



The Impact of Covid-19 in Film Industry of Pakistan

Researcher Hamza Ali

Sindh Madressatul Islam University (SMIU)

khatri78654@gmail.com

Abstract:

This research is based on how the film Industry faces the pandemic situation and how to solve the issues. In which we discuss the government announcement, rules, and also the SOPs to reopened the work. We used the quantitative method for research and take a survey with different people who are in film student and directors of drama and other. On which they also give the answer who I'm listed.

So, in the end, we get the result in which the director and also the film students they also guide and said that when the government announced to reopen the work we were happy but after a few days government again put the lockdown so their dramas shoot or film shot has to stop

.
Keywords: The Pakistani film industry, Pandemic Situation, Content writer, Losses of jobs, Content

Introduction:

The Pakistani film industry was built in 1930 the industry is known as Lollywood. Nowadays we are seeing that the industry was on downsizing because of the pandemic situation. We see before the pandemic the film industry of Pakistan was on the peak the content writer of the industry will show the good face of Pakistan in world. The first film of the Pakistan industry is (HUSN KA DAKU in 1939) directed by ABDUR RASHID KARDAR in Lahore. That the time of Pakistan was going on the peak after that the other more film was released by many directors and producer. Pakistani films during this period attracted a large audience and was a great



part of the cultural mainstream, and also the first directors produce good content of for culture or religion.

In this topic, we see that our audience are engaged with film industry they follow the tradition and follow the behavior of actor they also follow the trend which going on film that the biggest example for the story. The Pakistani film industry in that situation are facing many problems which I'm discussing on that research. In the modern area, we see the vulgar content was coming that why our society was not taking seriously and that the film industry also fell.

Before the covid-19 many contents were coming many dramas, films, theater and other programs were running but after the pandemic, the total sets and program set are closed by the government decided that all the works closed for the pandemic situation that why the job of many employees was lost and many director and producer was facing the many issues.

In this research, we discuss the film industry issues and content of Pakistani film, and also the employee's job situation and many other thing, we also see that the cinema hall and theater also closed by the government decision to avoid the crowd for the safety of Pakistani peoples in that the industry loss the 38% income in 2020 this industry was developed 20 to 25% revenue as we see in the previous research of many peoples.

Background of Study:

In 1930 the film were started to produce in Pakistan. The first film was husn ke daku is released in 1930 by ABDUR RASHID KARDAR in Lahore after that many other films was released many other contents was produced by the directors they was based the culture of Pakistan.

In 1930 the black and white film was released because new equipment and other accessories was not lunched in that area that's why the filmmakers they released film and dramas in black and white. Many other shows telecast in PTV channel this is the first channel where Pakistani film and dramas would release after that many others channel opened that they produced many contents.

The background story of the research is that we discuss the pandemic situation in film industry where many losses and directors could not release



content for industry the downfall of the industry started then the covid-19 situation government announced to closed the work and many producers they get loss in that situation. The Pakistani film industry is the performing great work to produce the content which based on culture and ethic to released that content which our peoples like in that other case the vulgar content which our government censor the film and that they released.

In that situation, many works lost their jobs many other finding other jobs in a different industry.

We see in the previous situation the many productions are opened and produced many contents and they create the easy way other peoples to join and work with us In that many organization work easily and perform their duty.

We discuss many director and producer, in that case, they tell the story of the industry which was not good by the pandemic situation many drama writer and film writer who create the story but in that they cannot be produced any content because the lockdown by the government in that the cast and the team cannot be done any work in lockdown.

But in that government relieve for one month they start their work and produced much content with are closed due to pandemic with the sops.

