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TELEVISION DRAMAS AS A TOOL FOAMS OF CHILD ABUSE AWARENESS: A CONTENT ANALYSIS

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Abstract

Child abuse is a serious social issue that has increasingly gained attention in Pakistani media, particularly through television dramas that often highlight sensitive societal problems. This study explores the portrayal of child abuse in Pakistani TV dramas and examines audience perceptions regarding these portrayals. The research employed content analysis to study the prominent Pakistani TV dramas addressing child abuse, including Haiwan, Damsa, Jama Taqseem, Mayi Ri, *and* Akhri Bar. *The content analysis focused on identifying different forms of abuse, character roles, and the contextual representation of abuse cases within the storylines. However, the results also reveal that while dramas successfully raise awareness and empathy, they provide limited information regarding legal procedures, reporting mechanisms, and formal child protection systems. This study concludes that Pakistani TV dramas play a significant role in shaping public discourse about child abuse by bringing the issue into mainstream discussion and influencing audience attitudes. Nevertheless, there remains a need for more responsible and informative portrayals that not only highlight the problem but also educate viewers about prevention, reporting, and support systems. The findings of this research contribute to media studies and social awareness literature by demonstrating the potential of television dramas as tools for social change and public education.*

1.1 BACKGROUND OF THE STUDY

Media is a vital tool in raising awareness, shaping perceptions and altering attitudes. The wisdom of the humans is not what we are able to understand, but by observing how humans act and transform their social lives (Walker, 2025). Therefore, media is perceived as a very powerful tool that can modify behaviors, attitudes and even cultural norms of the societies. Child abuse is a widespread and heavily troubling problem that implies implication on the life of millions of children worldwide, regardless of geographic and cultural markers (Niu, et, al, 2024). As it applies to the case of Pakistan, media is considered to be of utmost importance to raise awareness on this serious social problem.

The study seeks to examine the convergence of child abuse and media in Pakistan, how the media frames cases of child abuse, how such a frame affects the perception of the people and how media can contribute to the awareness raising at prevention and response level. TV dramas, which are woven with fibers of fiction, would be more inclined to project an image of the society, both its triumphs and sorrows. But as the impact starts reflecting the horrible truth concerning child abuse, a complicated game of responsibility and influence is brought to the fore. Being a strong tool that depicts how people think and feel, television becomes a key factor that shapes the society and concept of difficult social issues (Khan, 2025). This study is a

content analysis of child abuse portrayal in television dramas where the plot lines, the framing styles, and the conclusions can play a crucial role in empowering the victims with the right knowledge on prevention, coping with trauma and how and where to seek help.

The Pakistani society has endured some highly enlightening incidents of child sexual abuse such as a child pornography case in Kasur that was revealed in 2018 like a heart wrenching one. In most instances, the child sex abuse agent has identified an acquaintance with the victim and the family (Irshad, 2025). The abduction, raping of the family to remain quiet and later murdering the victim are some aspects that are shared by these cases. Child abuse is a serious social problem that has endearing effects on the lives of children. The study seeks to examine the convergence of child abuse and media in Pakistan, how the media frames cases of child abuse, and how the media can contribute to the awareness raising. Mostly, child sexual abuse (CSA) caused harm, both physical, emotional and sexual in nature, which caused both short and long term injury. A child in most instances is more vulnerable and less guarded when he or she believes that battering someone around, hitting, beating pushing, shoving and angry naming them are the only way to treat someone (Irshad, 2026). In most situations, sexual abuse is viewed as a disgrace that should not be talked about openly; therefore, hundreds of innocent people lead their lives with the dark spectra of the crime and its trauma.

1.2 PROBLEM STATEMENT

The media influence how individuals perceive their social realities that is why even as they play a significant role in the construction of various roles present in a society, the media act to bring for front thus eliminating social problems. It has been quite intriguing factor to study the media representation of problematic stereotypes that relate to social problems crimes in relation to the discourse. Child sexual abuse (CSA) is one of such social issues, which have remained silent in the media and other sectors of our society over a long period of time as social norms and cultural discourse have been instrumental in silencing the issues (Iqbal, 2021). These practices have influenced the reaction of the law enforcing bodies to such problems of abuse. It is argued that such dramas were created to educate the people about the severity of the situation where cases of child sexual abuse were present in Pakistan in the past decade. When the media just discusses the sensational cases, they fail to provide the extent to which the problem is prevalent or the cause of child abuse. This small-mindedness may lead to believing that the problem is not as awful as it is and forgetting that there are other significant means of its prevention and bringing further changes to society.

