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**DEPICTION OF BLACK MAGIC IN PAKISTANI DRAMAS AND ITS  
IMPACT ON VIEWERS AN ANALYSIS WITH MIXED METHOD  
APPROACH**

**Dr. Noreen Aleem<sup>1</sup>, Dr. Babar Hussain Shah<sup>2</sup>,  
Dr. Shazia Shahab Shaikh<sup>3</sup>, Dr. Taha Shabbir<sup>4</sup>,  
Dr. Arjumand Zehra<sup>5</sup>**

**<sup>1</sup>Assistant Professor, Media Studies and Communication,  
Sindh Madressatul Islam (SMI) University, Karachi.**

**<sup>2</sup>Assistant Professor, Department of Mass Communication,  
Allama Iqbal Open University.**

**<sup>3</sup>Assistant Professor, Department of Media and Communication Studies,  
University of Sindh.**

**<sup>4</sup>Assistant Professor, Mass Communication  
Federal Urdu University, Karachi.**

**<sup>5</sup>Ph.D, Area Study Center for Europe, Karachi.**

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**ABSTRACT**

The present study entitles the Impact of black magic and sorcery in Pakistani Dramas. This research paper is an effort made to explore how the black magic and sorcery influences the societies and what do the masses think of them. Employing the attributes of Comte's theory of Social change, the qualitative anthropological

research methods were used to collect empirical data. A survey of more than 200 people was done. The respondents were approached randomly after making sure that they watch the black magic themed dramas. Magic or black magic has been perched since the cosmos of the universe. But the Islam considers the magic and dark practices as dirty and unholy. The religious clerics of Muslim, Christian and Hindu were also interviewed to shed some light of their perspective about the trend of Black Magic and dark art practices in Pakistani Dramas.

## INTRODUCTION

Sorcery or Black magic is considered ineluctable; its existence is as old as the existence of the earth. Earlier, to handle their misfortune the black magic remained a widely used tactic by people to cope with their grave problems. The witchery practices were pervasive throughout the world since centuries ago. The practices are considered strictly evil and the person involved in magical acts is strictly abandoned by the general public. Faith in black magic, divination, enchantment, apparitions, and evil presences is far-reaching and inescapable all through the Muslim world. Masses in various documented societies attribute to witchcraft, the misfortune and malicious happenings. Black magic has been an essential image of insidiousness everywhere throughout the world. The discernment that individuals hang on to black magic makes them dread, detest and wish to obviate from society those associated or denounced with it.

Jasper Sorensen argues about the magic that it is not perceptual experience but it is an activity carried out by the sorcerer. Dark art or sorcery is a contending origin of proficient rites, and the challenge prompts a contention between controlled activities that depend on the religious convention and supernatural practices that are irrepressible, symbolizing the elective custom settings. (Sorensen, 2007)

As in the immediate past, the greater part of the consideration given to the issues emerging from magic and black magic convictions and practices has been on the assaults and killings of charged men and women of sorcery. Three generally advertised occasions in 2013 and 2014 brought these persuasively in open core interest. A lady in Mount Hagen in 2013 was tormented and afterward put on fire before many spectators, including cops and individuals from her locale. Soon thereafter, a female educator in Bougainville was openly tormented and guillotined. At that point, in November 2014, two men in Vanuatu were hanged in public following allegations that they had been exercising black magic. (Forsyth and Eves, 2015)

By all Muslim priests, every single enchanted or witchery practice are reproved as un-Islamic Despite the fact that they denounce fortune telling, it isn't rebuffed as extremely as black magic and witchery acts. This is likely because of the way that fortune telling is seen as utilizing enchantment to procure inconspicuous information while witchcraft is seen as purposefully rehearsing pernicious or dark art. Latterly, more rigid laws like apprehensions and executions have brought about endeavors in Afghanistan, Gaza, Bahrain, and Saudi Arabia to dissuade sorcerous practices. (Reuters, 2008)

It is additionally basic to recognize that divination and black magic convictions and practices don't generally prompt damage, and from a point of view, these forces frequently have a scope of positivity, for example, recuperating, agriculture and climate changes. Overall, in any case, this book isn't about these positive components,

aside from digressively that regards their reality and proceeded with gainful significance. Great enchantment is acknowledged and regarded, utilized fundamentally by authorities, for example, prescription men, seers, and rainmakers. These professionals utilize their insight or tap into this power to serve their locale. Instances of useful utilization of enchantment influence incorporate, the treatment of sicknesses, balancing adversity, killing or annihilating underhandedness power or black magic. (Baglari, 2015)

