Abstract

questions like: why star plus has so much influence on our people, culture and society? How can people watch such mindless entertainment? Why glamour and escapism over content and realism? Why our drama productions fail to cater to the audiences? What led to the soapization of our dramas? etc. triggered me to choose this topic for my dissertation. The dissertation highlights the overwhelming influence of star plus on our drama culture. My research became a story about Star Plus. How it enters Pakistan, introduces the soap mania, takes over the existing drama culture, and overwhelms the audiences. Ptv and private channels try competing, but due to numerous factors, they fail. Eventually, the only solution, the producers and directors see is copying star plus soaps. For the climax of the story keep tuned!