1.3 OBJECTIVES OF THE STUDY

Based on the problem statement, the objectives of this study are the following research objectives

1. To examine how often child abuse is shown in Pakistani TV dramas and how it is portrayed.
2. To analyze the themes, storylines, and characters used in depicting child abuse in Pakistani TV dramas.

1.4 RESEARCH QUESTIONS

1. How frequently is child abuse portrayed in Pakistani TV dramas, and in what ways is it depicted?
2. What major themes, storylines, and character roles are used in Pakistani TV dramas to portray child abuse?

1.5 SIGNIFICANCE OF THE STUDY

The child protection practices of particular interest, especially sexual abuse, have also been included in investigation and general discourse in the third world country, such as Pakistan. Nevertheless, such large-scale, thorough, and current research on child sexual abuse can be extremely useful as an effective source not only to the national and international media but to civil society and the government (Habes, 2022). This information may also prove useful in cases in court, law journal and advocacy campaigns. This research on how child abuse is depicted in the television dramas is not just an intellectual pursuit, but a crucial input in the current debate on the responsibility of the media, social consciousness and how to safeguard the plight of the helpless children. Through a combination of text analysis, this research seeks to illuminate

the complex web of representation, influence and how it can be changed to be beneficial.

The child abuse is turning out to be very tough in social crime day in day out everywhere it is high time to get informed about its severity, sternness and strictness (Bibi, 2025). This is why this research can be quite useful to comprehend this aspect. Moreover, this humanity killing crimes cause life-long consequences on the victims therefore there is a dire need to spread awareness on child sexual abuse that is much more widespread than people care to know. Whenever mass media programs bring out issues of such crimes, then it is increasingly an issue and matter of concern within the context of the general population and political arena as such thus, the study is very useful to comprehend the role of media as it raises, prevents and manages this problem effectively. This research work is beneficial to determine the gaps in contents of Pakistani dramas regarding child sexual abuse (CSA) and to emphasize the effectiveness of CSA based Pakistani dramas on its viewers after critically analyzing the underwriting of the same by the dramas.

2. LITERATURE REVIEW

The role of literature review in research process is central since it is a fundamental factor that supports and enriches the academic activity. It is essential in the framework of the contextualization of the research to the already existing body of knowledge, offering a comprehensive review of the previous research, hypothesis, and conclusions on the selected problem.

2.1 CHILD ABUSE IN PAKISTANI SOCIETY

Child abuse, a distressing societal concern transcending geographical boundaries, demands heightened scrutiny within the intricate fabric of Pakistani society. It is against this background of a culturally diverse setting and the dynamic nature of the media that this paper explores the subtle depiction of child abuse in the Pakistani television dramas, through the prism of a holistic method content analysis and audience perspective. The importance of this exploration is enhanced by the sheer impact that media has had on the establishment of societal norms, attitudes, and, consequently, the pattern of behavior. In Pakistan, where the cultural values are crossed with the modern storytelling processes, the importance of how TV dramas frame child abuse and how it is perceived by the audience becomes extremely important. Although their research did not directly address TV dramas, it reveals the seriousness of CSA and long-lasting effects that this problem can impose on the survivors. Seale (2005) addressed the issue of health and media relationship and how child abuse stories are depicted. This gives theoretical basis on how TV dramas can influence the perception and attitudes of the audience towards the issue of child abuse. Through the analysis of media templates employed in the child abuse stories, the researchers were able to understand the narrative tactics that are applied in the TV dramas and how they may influence the audience comprehension and reactions.

