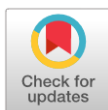


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Women's Objectification in Pakistan's Entertainment Industry: Perceived Effects on Female Intentions to Enter the Media Profession

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Abstract

This research examines the objectification of women in Pakistan's entertainment industry and its psychological, professional, and societal effects on potential female entrants. Drawing upon Fredrickson's Objectification Theory and Feminist and Framing Theories, the research demonstrates how women are frequently reduced to their physical appearance in television, advertisements, and films. The study aims to investigate how women are objectified in Pakistan's show business sector, including electronic media and ads. The study aims to investigate how women are objectified in Pakistan's entertainment sector, including television, film, advertising, and digital media. It further examines the perceived effects of such objectification on women's self-esteem, body image, and overall well-being. With quantitative analysis based on survey data gathered from Sialkot female media students using random sampling technique, results show that objectification leads to women experiencing low self-esteem, body image concerns, and discouragement for pursuing the field of media. Policy reforms, media literacy, and representative inclusivity are urged by the study to address objectification and ensure gender equality in media professions.

Keywords: entertainment industry, gender stereotypes, media representation, objectification, Pakistan

Introduction

Women's objectification has become a common practice in the Pakistan's entertainment industry. The purpose of this research is to check how the exploitation of women in the Pakistani show business affects women who want to practice in the industry. Objectifications are a comprehensive problem recognized in many industries, including media and entertainment

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industries. Over the past decade, it has been observed that women's career goals have been a matter of great concern, especially given the possible impact of objectification on their choice of career and career opportunities. Fredrickson and Roberts (1997) defined objectification as a process through which individuals, particularly women, are treated primarily as objects valued for their physical appearance or sexual attributes while their personal qualities, abilities, and individuality are overlooked.

Apart from this, Akbar and Asif (2020) emphasized that objectification, the process of seeing people as objects, is exploited for someone's joy. In a study conducted by Nawaz et al. (2023), they found that objectification of women develop anxiety, depression and low self-confidence in them. As a result, women may experience barriers to pursuing their career aspirations, thereby reinforcing existing gender inequalities within society. The objectification of women in Pakistan's entertainment industry represents a complex and multidimensional social issue with significant psychological, professional, and societal implications for women seeking to enter the profession. Concerns regarding appearance-based evaluation, gender stereotyping, and unequal opportunities may influence career decisions, professional development, and long-term participation in the industry. The rapid growth of Pakistan's television, advertising, and digital media sectors has transformed the entertainment landscape and created new opportunities for women to participate in media professions. However, this expansion has also raised concerns about the ways women are portrayed and evaluated, particularly through appearance-based standards that may reinforce objectification and gender inequality. Understanding these dynamics is essential for assessing the potential effects of objectification on women seeking careers in the entertainment industry.

Most television networks are owned and operated by private sector entities, promoting competition among channel owners, especially in the content they create. Women work together with men in different capacities, both behind and in front of the camera, with some being top performers in their areas of expertise. The entertainment industry, which is glamorous and attractive, draws numerous women who want to establish careers in it. Two of the most widely watched TV genres in Pakistan are morning shows and drama serials. These shows enjoy a huge following, especially among housewives, who constitute a major percentage of women viewers in the country. Drama serials primarily reflect the struggles of women in

premarital and post-marital life, highlighting household and working women in Pakistani society. These stories tend to emphasize themes of struggle, adversity, and pressures from society, depicting women as facing various personal and external challenges. The depiction of Pakistani women in these narratives elicits strong emotional reactions from audiences. In contrast, morning shows appeal to women by showcasing fashion, cooking, and celebrity interviews. These shows establish an aspirational attraction, enticing women into the realm of glamour and lifestyle trends.