The highly anticipated and widely appreciated horoscope comes from the Greece magic history, revealing the myth of fortunetelling art. Currently, this art is in high demand by the common public. In the time of Hazrat Musa (A.S), Pharos called all magicians and ordered them to show their black magic, so as to use in battle with Hazrat Musa's divine stick. Cognition about the black magic influencing our beloved Prophet Hazrat Muhammad(PBUH) signifies that the foes went to the full extent of extinct Islam and to break up their spell last two Quran Surah knows as 'Mauztain' were gifted by Hazrat Jibrael A.S. (Rehman, 2015)

### **Black Magic on our Holy Prophet Hazrat Muhammad (PBUH)**

It is surprising for some folks recognize about the black magic has such intense power that it had also affected our beloved Prophet Hazrat Muhammad(PBUH). The effects caused the Holy Messenger(PBUH) some physical sufferings, more importantly; the magical effects did not cause any disturbance in the matters of his prophecy.

The bewitching incident of Hazrat Muhammad(PBUH) is narrated as a Jew requested the famous sorcerer named Labaid bin Asim to cast spell on Hazrat Muhammad (PBUH) and offered three gold coins as a reward. A comb with the prophet's(PBUH) hairs in it covered in a spadix of palm with eleven knots was taken as the base to cast the magic spell. The palm spadix was then hidden under the stone in the well of Ze Azwaan. When the Prophet (PBUH) was bewitched, under the spell He (PBUH) felt ailing and used to forget about the actions and things around him. Until he forgets and imagined that he had done a thing when he had not done it at all. Suffering this situation for several days, Prophet (PBUH) made dua to Allah asking riddance from afflicting situation. Allah answered to His prayer and as soon as the Prophet (PBUH) felt drowsy He saw two angels talking to each other telling the whole story of witchery act carried out against Him . After the revelation when the Prophet woke up, told his wife Hazrat Ayesha (R.A) in what lays His cure. Along with Hazrat Ali (R.A), Hazrat Ammaar bin Yasir and Hazrat Zubair bin Awam the Prophet (PBUH) went to the well of Ze Azwaan and recovered the spadix of a palm. Everybody saw the eleven knots in the recovered item, evidently, the simple burning would not suffice to counter the magical spell, there had to be another equal suffice to shut the powers. Hence, Hazrat Jibrael (A.S) descended conveying the gift of Surah Falaq and Surah Naas commonly called 'Maooztain', together they make eleven verses. Prophet (PBUH) started to recite the Surahs and every knot untangled with every verse. The name of Allah could only be the best suffice to void the enchanted spell. As the last knot disentangled, the Prophet (PBUH) became invigorated like before. (Chughtai, 2011)

### **Magic or Sifli Amal and Pakistani Dramas**

The term Pakistani Dramas directs to the broadcasted serials alludes to broadcast serials made in Pakistan, with particular characteristics that set it apart from standard

Western TV dramas. Pakistani drama industry encompasses the concepts of contemporary occasions or in historical backgrounds. Diverse classifications apply to these two sorts, from lighthearted comedies and serious dramas to combination sci-fi shows. A larger part of the Pakistani drama industry produces dramas in Urdu. Nevertheless, in the course of recent years, an expanding number of them are being delivered in other Pakistani dialects, for example, Sindhi, Punjabi, Balochi, Kashmiri, and Pashto. The telefilm or drama series has been a trademark of Pakistani showbiz industry since they started broadcasting on TV during the 1960s. Pakistani drama series are prominent around the world, principally in nations with a huge Pakistani diaspora and furthermore in the Middle East and India.

Starting off with the super hits of classic PTV dramas like Taleem-e-Balighan (1956), Khuda ki Basti (1969), Alif Noon (1971), Parchaiyan (1976), Ankahi (1982), Dhoop Kinarey (1987), Ainak Wala Jin (1993), Tanhaiyan (1985), Alpha Bravo Charlie (1998), the Pakistani drama industry got a boom after the privatization of entertainment channels during 2002. (Ahmed, 2015).

The private entertainment channels in Pakistan underwent a robust wave airing the controversial and sensitive themed dramas following the stories like rape, murder, divorce, child marriage, and Karo Kari. The Pakistan Electronic Media Regulatory Authority (PEMRA) issued an advisory in January 2019 to the private entertainment channels to refrain opting for such controversial themes, this kind of content is creating a rather distressing effect to the public (PPI, 2019). Dramas with a magical theme or black lead role have been released for a long time in Pakistan. This trend is setting in, consequently, stemming the higher ratings rapidly.