Adachi-Mejia et al. (2014) investigated the possibility of a TV in the bedroom and childhood overweight risk. Although their research did not particularly address the issue of child abuse depiction in TV dramas, it throws light on the possible adverse effect of a high TV watching on children which affects their health and well-being. This highlights the necessity of proper and careful child abuse in TV dramas because they may affect attitudes and behaviors of children. The article by Qiao and Xie (2016) examined the perceptions of child physical abuse by the general population in Beijing. Their research indicated that Chinese people were not very aware of child abuse and this is where the media representations were very relevant in creating awareness and encouraging people to learn more about this issue.

2.2 FOAMS OF CHILD ABUSE

Child sexual abuse is easy to identify as compared to emotional abuse which is tough to identify in the case of domestic abuse since in such cases the children who has suffered it over many years or is being abused by someone he/she knows or trusts (Maharani, 2025). Children may be misunderstood, thinking that it is their fault, why they are not doing, what their parents command them to, not keeping rules or not performing to the demands of some people. The abuse of children exists since the ancient times in different forms such as

infanticide, is the sacrifice of the children to please some god. And with the hope, as may prevent fierce weather, heeling in a war, good luck. Although a child may also be brought up in a family where violence or abuse is an extremely normal occurrence, and thus believe they should be treated in the same way or the only way by the other family members (Stephanie & Allison, 2020).The effects of TV dramas have also been researched into perceptions and attitudes. Capurso (2019) tested how watching the TV drama- greys anatomy- influences the attitude towards doctors and patient satisfaction (Capurso, 2019). The researchers discovered that the extensive watching of the drama helped in shaping the perception of doctors and satisfaction with healthcare among viewers (Brown, 2022). It means that the TV dramas may influence the perceptions and the attitudes of viewers to different issues, such as child abuse.

2.3 EMOTIONAL AND SEXUAL ABUSE, PHYSICAL ABUSE

Several of these children have either been physically or mentally injured through abuse and therefore the harm goes beyond such an aspect and touches on their sexual health. Media has become more important in the resolution of this issue of abused children. Physical abuse involves practices such as hair pulling or beating which hurt a child (Ashraf, 2022). The inability to take care of the physical and emotional needs of child is an indication of neglect, which is a form of maltreatment. Emotional abuse in form of insults and yelling makes one feel unwanted, undervalued, and unloved. Sexual abuse can be genital or oral contact and child exhibitionism (Ahmed et al., 2023).

In the current case of children, they must not only be aware of the fact that these crimes are complicated, but they should be provided with prevention and intervention measures to ensure their well-being. The perception of the subjects relating to sex between adults and children by the population has transformed significantly over the years. Various prevention and intervention-oriented educational programs have been implemented with changes to legislation on child protection laws and the provision of greater access to survivor support services, and the enhancement of judicial responses, on the other hand. Child abuse may be termed as any experience which does not conform to their age or to their stage of development. There are also other cases of child abuse, such as; sexual activities with children being coerced or forcibly engaged in, violence against children and other acts of child labor (Niu et al., 2024)

2.4 THEORETICAL FRAMEWORK

In order to understand the effects of the media to the audience, it is needed to go back to earlier theories that have extensively covered these effects. It is founded on the fact that the way in which information is given influences the people interpret and understand the information.

2.4.1 Cultivation Theory

Based on the research topic "Exploring Child Abuse Portrayals in TV Dramas: A Content Analysis and Audience Perspective," the most suitable theory to consider is the Cultivation Theory. The Cultivation Theory examines the long-term effects of media exposure on individuals' beliefs and attitudes (Abbas, 2021). Also, cultivation theory brings about the aspect of mainstreaming whereby television and the media assumes a unifying value in terms of influence of attitudes in different social backgrounds. Their views unite around a common mediated reality via television, which may lead to the development of collective cultural knowledge and attitudes as audiences within different groups watch the same television content.

2.4.2 Framing Theory

The framing theory is a very important theory in the communication study and sociology as it studies the influence that media and other communicative actors have on the societal perception by highlighting certain elements of a particular issue and downplaying or ignoring others. It is founded on the fact that the way in which information is given influences the way in which people interpret and understand the information. The theory of framing can be used to illuminate how the media sources can frame narratives strategically as a way of influencing the opinion of the people concerning the complex topic like child abuse, when it is

applied in various contexts (Adel, 2019). To discuss the situation with the framing theory, it is possible to apply it to child abuse cases in Pakistani print media and examine the differences in the presentation of various sorts of child abuse events, the language employed in the stories, and the framing decisions taken by journalists. The framing theory comes in as useful when assessing how child abuse cases are framed in the Pakistani print media.