Objectification

Objectification is the process of considering a person as if he or she were merely an object or a thing, rather than as a unique individual with ideas, emotions, and agency. Objectification in the context of show business frequently includes the sexualization of women's bodies, reducing them to simple objects of desire for the masculine gaze. TV commercials usually show women in a sexualized way instead of portraying them as people with varying characteristics. The message conveyed is that applying certain beauty products, for example, shampoo, whitening creams, or body lotions, will make a woman more likely to win the attention of a handsome male partner (Reichert & Lambiase, [2003](#)). Evidence shows that when young women and girls absorb objectifying messages, they might end up having an overemphasis on their outer looks at the cost of mental development, self-efficacy, and overall health (Fredrickson & Roberts, [1997](#); Moradi & Huang, [2008](#); Nasir et al., [2021](#)). Scholars concur that Western media tends to represent women in terms of how attractive they look instead of identifying them by their intelligence, accomplishments, or autonomy.

Likewise, the objectification of women in Pakistani TV commercials is as prevalent as in Western media. This research makes use of Barbara L. Fredrickson's theory of objectification in combination with critical race feminism to analyze the women in commercials. Placing this analysis in the socio-cultural context of Pakistan situates this research as an important addition to current literature, providing new insights instead of merely being a replication of Western-based research.

Major Components of Objectification

Females are usually considered as object in media as well as other places. Women are mostly distinguished or preferred over others on the basis of color tone, dressing style, adopting new trends of fashion etc. Over

the past decades, the media representation of women has come to focus more and more on sexual objectification. Women are defined by their appearance, and their value is chiefly associated with beauty instead of independence or ability (Szymanski et al., [2011](#)). Research has uncovered that almost 45.5% of girls in children's television shows are portrayed in a sexualized manner (Ward, [2016](#)). As a result, young viewers can develop attitudes towards women as objects instead of people, leading to their dehumanization. This objectification is also enhanced by revealing or provocative outfits worn by women in music videos and TV commercials (Ward, [2016](#)).

Figure 1

Some Indicators of Women's Objectification



Moreover, certain camera shots that zoom voyeuristically onto female bodies emphasize the erosion of women's personhood, substituting them with sexualized images (Guizzo et al., [2017](#)). These representations not only reinforce gender stereotypes but also encourage consumerism by commodifying women's bodies as instruments for advertisement and economic profit. This is demonstrated by the fact that most pictures of women concentrate on their bodies, such as breasts and buttocks, rather than their face or intellect. Consequently, many advertisements and media images emphasize specific body parts, such as the breasts or buttocks, rather than depicting women as complete individuals, thereby reinforcing objectification and appearance-based evaluation. Furthermore, the women in these pictures posture in ways that highlight these aspects of their bodies, such as arching their backs to expand their breasts and glutes.

The study demonstrates how women are portrayed and expected to fulfill the sexual desires of men. These women are literally being bought like objects because of their depiction on magazine covers. Research indicates that some of these men who objectify women tend to have higher levels of sexual aggression and may even see rape as a means of sexual satisfaction with these women (Ramsey & Hoyt, [2015](#)). Furthermore, many magazine advertisements contain sexually objectified depictions of women as a means of promoting goods. This is especially damaging since magazine advertisements reach a wide audience due to their huge scope.

These objectifying representations are largely for a male audience, since men are more likely to be the users of such commodified products. Most alcohol advertisers, for example, have used sexualized images and fantasies to target their intended male audience and perpetuate the commodification of women in advertisements (Szymanski et al., [2011](#)). This concept demonstrates that men believe they have a right to women and their bodies. Overall, women and their bodies are exploited to market goods, promoting a consumer society.

Consumer Culture

Consumer culture has also taken up a new method of depicting women in sexualized ways by presenting it as sexual empowerment. This view is that women have agency over their bodies and over what they choose to do about their appearance. Nevertheless, beyond this facade of empowerment are still sexism-based themes only now in more subtle and culturally acceptable terms (Gill, [2012](#)). The difference between feeling empowered and being empowered serves to illustrate how marketers use this narrative to reinforce the commodification of women. This artificially created sense of strength is commodified to drive consumer consumption, especially among women. For example, plastic surgery is frequently sold as an empowering option, with the notion that changing one's looks boosts self-esteem and confidence. The widespread media sexualization of women's bodies fosters internalized objectification, leading women to engage in self-objectification and experience diminished self-worth (Halliwell et al., [2011](#)).

