANNEXURE

TABLE - 1
VARIANCE IN CRITERION VARIABLES OF COGNITIVE AFFECTIVE AND CONATIVE WESTERN LINGUISTIC AND CUSTOMARY ENCULTURATION AMONG YOUTH BY VERTICAL AND HORIZONTAL MEDIA USE PREDICTORS.

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<th>CONATIVE EFFECTS</th>
<th>TOTAL EFFECTS</th>
<th>No. OF EFFECTS IN BLOCK</th>
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TABLE- 2
WESTERN LINGUISTIC AND CUSTOMARY SUPPLEMENTARY AND COMPLEMENTARY ENCULTURATIONAL EFFECTS ON COGNITIVE, AFFECTIVE AND CONATIVE LEVELS AMONG YOUTH BY HORIZONTAL MEDIA USE PREDICTORS

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<td>TOTAL</td>
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TABLE - 3
VARIANCE IN CRITERION VARIABLES OF COGNITIVE AFFECTIVE AND CONATIVE WESTERN LINGUISTIC AND CUSTOMARY ENCULTURATION AMONG SUB-DIVIDED GROUPS OF EDUCATION, SEX AND MONTHLY HOUSEHOLD INCOME BY VERTICAL AND HORIZONTAL MEDIA USE PREDICTORS.

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MEDIA OF NORTH DEVELOPED SOCIETIES (IV)

NORTH-NORTH

MEDIA OF NORTH DEVELOPED SOCIETIES (IV)

WESTERN ENCULTURATION OF DEVELOPING SOUTH SOCIETIES (DV)

WESTERN ENCULTURATION OF DEVELOPING SOUTH SOCIETIES (DV)

WESTERN ENCULTURATION OF DEVELOPING SOUTH SOCIETIES (DV)

V = VERTICAL EFFECTS
H = HORIZONTAL EFFECTS
DV = DEPENDENT VARIABLE
IV = INDEPENDENT VARIABLE