3. RESEARCH METHODOLOGY

Details of the research methodology were briefly discussed in this chapter.

3.1 Research Design

This study adopts quantitative content analysis research design. The rationale for this design is to achieve research objectives by examining both Media Representation through TV dramas deal with the topics, child abuse in selected TV dramas.

3.2 Population and Sampling (Media Content)

Population of the present study based on the all prime-time TV dramas aired between 2015–2025 that include themes of child abuse (physical, emotional, sexual, neglect, exploitation). In order to select the appropriate sample from the whole population purposive sampling technique was used. Only those dramas with explicit depiction of child abuse were become the part of the study. Moreover, High TRP ratings and viral digital engagement were focused by the researcher to select the sample.

Detail of dramas				
Dramas	Year	Channel	Episodes	YouTube Link
Mayi ri	2023	ARY TV	66	https://youtube.com/playlist?list=PLHWkZlkvcf_f_gqCNCae8vipYwyL9LduK&si=8V8jwGktc0d8QGA7
Meri Guriya	2018	ARY Digital	25	https://youtube.com/playlist?list=PLb2aaNHUy_gEy3oIM2G1lOTo5KEzAvKae&si=28oZvSUO0ykg37yj
Roag	2022	ARY TV	20	https://youtube.com/playlist?list=PLF9KdxvixQGMIkgTJtbFiEI-HmvQ52e3V&si=67RveOP_VoQfU2hy
Chup Raho	2014	ARY Digital	28	https://youtube.com/playlist?list=PLb2aaNHUy_gHzmcrhW2XvzakRPxSr2WUv&si=xNtwM_t0NTCQGTvd
Muqabil	2016	ARY TV	25	https://youtube.com/playlist?list=PLb2aaNHUy_gHzmcrhW2XvzakRPxSr2WUv&si=xNtwM_t0NTCQGTvd
Udari	2016	HUM TV	25	https://youtube.com/playlist?list=PLbVdwtmx18st6skJ9HTEeggtKI67Spuz3&si=2xtSfqJpJiF0UqL3
Haiwan	2018	ARY TV	23	https://youtube.com/playlist?list=PLb2aaNHUy_gHlusKHI0WxhB00ZZSt7iYH&si=b4qHIA8nJIW-60Os
Damsa	2020	ARY TV	27	https://youtube.com/playlist?list=PLb2aaNHUy_gHzakw22ogfep7eEVTUzHz7&si=ozXiAASExVBJnf3c
Jama Taqseem	2025	HUM TV	30	https://youtube.com/playlist?list=PLbVdwtmx18ssB2aGnd6BuoR-knThQpIhO&si=VswUk1Gz_HAvi54E
Akhri Bar	2023	Express TV	33	https://youtube.com/playlist?list=PLeb83ChrfOznoKS_ZHEZxkhHcV55mSHy-&si=N6D3nNA8G98Be72Y

3.3 Unit of Analysis

Unit of Analysis	Operational Definition	Analytical Focus	Purpose in Study
Scene	A continuous sequence of actions occurring in a	Visual depiction of abuse, setting, body language, emotional intensity,	To examine how child abuse incidents are

	single location or time frame within an episode.	cinematography, and contextual framing.	visually constructed and contextualized.
Dialogue	Spoken words exchanged between characters within a scene.	Language used to describe abuse, victim-blaming or supportive discourse, moral framing, justification, and reporting references.	To analyze discursive patterns and ideological positioning regarding child abuse.
Character Portrayal	Representation of victims, perpetrators, family members, and authority figures.	Age, gender, socioeconomic background, psychological traits, power relations, and character development arc.	To identify stereotypes, power hierarchies, and normalization or condemnation of abusive behavior.
Episode-Level Narrative Arc	The overall storyline progression within an episode related to child abuse.	Introduction of abuse issue, conflict development, resolution (justice, silence, reconciliation), consequences shown.	To assess whether narratives reinforce awareness, silence, justice-seeking, or social reform.