The prevailing beauty ideal is often dictated by the most influential celebrity of the time, who sets unattainable standards for other women (Malik, [2016](#)). Marketing professionals frequently employ celebrity models

in advertising campaigns, promoting the notion that ultra-thin, youthful, and light-skinned women represent the ideal standard of beauty. Aging, as a result, is seen to be avoided in many ways by means of beautification surgeries. Because the bulk of media portrays thin, white women as ideals of beauty, Caucasian looks turn into the prototype of attractiveness across much of human society (Szymanski et al., [2011](#)). Consequently, women of color might be coerced into adherence of these standards of beauty by changing their physical appearance—be it through hair straightening, skin-lightening makeup, or even surgical alterations.

In cultures around the world, women's sexual objectification in popular media leads to a concentration on physical rather than intellectual or personal qualities. The focus on outside beauty forces women to work on holding on to their appearance, promoting consumerism through specific ads. Instead of promoting products only, advertisers tend to sell a perfect and objectified vision of women. The continuous objectification has led to the internalization of unattainable beauty ideals, having both physical and psychological impacts. Ultimately, the use of thin, young, and mostly white women as the beauty ideal creates exclusionary and harmful standards for all women.

Impacts of Objectification on Females

The objectification of women in the media has been identified as a significant barrier to female participation in a range of industries, including film, television, and advertising (Gill, [2012](#)). It has been proven that women in media have been regarded as less competent and less intelligent than men (Swim et al., [2010](#)). In addition, objectification has had a harmful effect on women, leading to low self-esteem, body and disorganized food (Mordi and Huang, [2008](#)).

Objectification theory posits that internalized sexual objectification causes a repeated process of self-monitoring, leading to increased self-awareness, which can induce feelings of anxiety and shame (Fredrickson & Roberts, [1997](#)). Repeated exposure to objectification places women in a condition of chronic anxiety, forcing them to devote considerable attention to their physical appearance and security. Such attention is fueled by the desire to predict how others see and treat them. As a result, self-objectification and increased self-consciousness can impair women's capacity for focus on personal development and higher-order cognitive

endeavors.

Further, the psychological effect of sexual objectification goes beyond the anxiety and self-consciousness. Self-objectification is said to increase risks of depression, while in other studies, it relates to disordered eating behaviors for women (Harned, [2000](#); Szymanski et al., [2011](#)). With regular exposure to sexual objectification over a period, it can potentially lead to insidious trauma—psychological disturbance caused not from one traumatic incidence but from enduring repeated exposure to societal macro-aggressions. This additive impact has long-term negative effects on the mental health and overall well-being of women.

Females Intended to Join Media Industry

The entertainment sector has a great influence over the formation of cultural standards, gender roles, and how the general population views women. Media industries have undergone persistent objectification of women in which their bodies are often captured as objects of visual pleasure and not as professionals of their own (Fredrickson & Roberts, [1997](#)). According to the objectification theory, exposure to such representations not only impacts the audiences but it also impacts the self-perception among women, self-worth, and career decision making processes.

Within the framework of Pakistan entertainment industry, female actors, models, and media personalities have to be subjected to scrutiny and criticism in terms of physical attractiveness, dressing, and assumed morale. These pressures are further worsened by social media commentary, the public criticism, and moral policing. According to scholars, this type of environment could pose psychological obstacles to women who are contemplating joining the media-related careers (Gill, [2012](#)). Where a certain industry is thought of as a commodification of female bodies, this can possibly affect the judgments of potential women in relation to its appeal, safety and professional validity.

Career intention has attracted the attention of many researchers in the context of the Theory of Planned Behavior suggested by Ajzen ([1991](#)). According to him, intention is the most striking predictor of behaviour. This model states that people build career intentions depending on their attitudes to the occupation, their perceptions about the social norms, and behavioral control. When the young women feel that they are exploited or objectified in the entertainment industry, it is possible that their minds may have a

negative attitude towards joining the industry thus lowering their desire to join.