The objective of the study:

- To find out the film industry facing issue in covid-19
- To find out how many contents released in covid-19
- To find out the jobs lost durig covid-19
- To find out the content is good or bad\

Previous Studies:

According to the research conducted by AFTAB ALAM is that the situation of Pakistan film industry is not good, the stakeholder and effective communication theory the government support cannot be overruled and the occupancy rate has been affected for the production of local and regional movies. In all that film industry need to improve the overall aspect by aligning. [1]



A case study conducted by Dr Siti Aida Samikon In 2020, the new crown pneumonia pandemic has had a major impact on the Pakistani film industry. Cinemas and cinemas in the country are closed, film festivals and awards ceremonies have been canceled or postponed, and many Pakistani films are scheduled to premiere from March to September. April 2020. But this time the premiere of COVID19 has been postponed indefinitely. The world-class or the film industry has lost approx. It will reach USD 5 billion by the end of March 2020. According to some Pakistani film producers, the country's existing film industry has been affected because people are only interested in cinemas during Eid and Muharram holidays. In 2020, this resulted in a 38% drop in sales in the industry. In 2020, the industry's sales are expected to increase by 20-25%. But the pandemic forced filmmakers to continue shooting. The impact of this epidemic will have to rebound within three months to deactivate Pakistan's existing film industry. It is necessary to determine the negative consequences of this situation to further improve this Pakistani film Industry. [2]

Salman Ali forms the Iqra university he studies that our young generation who totally focused in filmmaking and making new content but they also facing the pandemic situation they cannot be released any content and they also face the many issues in their assignment which is giving by the university the government should take attention to allow the production staff so they produced the content in a better way. [3]

In other many filmmakers and students also research in that situation as that the condition of the industry is bad and not going well that's why the vulgar content is producing in that peoples are not getting interested in that's why the government sensor the parts in Malik Film.

RATIONALE:

All the researcher follow the covid-19 situation in film industry but we discuss the production and other things with we focused in the film industry. People watch Pakistani film not only in free time they watch the content and they pottery the film and drama in that study we discuss the content produced by the film industry and content which is going on the industry



how the content is produced and what issues are facing in the pandemic situation and know about the works lost their jobs in that situation.

Hypothesis:

- Misconceptions of film content about vulgar content
- The negative impact of downsizing
- During the lockdown, most of the employees lost their jobs
- During the lockdown, the film industry started the downfall.

Research Questions:

- Do you think in a pandemic situation film industry is downsizing?
- In pandemic film making workers lost their jobs?
- Before the covid-19 Pakistani film industry was on the peak?
- During the pandemic did any content produced?
- Content produced by the Pakistani film industry before covid-19 was good or bad?

Theoretical framework:

Following are the theories which are related to the research on the impact of covid19 in the film industry of Pakistan.

Cultivation Theory:

This theory is based on the sociological and communication framework, it suggests that people are regulated and exposed to media for a long time that is more likely to perceive the world as social realities.

Uses and gratification theory:

This theory is more concerned about how people are doing with the media instead of what media is doing with the people. This theory is also opposite to the magic bullet theory. This theory says that people are using media as per their needs and when their needs get fulfilled they don't take its effect much. There are different needs of different people which they want to fulfill through media and they are divided into many categories.



Social Responsibility Theory:

The study of social relationships is at the heart of the social sciences, but the cognitive processes that underpin them have received less attention. This paper develops a description of the structure's shape and content, proposing that social ties are represented by only a few categories. To connect the relation about peoples mind.



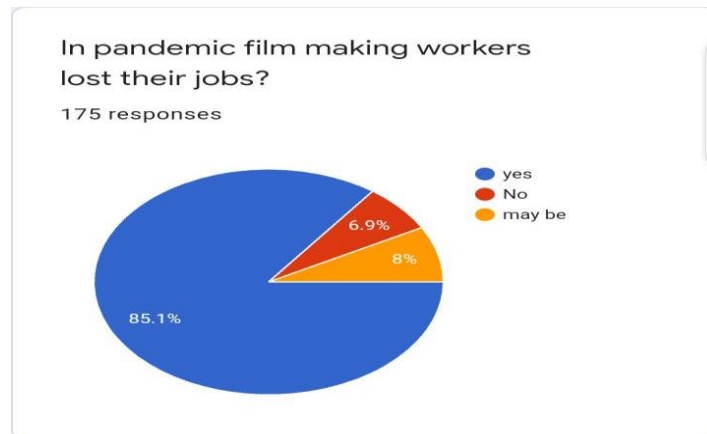
Research Methodology:

The quantitative research method is used to conduct the study. An online survey has been made consisting of demographic information and five topic-related questions. The target audience for the study are male and female Pakistani film students and who are working in this field and that students who study film. This research is conducted to know about the impact of covid-19 in the film industry of Pakistan and how they people survive their life without the going their jobs and content is producing or not, show producer and director getting issue and facing the problem. This quantitative investigation is conducted through an online closed-handed questionnaire survey, a total of 175 students and some of the directors have been designated as the population, the same size is the Director and student of film and TV And those who are doing work. The age group is 19-60.