Using multiple units of analysis strengthens the methodological rigor of the study by enabling both micro-level analysis (dialogue and scene) and macro-level analysis (character construction and narrative arc). This layered analytical approach ensures that the research captures not only the frequency of child abuse portrayals but also their ideological framing, narrative treatment, and potential social impact.

3.4 DATA ANALYSIS

For Quantitative Analysis researcher used descriptive statistics and data was further cross-tabulation. At next step researcher applied regression analysis by using SPSS software. Whereas for Qualitative Analysis researcher done thematic analysis (Braun & Clarke model) by using NVivo coding and further discourse analysis of audience narratives. Further researcher applied frame comparison between media text and audience interpretation.

4. DATA ANALYSIS AND DISCUSSION

This chapter presents the analysis of the data which was gathered from the data collection tools. Researcher gathered data from dramas and survey questionnaire. Data from the dramas was analyzed by using content analysis and questionnaire data was analyzed by using SPSS software, and the formulas were applied for the data analysis included, frequency, mean score and std. deviation. Moreover, this chapter is sub divided in to two sections, where first part of the chapter presents the analysis of dramas and the second part of the chapter present the data from the questionnaire in tabular form that followed narrative interpretation.

Mayi Ri is a Pakistani television drama that focuses on the sensitive social issue of child marriage and its psychological, emotional, and social consequences. The drama highlights how early marriages negatively impact young girls, particularly through the character of Annie, who represents innocence, immaturity, and the loss of childhood due to societal pressures. It centers on the painful journey of a teenage girl for whom her child marriage was just a step to early divorce, only after she was lucky enough to still be alive after bearing a premature childbirth. The narrative structure follows a linear progression, beginning with the introduction of a young girl's normal life, followed by the forced marriage, and then the struggles she faces in adjusting to adult responsibilities. Furthermore, it sheds light on the lack of education and awareness that contributes to the continuation of such practices. The language used in the drama is simple yet emotionally powerful, with dialogues that effectively express fear, confusion, and helplessness, allowing the audience to deeply connect with the characters. As a result, *Mayi Ri* creates awareness about the harmful effects of child marriage, encourages critical thinking among viewers, and promotes the importance of education and legal protection for

young girls. Overall, the drama serves as a strong social message against child marriage and advocates for the rights and well-being of children in society.

Meri Guriya is a Pakistani television drama based on a true story of child abuse, which addresses the serious social problems like child safety, parental neglect and flaws in the judicial system. The drama mainly stresses the subject of child abuse, showcasing the innocence and vulnerability of the kids by the personality of Zainab (Guriya) and the cruellty and moral decay of the criminal. It also highlights the responsibility of parents, vigilance and the responsibility of society in preventing such tragedies. Also the drama highlights on larger social issues such as the increase in child abuse cases, the lack of security measures and the inefficiency of law enforcement agencies. There have been a lot of serials focusing on rape and child abuse in the past two years and each one has given viewers a different perspective on this harrowing social problem. This depicts that simplicity in the language is present throughout the drama but at the same time highly emotional, dialogues are so effective in communicating the pain, grief and demand for justice that the story is relatable and impactful. Consequently, the drama produces deep emotions in the audience, helps to sensitise people about child protection and makes the people of the society responsible in protecting children. In overall, Meri Guriya is a strong, thought provoking drama with a valuable message of justice, awareness and the need of the society to protect children.

Roag is a Pakistani TV drama which exposes the issue of feudalism, gender inequality and women oppression in the society. It is the story of a woman called Muskaan, who is afflicted by the narrow-mindedness of her culture and men's domination, which draws parallels with millions of women who are suffering in traditional societies. The story focuses on how this incident changes her life, and affects her entire family. Moreover, the story unfolds in a linear manner, starting with Muskaan's introduction as an ordinary girl, followed by her marriage and the difficulties she faces, and finally her transformation to become a resilient and empowered woman. The drama depicts men as the dominant figures in a patriarchal system and women as dealing with oppression, resistance and progressive empowerment. Dialogue is clear, but emotional; story is accessible to audience because the language is simple yet powerful in conveying feelings of pain, resistance and hope. This makes Roag a tool for raising awareness on gender discrimination and for viewers to reflect on the negative traditions and to promote women's rights. In general, the drama is a strong social critique of the feudal culture and the necessity for the society to change its attitude towards women.