Moreover, social cognitive theory proposed by Bandura (2014) also focuses attention on observational learning and societal feedback as the issues that impact career aspirations. When society has high cultural demands on female decency and honor, like in Pakistan, the discourses on objectification in the public can greatly influence the career choices of women. The studies demonstrate that women are less inclined to work in male-dominated and/or highly-suspected sectors when there is perceived discrimination and gender stereotyping (Heilman, 2012).

Although there has been an increasing number of research studies on media representation and gender stereotyping owing to the prevailing existence of research studies on feminist/gender topics, the perceived objectification was empirically condensed in reporting about the intention of females to enter the entertainment business in Pakistan. A majority of the literature treats the effects of audiences or the analysis of representation, leaving the gap of knowledge on the influences of these perceptions on aspiring professional females. As such, the focus of analysis of the career intention of females as an independent variable is essential to study the overlaying social and psychological consequences of objectification in the entertainment industry. The purpose of the proposed study is to fill this gap by exploring the effects of perceived objectification of women in the entertainment industry on the intention of females to enter the industry and, thus, add to the body of knowledge on gender, media studies and career psychology.

Objectives of study

Following are some major objectives of the study:

- To investigate how women are objectified in Pakistan's show business sector, including electronic media and ads.
- To investigate the effect of objectification on women's self-esteem, body image, and general well-being.

Research Questions

Following are some research questions for this study:

- How does the objectification of women in Pakistani show business

sector affect women's self-esteem, body image, and job aspirations?

- How does Pakistan's show business industry work to promote female objectification and create non-equitable atmosphere for women who work in or want to work in the industry?
- How does objectification of women in Pakistani show business affect the lifestyle and psychological state of mind of other women intended to join the industry?

Hypotheses

- Women in Pakistani show business are objectified through their physical appearance, body features, skin color tone and sense of dressing.
- Women in Pakistani showbiz field face harassment and stereotyping, which will have a detrimental effect on their self-esteem, body image, and general well-being.
- Objectification discourages many women from seeking jobs in the industry and will contribute to Pakistani society's gender disparity.

Statement of Problem

The show business sector in Pakistan is commonly judging women on the values of attractiveness depending on the criteria of body shape, complexion, age, and fashion conformity as opposed to professional competence. These practices are indications of objectification of women where female bodies have been considered as means of visual and commercial sex (Fredrickson & Roberts, [1997](#)). In a culturally sensitive society such as Pakistan, these images can be extremely harmful to the self-esteem of woman and their attitude to media occupation. Ajzen ([1991](#)) says that attitudes and perceived social norms affect behavioral intention. When the entertainment industry is seen as objectifying, it is possible that the interest of females of joining the entertainment industry will decrease. Nonetheless, this relationship has been studied empirically very little in Pakistan. Thus, the proposed study will fill the gap by examining the effects of perceived objectification on the psychological well-being of women and their desire to join the industry.

Significance of Study

This study shines light on a pervasive problem affecting women in Pakistan's entertainment business and adds to wider conversations about gender inequality and female objectification. Although it is believed that it is easier for females to get a job in Pakistan show business than males but this study identifies the reason behind this perception and evaluates if the objectification is reason behind this. This study offers a forum for women's opinions to be heard, as their experiences and perspectives are frequently ignored or disregarded in business conversations. It can be used as an activism and social change tool by increasing consciousness about the negative effect of objectification on women's well-being and making suggestions for how the business and society can work together to resolve this problem. By offering evidence-based insights into the effect of objectification on women's experiences and finding strategies for supporting greater gender equality and regard for women's rights, it has the potential to affect policy and practice in the entertainment industry.