## LITERATURE REVIEW

Linguistically sihr is that job which is hidden or covered and theological from Islamic stand point, Sihr is to invoke the aid of the Jinn to do something that appears to be supernatural and done by the human being (Magician or Sahir). There are two Quranic stories about Sihr (Hazrat Moses and the Magicians and the Shiaten and Hazrat Sulleman) and mutiple verses which endorse the existence of Sihr but at the same time Quran forbidden it in all its shapes and forms. The Holy Quran in Surah Baqra [2:102] declares that those belive in Magic are Non-Muslims. Similarly, in Surah Jinn,

Practicing the dark art is not supposed to be an aesthetic feeling. Mohyuddin and Rehman (2015) in their research entitled as "Impact of Black magic And Witchcraft in a Muslim Community", argue that Islam has forbidden to practice all sorts of magic and dark arts. Their piece of work concluded that to gain the benefits and repercussion of the unwanted situations the common people are indulged in magic related practices in Pakistan. The epidemic of using magic as a healer for the unfavorable situations is prevalent to such extent in Pakistan that we see published advertisements in different daily newspapers.

Singh (2018) carried out research to show the cross-cultural patterns affected by the witchcraft and sorcery. The research digs out the facts like magic practitioners belong to every documented society. The dark art practitioners are more prone to be demonized under higher risks and stressful uncertainty. The study also presents the fact that the malicious practitioner can bring huge catastrophe and can be dangerous to the public.

Forsyth and Eves (2015) executed a research study in Melanesia is pointing at the pervasive magical knowledge among the locals. The study reveals that the witchcraft and magical spells stemmed violence, hatred, and tensions. The study focuses on the chaos wreaked as a result of practicing dark arts in the society and the vectors that may help to restore peace. The paper stresses the potential of communities to defeat sorcery-related violence.

In her research article, Baglari (2015) presented the thematic data analysis following her findings of the social representation of youth of North-East India on Black Magic and the combined effect of witchcraft and black magic on the cultural and traditional effect North-East India's youth. The study reveals that early on, the north-eastern states of India were highly occupied by folk magic but after the Christianity and science approached in the city, the magic dimmed away but never vanished. The magical practices were abolished to some extent due to the emergence of science and technology, the only people who still regard sorcerous acts were owing to their respect for their immemorial tradition. Otherwise, now many people do not rest on the idea of sorcery as a healer, despite they consult a doctor.

A research study by the Pew Research Centre demonstrates a study revealing the sorcerous beliefs and practices amongst Muslims around the world. The study unleashed a detail about the percentage of people holding a firm belief for Magic and witchcraft in every region of the world. According to the study, in South Asia and Sub-Saharan Africa, 35% believe in witchcraft, 26% have their belief on sorcery in Middle East-North Africa. Moreover, 49% of people in Southeast Asia, 31% in Southern-Eastern Europe and 21% in Central Asia. The study also talks about the majority of Muslims around the world and their belief in supernatural beings like Djinn.

Yasmine Al-Saleh (2010) laid down about the use of Talismans and Amulets as the cure from the dark impressions of black magic. Gchiko Nyabwari and Nkonge Kagema (2014) carried out research probing the Impact of Magic and Witchcraft in the Social, Economic, Political and Spiritual Life of African Communities. The study reveals that the Africans are highly affected by sorcery. The witchcraft and dark arts are exposed as the vectors for fatal situation all across the country. The thematic data collected revealed the prevalence of missionaries in Africa motivating people towards Christianity, but the sorcery-related matters remained unchanged. The study further exposed the ground reality of Africans and their belief in witchcraft. Africans believe that good fortune or bad fortune is a result of sorcery. One can easily learn and benefit from the secret powers and get rid of their problems.

## **THEORETICAL FRAMEWORK**

To justify the thematic research study the researcher opted for Auguste Comte's theory of Social Change. The description of this theory suggests the idea that squares with the notion of social evolution or progress in social culture. According to Comte, a society undergoes the stages that are saying theological, metaphysical and positive. In the first stage that is theological, the people believed in magic and supernatural powers and were firm on the belief that these supernatural powers bring adversity or good fortune. But on entering the metaphysical stage the society dispenses with the idea of supernaturalism and start seeing things with substance. In the third stage that is Positive stage, the society then empirically generalizes things. (Lyudmila & Viktoriya, 2014)

## **RATIONALE OF THE STUDY**

People learn from the experiences of their peers or parents, almost everyone around them plays a role as an example to bear the consequences of their acts. The television dramas are a kind of a commodity that stays very close to reality yet in a very effective way. People feel sameness, proximity, empathy, abhorrence and get impressed by the story and characters being played in the drama. As Rufer (2014) revealed through their empirical study that the viewers may feel and go through the experiences of the characters in a drama but without actually undergoing the real-life consequences of a certain situation.