Chup Raho (2014) is a Pakistani TV drama, which discusses the delicate and secret matter of sexual abuse in the household and the social norm of silence. The story follows Rameen, a young innocent girl, who is abused by her brother-in-law, and silenced by her family to preserve their social standing. An overview of the central themes of drama is sexual violence, victim blaming, honour culture and the psychological and emotional trauma experienced by the survivors. It's a linear narrative that starts with a normal family life, then the traumatic event and finally, Rameen's quest for justice, identity and life. This drama addressed the horrors and terrifying tragedy of its chief protagonist, in the form of her humiliation after her capture and assault. The language is straightforward and yet evocative of emotion, the dialogues contain a lot of suffering, silence and resistance which makes the message powerful. The drama, therefore, creates awareness of the consequences of silence and brings to the fore the society's call to action against abuse. Chup Raho is a powerful social commentary that exposes negative practices and the need for justice, victim support and ending the culture of silence.

Muqabil is a Pakistani television dramatization that deals with the subject of childhood sexual abuse which is easily overlooked and rarely discussed and its psychological effects on those who have suffered. The narrative focuses on Parisa, a quiet and introverted girl whose childhood trauma of abuse deeply affects her personality, relationships and life choices. The drama focuses on themes of child abuse, psychological trauma, and silence and stigma as well as on the pursuit of justice and healing.

Parisa, a young girl who marries a middle-class man, Armaan. Her choice confuses him, especially given her wealthy background. The drama unfolds as she eventually confesses that her marriage is connected to a childhood assault. The play depicts the ways in which trauma can affect a person's behavior, the emotional turmoil of Parisa, her fear and her need for justice as well as the opposing emotions of the other characters, such as denial, guilt, and later acceptance. Simple, yet emotionally charged language, dialogues, clear pain, confusion, resilience, highly impactful. Consequently, Muqabil raises awareness of the psychological effects of abuse, and calls society to put an end to the silence surrounding these matters. In conclusion, the drama is a potent social commentary that raises awareness, empathy, and the need for justice and support for survivors.

Udaari (2016) is a Pakistani television drama which addresses the serious issues in society like sexual exploitation of children, gender inequality and socio-economic isolation of rural communities. It is about two families, a Punjabi village, and specifically the lives of Sheedan, the musician who is socially discriminated, and Sajida, the struggling single mom, whose daughter is abused. The main themes of the drama are child protection, women empowerment, class inequality and the negative impact of societal stigma. The story tells in a chronological way, from depictions of a normal rural life through to the traumatic experience of abuse, and finally the road to justice and awareness. Udaari continues to highlight the insidious evil of child sexual abuse, which is a subject many of us find too difficult to acknowledge, let alone discuss and tackle head-on. Its language is simple, realistic, and emotionally impactful; dialogues are emotionally charged in terms of pain, resistance, and hope. Thus, Udaari has a strong emotional appeal to the viewers, makes them aware about taboo topics, and promotes discussion on child abuse and women rights. In summary, the drama is a strong social critique of any negative traditions and a voice for justice, awareness and empowerment in society.

Haiwan (2018) is a Pakistani drama on the sensitive and shocking theme of child abuse, highlighting the need for parental responsibility and the repercussions arising from the moral decay in families. The drama is about a man who commits a terrible act and conceals it, and the family of the victim who tries to fight for justice to be done, revealing the battle between truth and denial. Child protection, guilt and remorse, abuse of power and the culture of silence which facilitates child abuse are among the central themes of the drama. It also emphasizes the role of parents and society, with its message "My Child, My Responsibility" that advocates awareness and vigilance. The story is linear, it starts with the introduction of family relations, then the discovery of a secret crime and the progressive unravelling of truth and its consequences. After Zainab murder case, main stream media has been noticeably active to create awareness about child protection and it is playing a vital role in discouraging such inhumane crimes. The language is simple yet powerful, the description of fear, guilt, anger, and sorrow are well conveyed and the dialogues are arranged in a way that makes it emotionally powerful. Therefore, Haiwan is creating awareness and urging the viewers to speak up against child abuse. Overall, this drama is a strong social commentary, and it serves to raise awareness of accountability, justice and the protection of children in society.