Theoretical Framework

Feminist theory and its relationship with studies

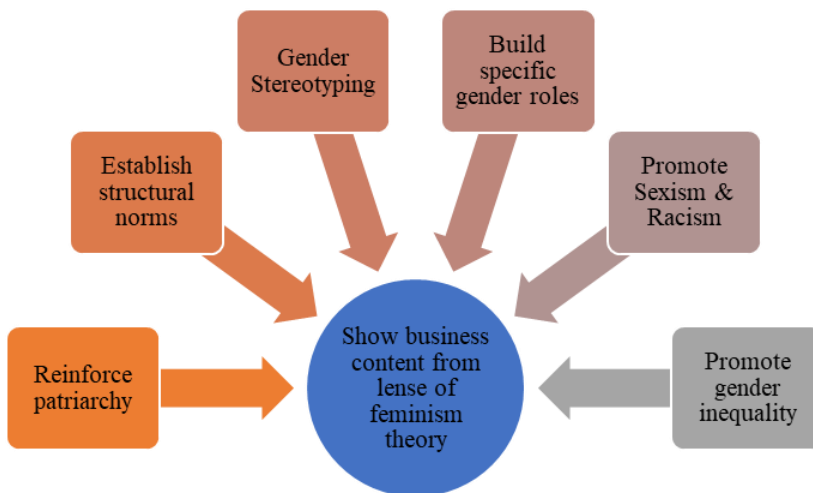
One such paradigm might be feminist theory, which argues that gender inequality and bias exist in society and that power structures held by men have historically oppressed women. Feminist theory might be used to analyze the Pakistani entertainment industry and how women are often objectified and reduced to their appearance, leading to the reinforcement of gender stereotypes and negative attitudes towards women. Feminist theory contends that objectification of women in the media reinforces negative gender stereotypes and supports a patriarchal system of power. This is especially true in the case of Pakistan, where gender roles and expectations are still deeply rooted (Siddiqi, [2014](#)). The show business industry and other media have the ability to reinforce and shape these gender norms and expectations, and these can have important consequences for women's career aspirations and opportunities.

Studies have indicated that media-objectified women are seen as being less competent and less smart than men (Swim et al., [2010](#)). Additionally, media objectification of women may also contribute to internalized sexism, which is found to have harmful effects on the self-esteem and confidence of women (Moradi & Huang, [2008](#)). This is likely to further complicate

women's lives while trying to break into the show business industry in Pakistan, one that thrives on a culture of physical looks and sexual objectification of women (Iqbal, 2020). Through feminist theory as the frame of reference for this study, the focus of this research shall be on an examination of how objectification can affect women aiming to get into the show business industry in Pakistan. This can assist in challenging and subverting negative gender norms and expectations, and encouraging gender equality in the show business sector in Pakistan.

Figure 1

Pictorial Representation of Feminist Theory Regarding Media Content



Framing Theory and its Relationship with Studies

According to the framing theory, the media shapes people's perceptions of various news tales and occurrences. "The entire study of mass communication is predicated on the assumption that the media has significant effects" (p. 1 04). This research attempts to discover a link between the media and consumer perceptions of women in show business. The framing theory supports the research because they explore whether media influences people's mindsets. According to Scheufele, framing effects should be evaluated in relation to individuals' level of media exposure, as the amount and type of media consumed can influence how messages are interpreted. He also claims that the media has purposefully created frames on which people should center their views and ideas. Framing theory also indicates that media frames can affect audience

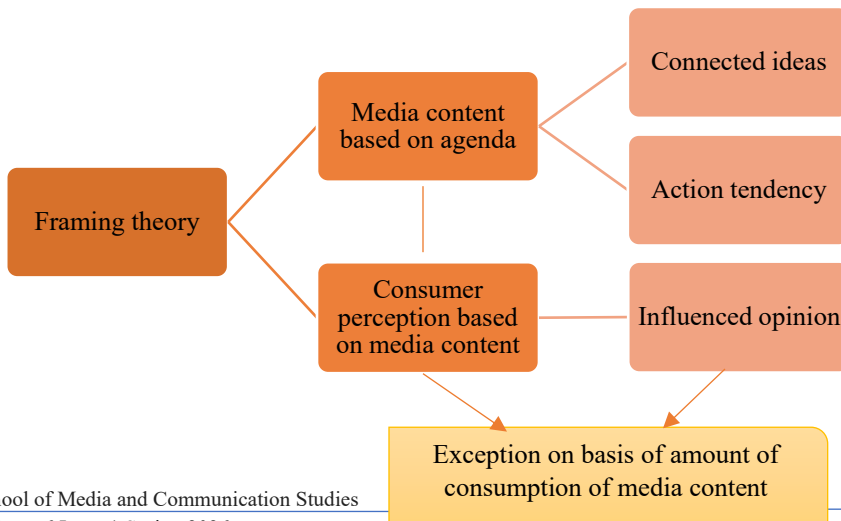
members' ideas and actions, which is usually described by the associative network model of memory effects.