Hence, the black magic-themed dramas also tend to cast such impressions on the viewers which are needed to be analyzed closely. For the purpose, a general survey of 200 people including teenagers with the random sampling approach was conducted in Karachi to analyze the effects that befell on the viewers.

## **RESEARCH METHODOLOGY**

For the in-depth situation analysis, two magic and sorcery themed dramas from three top-rated drama channels ARY Digital, HUM TV and GEO entertainment have been selected. The selected dramas have gained huge popularity amongst the masses revealing their success rate. The drama names are as follows:

### **Sampling**

Kaala Jaadu (ARY Digital), Bandish (ARY Digital), Nazr e bad (HUM TV), Bela Pur ki Dayen (HUM TV), Saaya (Geo TV), Taara e Ankaboot (Geo TV)

The study was carried out using the research tool of the survey with a random sampling approach, leading to the collection of anthropological data. Women and children who regularly watch TV dramas were the targeted respondents for square results. A total of 200 respondents attempted the questionnaire in different areas of Karachi.

Two Islamic Clerics were also interviewed to shed the light of their perspective regarding the extent and unfolding trend of sorcery themed dramas on Pakistani entertainment channels.

### **Objectives of the study**

1. To find out what are the impacts of sorcery themed dramas for children?
2. To find out how do the sorcery themed dramas affect adults?
3. To find out do the people want to see such type of dramas?  
And Why?
4. To find out are these dramas close to reality in any way?

### **Hypothesis**

H1- Peoples' faith in Magic or Witchcraft increase after watching sorcery themed dramas.

H2- On watching the sorcery themed dramas, people tend to get obsessed with the idea of magical intrusion in their internal matters and eventually consult to a Peer/Aamil.

H3- These dramas do not depict reality.

### FINDINGS AND DISCUSSION

The results were made with the help of a survey with a random sampling approach and collected the answers from a total of 205 respondents. To analyze the categorical and nominal data the hypothesis are tested by using the Chi-square method, as the Chi-Square test is a factual method utilized by researchers to look at the contrasts between downright factors in a similar populace (Foley, 2018). The findings are presented below.

#### Hypothesis testing

The study is an attempt of bringing forth the ground realities regarding the public exposure of the black magic themed dramas and its impact on the general public. The researchers have determined three hypotheses to probe about the real conditions regarding black magic in the Pakistani society. The data is analyzed statistically using the chi square method because our data are nominal.

H1- peoples’ faith in Magic or Witchcraft increases after watching sorcery themed dramas.

H<sub>0</sub>- peoples’ faith in Magic or Witchcraft do not increase after watching sorcery themed dramas.

**Table 1**

Contingency table				
		Does your faith in Magic or Witchcraft increase after watching sorcery themed dramas?		Total
		yes	no	
Does your faith in Magic or Witchcraft increase after watching sorcery themed dramas?	Yes	43	0	43
	no	0	140	140
Total		43	140	183

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	183.000 <sup>a</sup>	1	.000

**Interpretation:**

A chi square test was performed to examine the relation between the screening of black magic themed dramas and the escalation in people’s faith in black magic. According to the result, the calculated significance value, i.e. P value turns out to be 0.000 which appears  $p < 0.05$ , as too insignificant for the null hypothesis to be viable. Thus, our null hypothesis is rejected establishing the fact that peoples’ faith in Magic or Witchcraft increases after watching sorcery themed dramas.

H2- on watching the sorcery themed dramas, people tend to get obsessed with the idea of magical intrusion in their internal matters and eventually consult to a Peer/Aamil.

H<sub>0</sub>- on watching the sorcery themed dramas, people do not tend to get obsessed with the idea of magical intrusion in their internal matters and eventually consult to a Peer/Aamil.