Damsa 2020 is a Pakistan television crime serial which focuses on the alarming and crucial social problem of Child Trafficking and Child Abduction, showing how children in society are vulnerable and the emotional toll on families. It's about a little girl, Damsa, who is abducted and her parents, especially her mother, who suffer greatly and fight hard to find Damsa. Child protection, human trafficking, parental responsibility, and the inadequacy of social systems to protect children, are the main themes of the drama. It also highlights the facts of criminalisation of children for forced labour or begging and the exploitation of innocent children. The story has a linear structure: a normal family life is disrupted by an unfortunate kidnapping, after which the quest for investigation, suffering and resolution is detailed. The drama carefully explores the psychological struggle of a child trying to understand a very complex and difficult situation in a realistic manner. She

comprehends the perils she may have to face, yet her innocence allows her to have hope that she may run away and reunite with her family. The language is straightforward but quite emotional and the dialogues clearly convey fear, pain and hope, making this epically powerful for the viewer. Therefore, Damsa raises awareness on child trafficking and encourages society to be vigilant and proactive in protecting children. In general, the drama is a strong social critique, emphasizing the need to make efforts to fight child exploitation and ensure justice and protection for children.

Jama Taqseem 2025 is a Pakistani TV serial that discusses the intricacies of family relationships, mainly between joint and independent families and the emotional problems they encounter. The narrative centres on people who are tied up in love and relationships but have to make tough decisions between staying together as a family and going for independence, embodying a conflict between tradition and modernity. Family connections, sacrifice, individuality, generation gap and the tension between living in a group and living free are key features of the drama. Beyond issues of privacy and autonomy, Jama Taqseem also addressed the often-hushed up subject of sexual harassment. This particular arc — from Laila's initial doubt to her confiding in her husband, his instinctive dismissal rooted in loyalty to his family and men's habitual disregard of their wives' opinions, and finally his realisation upon witnessing it himself — was handled with exceptional sensitivity. The drama is a mix of characters both pro and con the idea of a joint family unity and shows the different opinions in the contemporary society. The language is simple yet emotionally engaging, and the dialogues effectively convey the emotions of love, conflict, and internal struggle, making it relatable to a wide audience. This is why Jama Taqseem exposes viewers to the concept of changing family structures and makes them think about the significance of unity and yet still being themselves. The drama is a powerful social commentary, overall, on family values, relationship, and the changing dynamics of "modern society".

Akhri Baar (2023) is a Pakistani TV series that delves into the emotional dimensions of relationships, presenting the narratives of love, loss, betrayal, and redemption. The narrative follows a series of interconnected characters who are affected by their choices, secrets and conflicts with one another, with a particular focus on the emotional conflicts and how these can have long-term repercussions. The main themes of the drama are broken relationships, issues of trust, emotional trauma and a search for redemption, depicting the human responses to guilt and a search to rebuild their lives. The story is plotted out in a linear fashion, starting with the introduction of important relationships, leading to the discovery of conflict and the secrets of each character and finally ending with emotional climax and solutions. The drama promises a unique storyline that breaks away from traditional narratives, delving deep into the complexities of relationships and the unraveling of hidden truths. The language is simple but emotionally charged and the dialogues are well written to portray pain, tension and reconciliation, which makes the story interesting to watch. This makes Akhri Baar very emotionally engaging, and makes people reflect on honesty, forgiveness and understanding in relationships. In general, the drama is a valuable social commentary on the fragility of human relationships and the importance of emotional maturity and truth.