In summary, when people hear, see, or read media stimuli, ideas with comparable meanings are triggered for a brief period of time, and these concepts can then engage other semantically connected ideas and action tendencies. Chong and Druckman (2007) investigate the notion that individuals rarely have their own opinions, but rather have their opinions formed by framing effects. This occurrence, according to Chong and Druckman, happens "when (often small) changes in the presentation of an issue or an event produce (sometimes large) changes in opinion." (Chong & Druckman, 2007, p. 104). They claim that the same problem can be framed from various viewpoints to have varying meanings or significance. In this instance, females in Pakistani show business are framed by the media to generate various meanings for the public.

According to feminist academics from various disciplines, women are taught from a young age that their appearance is important. Indeed, how others perceive their physical appearance can influence how they are handled in everyday encounters, which can affect their social and economic prospects. Many academics contend that the media reinforces this appearance-driven society by portraying women's physical looks as their most important characteristic, a subject that is reinforced in a variety of media, including television, women's magazines, and music videos.

Figure 2

Relationship between Framing Theory and its Impact



Literature Review

Literature has continually illustrated that Pakistani women represent business to be regularly framed by appearance-focused and sexualized lenses instead of ability to perform business well. Based on the objectification theory by Fredrickson and Roberts (1997), media researchers claim a repeated depiction of women as visible commodities to be a strengthening of self-objectification, body control, and psychological pain.

The content analysis of Pakistani television and cinema shows that females tend to either be given a few, ornamental, or a secondary role. The literature on satire shows and TV advertisements portrays a situation in which the roles of male characters prevail over the storyline and the visual roles of females largely focus on appearance rather than power and agency (Arafat et al., 2020; Nasir et al., 2021). Likewise, investigations in cinema show that the titles of the movies, the advertisement tactics, and the creation of the characters often sexualize female characters to appeal to the male viewer (Chaudhry et al., 2014). Commercials promoting beauty products and fairness make an even stronger impact on the validity of small standards of femininity, equating the whiteness of the complexion, the thinness of the bodies and the physical attractiveness with the success and the social progress.

According to the latest studies by Zubair (2022), the beauty ideals largely determine the social and job prospects of Pakistani women. Women who fit the prevailing standards of beauty are deemed more employable and more socially acceptable, which means that the valuation based on appearance can have an impact on the aspects of career outcomes.

Nonetheless, though the literature records media objectification and its psychological effects of low self-esteem and internalized standards of beauty, that empirically examines how perceived objectification affects females intention to enter the entertainment business. The majority of previous studies are based on content analysis or interpretation by the audience instead of considering career aspiration and entry intention as outcome measures.

Thus, a critical gap in knowledge exists in whether objectification in the show business in Pakistan is also a structural barrier of disincentive to women's entry. This gap is fulfilled by the current research as it considers

the dependency between the perceived objectification (independent variable) and the psychological well-being and the intention to join the industry (dependent variables) in females.

Methodology

This paper had a quantitative cross-sectional survey design where the researcher sought to understand the association between perceived objectification of women in the show business in Pakistan (independent variable) and the intention of the females to join the industry (dependent/target variable). A structured questionnaire was used in collecting primary data by administering it to the female students enrolled to the Departments of Media and Communication Studies in the University of Sialkot (Iqbal Campus) and University of Management and Technology (Shahabpura Campus).

The target group was all female students in these departments who had the interest of joining careers in media and entertainment. The departmental records (2023) indicate that $N = 142$ were the total number of people. The required sample of 100 respondents was calculated based on the formula of Yamane (1967) at the required margin of error of 5 percent and 95 percent confidence level as the sample size. This means that 100 respondents were chosen through simple random sampling in order to ensure that the sampling was equal in selection chances, and avoided sampling bias.