**Table 2**

Contingency table				
		Do you consult any Peer or Aamil to resolve the domestic issue?		Total
		yes	no	
After watching the black magic-themed dramas, have you ever preconceived the idea of magical intrusion in your house or internal matters?	yes	57	8	66
	no	0	140	140
Total		57	148	205

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	171.245 <sup>a</sup>	1	.000

**Interpretation:**

To assess the impact of black magic themed dramas on the masses examining the relation between the increasing superstition amongst the masses and do they consult to the peer of Aamil for the resolution. The result of calculating significance value, i.e. P value turns out to be 0.000 representing P less than 0.05. Hence,  $P < 0.05$ , the null hypothesis is rejected; therefore, the alternative hypothesis stating, ‘on watching the



sorcery themed dramas, people tend to get obsessed with the idea of magical intrusion in their internal matters and eventually consult to a Peer/Aamil' is retained.

H3- these dramas depict reality.

H<sub>0</sub>- these dramas do not depict reality.

**Table 3**

Contingency table				
		Do you think these dramas depict reality?		Total
		yes	no	
Do you think these dramas depict reality?	yes	0	98	98
	no	98	9	107
Total		98	107	205

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	171.964 <sup>a</sup>	1	.000

**Interpretation:**

Assessing the results using the Chi square technique, the discovered value of significance, i.e. P value turned out to be .000 which is less than 0.05. Hence, the alternative hypotheses is retained stating that The black magic themed dramas depict reality.

**Demographics**

The total of 205 respondents includes 84 individuals of 10 to 20 years old. 53 were about 21 to 30 years old age group. 55 were from 31 to 50 years age group and 13 belonged to the age group of 51 to 60 years.

From a total of 205 respondents, 58 were graduated, 54 respondents had the qualification of primary, 41 were having Masters, 34 had the qualification of Intermediate and 18 were matric pass.

**Table 1**

Which of the following witchcraft or sorcery themed drama have you watched?	
Bandish (ARY)	150
Bela Pur ki Dayen (HUM TV)	106
Nazr e Bad (HUM TV)	98
Saaya (GEO TV)	73
Kala Jaadu (ARY)	70

Taara e Ankaboot (GEO TV)	8
<b>N</b>	<b>205</b>

The researcher made sure that all respondents have watched the magic-themed dramas. The figures in Table 1 shows that among the total responders a majority of 73% have watched ARY Digital Network’s witchcraft-themed drama Bandish, a lesser majority of 51% watched Bela Pur Ki Dayen of HUM TV, even lesser majority of 47% have watched the black magic-themed drama serial Nazr e Bad on HUM TV, even lesser majority of 35% have watched the drama serial Saaya of Geo Entertainment, a minority of 34% respondents have watched ARY Digital Network’s Kaala Jaadu and a greater minority of 4% have watched Taara e Ankaboot on GEO Entertainment

**Table 2**

Do you think the trend of magic-themed dramas should be promoted?		Why?	
No	118	No reality in such dramas	94
		Bad impact on one’s own faith/ superstition	47
		negativity	15
		Bad impact of children’s mind and faith	6
Yes	87	For fun and entertainment	19
		Awareness	18
<b>N = 205</b>			

In table 2 above, we can figure out that more than half of the majority holds the discouraging opinion. The 58% of the majority thinks that such kind of sorcerous dramas should not be promoted at all as they show no reality, they have harmful collision as they cast a bad impact on an individual's religious concept, it causes superstition in many weak minds, it will transfer negativity among people, and it casts a bad impact on a child's mind and faith. On the other hand, a lesser majority of 42% votes in the favor of sorcery themed dramas because they find it thrilling, exciting and entertaining.

**Table 3**

Do you watch these dramas along with the children at home?		Why?	
No	112	Children get scared	167
		Children repeat the evil act when they play with each other	77

		Children’s mind become superstitious	4
		Children’s faith may get hurt	2
Yes	93	Children stop getting scared of horror things	84
		Children get thrilled and excited	9
N = 205			

The figures in table 3 evidently illustrate that more than half the majority (54%) people do not prefer watching horror and mysterious dramas along with their children as these dramas are rather not for the children. The reason for not preferring such a thing was asked as the multiple choice answers. The respondents have chosen two to three answers to their choice to mark their opinion. The 81% respondents posed the frightening factor as the main reason while the lesser majority thinks that the children start repeating and rehearsing magical practices when they play, they could become superstitious and their faith might also get hurt.