5. DISCUSSION

The selected Pakistani dramas have brought a wide array of social issues to the forefront with the main themes being child protection, gender inequalities, family dynamics, and emotional issues within society, highlighting Meri Guriya, Mayi Ri, Roag, Chup Raho, Muqabil, Udaari, Haiwan, Damsa, Jama Taqseem, and Akhri Baar. Child abuse, sexual violence and the culture of silence are central themes of dramas such as Meri Guriya, Udaari, Muqabil, Chup Raho, Haiwan and Damsa, which show the helplessness of victims and the psychological devastation they suffer, and highlight the importance of justice and awareness. Mayi Ri and Roag, on the other hand, emphasize on the negative cultural aspects, like child marriage and feudal oppression, and their impact on women's freedom and development. At the same time, Jama Taqseem and Akhri Baar veers away from family relationships, emotional feuds and contemporary social issues, focusing on inter-

generational differences, individualism and the repercussions of personal choices. All dramas are basically linear, and have a simple but powerful language to captivate the audience and make strong statements, no matter how different the different stories are. The role of all of these dramas is that of social commentary, which all try to raise awareness, challenge harmful traditions and promote change in attitudes. In general, these dramas all highlight the truth of Pakistani society and the value of justice, compassion, awareness, and the care of those who are vulnerable, especially women and children.

5.2 What are the patterns of depicting child abuse in Pakistani TV dramas?

Child Abuse is shown often in Pakistani dramas, particularly in the dramas that are based on issues, meant to sensitise society. The dramas on the theme have been very regular in the recent years, like Meri Guriya, Udaari, Muqabil, Chup Raho, Haiwan and Damsa, can be proved sufficiently. Child abuse is depicted in different ways, but is often seen to be a combination of sexual abuse, abduction, trafficking and psychological trauma. The abuse is often within a situation that is familiar or trusted and can be seen as taking place in a home or within a community, suggesting the hidden and sensitive nature of the situation. Typically, these dramas feature victims who are innocent and helpless, and the perpetrators who are manipulative or morally corrupt. The effects of abuse are manifested by emotional trauma, behavioral changes, and long-term psychological effects of abuse on the victim. Overall, child abuse is shown as an individual crime, and as a social problem, with the dramas intended to inform, raise awareness and promote awareness and prevention.

5.2 How child abuse is reflected in Pakistani TV dramas through the major themes, storylines and role of characters?

There are several common themes, story lines, and character roles in Pakistani TV dramas to effectively portray child abuse. Key themes are victimisation, silence and stigma, justice and accountability, parental responsibility and societal failure. The stories are mostly linear, with a normal family life, abuse or its disclosure, and the search for justice and emotional healing for the victim. In dramas such as Udaari and Meri Guriya, the plot also covers legal proceedings and response from society, highlighting the concept of responsibility. The roles of characters are also fairly standard in these dramas. The victim is typically a child or young person who is innocent and helpless; the abuser is likely to be someone familiar to the victim, highlighting the extent to which the victim's trust is misplaced; and supporting characters are likely to include parents, either supporting or silencing the victim through social pressures. Also, these dramas introduce contrasting characters who embrace detrimental traditions and those who question the traditions to generate conflict and stimulate critical thinking. Generally, the themes, story lines and character roles are clear, and this contributes to a clear social message and also to impactful and meaningful portrayals of child abuse.

6. CONCLUSION

To conclude, Pakistani television dramas are essential in raising awareness and sensitizing public opinion regarding child abuse and related social issues through their emotional appeal and gripping narratives. Drama, in the following formers like Meri Guriya, Udaari, Muqabil, Chup Raho, Haiwan, Damsa etc., it is clear that child abuse is not only common in the dramas but also is presented in different forms and in a realistic manner, like sexual violence, trafficking, psychological trauma etc. All these dramas effectively employ a strong theme, character roles which are clearly defined, and a linear storyline to portray the vulnerability of victims, the complexities of societal pressures, and the significance of justice and accountability. Additionally, they break the taboo on silence and provide an opportunity for discussing taboo issues. In conclusion, Pakistani dramas are a powerful tool for social change, offering educational content, emotional engagement, and a call to action regarding the rights and protection of children.In summary, Pakistani dramas are not just entertaining but also socially relevant, educating audiences, evoking emotions, and raising awareness about the rights and protection of children.

6.1 Recommendations

- Increase responsible and sensitive portrayal of child abuse to avoid sensationalism.
- Promote awareness campaigns alongside dramas to educate viewers.
- Show stronger legal action and justice systems to build public trust.
- Encourage positive parental roles and child protection practices.
- Include expert guidance (psychologists, social workers) in storytelling for accuracy.

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