A structured questionnaire drawn in English, which contained the items in closed-ended questions with a five-point Likert scale (1 = *Strongly Disagree*, 2 = *Disagree*, 3 = *Neutral*, 4 = *Agree*, 5 = *Strongly Agree*) was used to gather the data. The tool contained demographic questions, perceived objectification in show business items, and intended to be in the business of entertainment items. A pilot study was implemented before the actual survey on the relevance of a 20-respondent sample (not included in the final analysis) to check the instrument in terms of clarity and reliability and validity. Cronbachs Alpha was used to determine internal consistency reliability with a standard of $\alpha 0.70$ as being impressive.

Informed consent was taken and the participants were informed of the underlying motive of the study, their anonymity and confidentiality were guaranteed, and no data was collected before the study could start. The data collection was done in one month. The sample size was media students in the unit who were individual female students, who had intentions of getting

into the entertainment business.

The data obtained were evaluated by means of statistical packages (e.g., SPSS). The descriptive statistics had been calculated to have an overview of demographic characteristics. The reliability analysis was done to secure the internal consistency of the scales. To determine the nature and strength of the linear relationship between the perceived objectification and intention to join the industry, Pearson correlation analysis was used. The ethical considerations were also highly adhered to during the study, and the research was voluntary with the information being utilized solely on academic grounds.

Results

Table 1

Demographic Elements

	Option 1	Option 2	Option 3	Option 4	Option 5
Age	2	38	47	11	2
Education	7	68	9	16	
Watch media	20	16	27	27	11
Content Consumption					
Purpose	57	31	6	2	5

For age group, the options from option 1 to option 5 were below 18 , 18-21, 21-25, 25-28, and above 28, respectively. The education was Intermediate, B.Sc /14 years of education, graduation, and master's, respectively. The number of hours respondents spend on watching content daily on TV was measured through the question of watching media content daily, and its options range from 2-4 hours, 4-6 hours, 6-8 hours, almost 2 hours, and more than 8 hours. The options for content consumption or type of content consumed were entertainment, infotainment, news, religious, and sports, respectively.

Table 2

Items of Independent Variables "Objectification of Women"

	S.A	A	N	DA	S.DA
To what extent do you agree or	50	28	15	4	4

	S.A	A	N	DA	S.DA
disagree that women in Pakistani media are often portrayed in a sexualized manner, focusing on their physical attributes?					
Do you agree that Pakistani media discriminate the women on basis of their skin color tone and complexion?	53	34	7	4	3
Do you think the new fashion trends that emphasize revealing clothing primarily focuses on accentuating and exposing the female body, it reduces women to mere objects of desire rather than acknowledging their individuality?	57	30	7	4	3
Do you believe that women who work in Pakistani show business are more likely to be objectified than men?	38	48	9	3	3
Please indicate your level of agreement or disagreement with the statement: "Women in Pakistani media are typically depicted as passive recipients of male attention or as objects to be won or conquered."	41	34	12	11	3
Do you believe that Pakistani media uses objectifying language or visuals that reduce women to their physical attributes or body parts?	41	29	20	9	2
Do you think the objectification of women in Pakistani show business leads to a lack of representation of women in leadership roles within the industry?	42	39	13	4	3

Table 3

Items of Dependent Variable “Effects of Objectification on Females”

	S.A	A	N	D	S.DA
Do you think the objectification of women in media can contribute to disordered eating behaviors because they want to attain specific body	49	34	14	2	2

	S.A	A	N	D	S.DA
weight and body shape, which ultimately effect mental and physical health?					
Do you think objectification of women in Pakistani show business affects the way women view themselves?	48	34	14	5	0
Has the objectification of women in Pakistani show business deterred you from pursuing a career in the industry?	45	24	26	2	4
Do you think women have fear of being harassed or having some comments on how they dress and present themselves?	53	25	20	2	1
Do you think the Pakistani society is generally develop acceptance of sexual harassment and objectification of women?	52	36	7	3	3
Do you think objectification of women in Pakistani show business affects the way men view and treat women in real life?	48	31	14	5	3

Table 4

Correlation between dependent and independent variable

	Correlations	IV	V
Objectification of women	Pearson Correlation	1	.601**
	Sig. (2-tailed)		.000
Effect of objectification on females	Pearson Correlation	.601**	1
	Sig. (2-tailed)	.000	

The strength of the correlation coefficient (.601) indicates a moderate to strong relationship between the variables. This indicates that objectification of women in Pakistani Show business affects the women intended to join the media industry.