A lesser majority of 45% is of the opinion that they watch the dark magic themed dramas along with the kids because they assume that watching such sort of dramas will help make them brave and desensitized for the scary things. They believe that this way the children will not be frightened from staying alone at home or coping alone with any issue. Another reason was laid down by 9% respondents that nowadays the children are not lily-livered, they enjoy and find such sort of drama as a thrilling entertainment

### Interview with religious personalities

According to Mufti Naem, the Muslim cleric and the Manager at Jamia Banoria black magic or simple magic does genuinely exist in the world. Although it is strictly prohibited in Islam and practicing such dark arts is the aggravated assault on one’s own faith. Reciting Quranic verses especially Surah Falaq and Surah Naas (Maoztain) are the best cure from all sorts of evil powers rather than consulting bogus and fake spiritual healers. The aim of promoting wizardly themes on TV channels is to earn mere profits and ratings, it is totally unacceptable. This is a highly irresponsible behavior of TV channel owners, which has a negative impact on society.

Another Muslim cleric from Shia sect, also the president of the Shia Ulema Council Sindh, Allama Nazir Abbas Naqvi enlightens us that Magic is an undeniable fact and our supreme Prophet Muhammad ﷺ was also bewitched once, so no one can deny its existence. But if need be, magic can rather be used for the impeccable motives, the motives that could furnish positivism in anything, then it’s not bad. He also said that making TV dramas on magic and dark art is totally unfair to society.

On asking the same question to the Father of Christian community, the Saleem Michael who is the legal advisor to Bishop (Catholic) Karachi, states that dark arts, sorcery, and witchcraft are strictly prohibited in Christianity as well. No one is allowed to cast spells and practice magic but yes the Christianity does believe in evil spirits and Djinn and perform spiritual healing acts wither their effect. He further

added the portrayal of Magic in Pakistani dramas is a result of Indian influence on the Pakistani drama industry. Here also lies the fact that the plethora of private entertainment channels has evolved such ideas. Michael stressed that the commercialism and the negligence of the censor board are giving way to such themes.

## CONCLUSION

It is not easy to draw a line between due or undue motives behind the magic but above all the Quran and Hadith has strictly prohibited practicing magic in any way. All power goes to Allah (SWT) who holds the knowledge of all hidden and apparent things. Nevertheless since a decade Pakistani entertainment industry has adopted a new trend of contriving black magic and sorcery themed dramas to attract the viewers' attention. Although these dramas are getting good ratings, the survey in Karachi revealed some shocking results.

Following the Comte's theory of Social change, our society appears to be less in the theological stage. Whereas, a majority has stepped onto the metaphysical stage, even after the suspense and thrill in sorcery themed dramas, apart from a few people, the majority does not appreciate the idea of such dramas. People have their reservations for themselves as well as for their children. People find it rather distressing and misleading. The projection of magic and power evil can hurt many of the people with weak faith. The power of evil could mislead the people and lead them astray to consequently engaging them in dark and sorcerous activities. It has become evident from the survey, that sixty-five people have started believing in magic more than ever before. Even the number is less but this is a wakeup call to the authorities that these dramas are affecting the people's beliefs.

The majority of the people are also concerned for their children and do not let their children watch such a show. They think this kind of story can either frighten the kids or lead them to a fantasy world where they could start having a reverie of a Ghost or an obscured friend who could do their homework or bring them chocolates etc.

On the basis of preliminary statistical analysis, theoretical framework and ensuing rigorous discussion the researchers have come to the conclusion that peoples' faith in Magic or Witchcraft increases after watching sorcery themed dramas, on watching the sorcery themed dramas, people tend to get obsessed with the idea of magical intrusion in their internal matters and eventually consult to a Peer/Aamil and the majority of people affirms that The black magic themed dramas depict reality.

Be it Islam, Hinduism or Christianity, magic is an illegal and unholy practice in all of them. Hence the trend of black magic and sorcery in Pakistani Television Dramas is not highly appreciated by the majority of the masses complaining its adverse effects on the society and especially children. Although PEMRA has issued an advisory to the Pakistani Drama Channels it is also necessary to monitor the respective actions.

## LIMITATIONS

1. Non-cooperative behavior of the respondents.

2. Reaching people who watch specific shows was a difficult job.
3. People tend to hide their inclination towards certain things and hence do not respond honestly.

## RECOMMENDATIONS

1. Pakistan Electronic Media Regulatory Authority (PEMRA) though has issued their advisory to the drama channels entailing the consequences regarding the disobedience from the respective channel, PEMRA should keep as a watchdog to monitor the underlying situation where the TV channels go many steps ahead to earn rating and grab commercials.
2. Private drama channels should not run after commercials and ratings, authorities should hold accountable such channels which are airing the sorcery and witchcraft-themed dramas postulating impropriety among adults and the kids of the society.

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