By utilizing regression, we identify the strength, direction, and significance of these relationships, ultimately contributing to a deeper understanding of the research topic and enabling more accurate predictions or explanations.

Table 5

Regression

Model	Sum of Squares	<i>df</i>	Mean Square	<i>F</i>	<i>p</i>
Regression	911.330	1	911.330	56.113	.000
Residual	1607.858	99	16.241		
Total	2519.188	100			

The regression sum of squares (911.330) and the mean square (911.330) both show that the regression model explains a sizable portion of the variance in V2. The residual sum of squares represents the model's 1607.858 unexplained variance. This suggests that the predictor variable V1 cannot fully account for all of the variability in V2.

Discussions

According to the results of this research, the participants tend to perceive women in Pakistan's entertainment industry as frequently objectified, particularly when media portrayals emphasize physical attractiveness and sexualized roles. These findings agree with Objectification Theory offered by Barbara Fredrickson and Roberts ([1997](#)) according to which the idea of constant exposure to appearance-related assessment results in self-objectification, body watchfulness, and psychological discomfort. The fact that such depictions harm self-esteem and body image counseled by the respondents agrees with this theoretical framework.

The findings of the study are also congruent with the earlier Pakistani researches, women in television shows are allocated very few, and mostly ornamental roles, while Nasir et al. ([2021](#)) established that advertisements contribute to the propagation of the same beauty ideals, including fair skin and thin figures. Likewise, Chaudhry et al. ([2014](#)) revealed that the methods of marketing in the cinema frequently depend on the sexualization of women's pictures to attract viewers. The current research builds on this, as it empirically corresponds perceived objectification with psychological intention to become part of the industry by females.

In the light of the Theory of Planned Behavior put forward by Ajzen (1991), negative attitudes towards objectification can determine attitudes toward the entertainment industry and move the behavioral intention. In the case when the respondent views the industry as superficial and discriminatory, they might have a lower desire to get employment in this industry. Therefore, objectification is not just a representational concern but a possible structural problem in the way that women are involved.

Moreover, the worries of respondents about sexual abuse and lack of leadership opportunities represent the general dynamics of gender inequality that are traced in the international media studies. These results imply that objectification helps to strengthen the traditional gender relations, limiting the professional development of women and their presence in the industry in the leading positions.

Comprehensively, this paper has placed the objectification in both psychological and structural contexts. It confirms previous content-based studies and includes an aspect of career-intention point of view, thus filling the current gap in empirical literature in Pakistan. The findings indicate that institutional reforms, ethical casting policies and culturally sensitive media practices are necessary to encourage more balanced and empowering images of women.

4.1 Recommendations

On the basis of the research results, the following suggestions might be made:

- Implement ethical guidelines in casting, scripts, and visual representation to reduce objectification and focus on competence.
- Strengthen anti-harassment policies and safe reporting mechanisms to protect female staff.
- Promote mentorship and leadership programs to increase female representation in decision-making roles.
- Introduce media literacy training in media departments to help students critically assess beauty standards and objectification.
- Encourage further research on long-term effects of objectification and career intentions in Pakistan's entertainment industry.

Author Contribution

Khadija Ishrat Bhalli: contributed to writing the original draft of the manuscript. **Hafiz Muhammad Huzaifa Shakeel:** contributed to the formal analysis and content analysis of the study. **Rooma Shahzadi:** contributed through supervision and critical review and editing of the manuscript. All authors read and approved the final version of the manuscript and agreed to be accountable for all aspects of the work.

Conflict of Interest

The authors of the manuscript have no financial or non-financial conflict of interest in the subject matter or materials discussed in this manuscript.

Data Availability Statement

Data supporting the findings of this study will be made available by the corresponding author upon request.

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