Data Analysis:

After the collecting, the data form the film making student and some filmmaker and directors the following result has come forward. This result is shown here along with the questions in the form of pie chart.

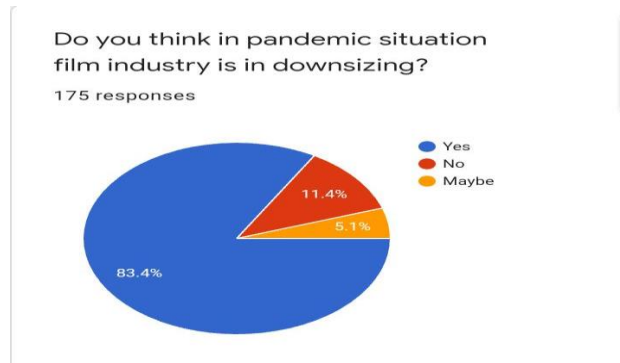
Fig 1



When asked about the downsizing of film industry most of the people says yes because in pandemic situation all the work was closed due to government noticed.

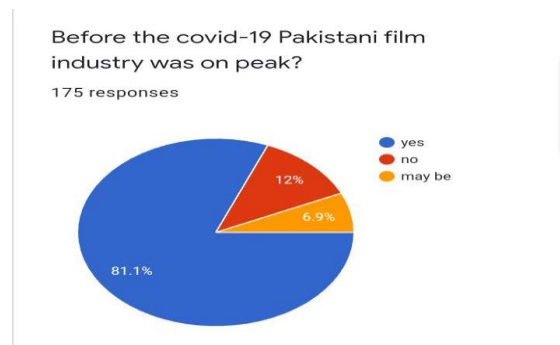


fig 2



When we asked about the jobs situation in film industry most of the audience and director said that many people lost their jobs and we also get the 85% result about lost their jobs.

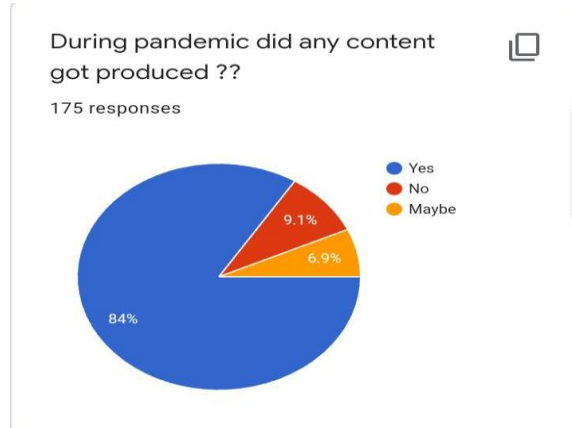
Fig 3



Then we asked about the film industry before the covid19 situation most of the people said that most of the film were releasing like (me Lahore nhi jaoo ge) (chalawa) etc we get 81% yes.

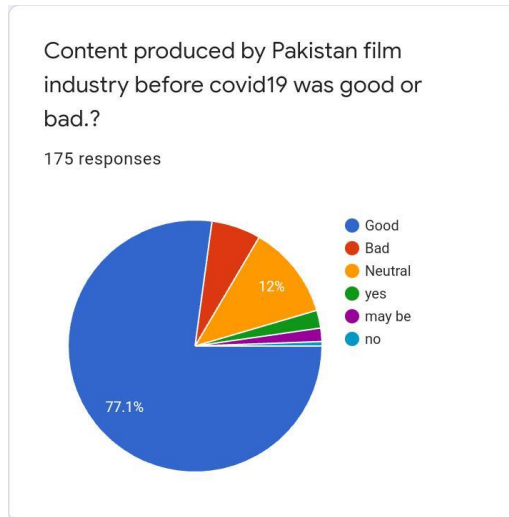


Fig 4



Then we asked about the content which is produced or not 84% people said that yes and rest of our said not or maybe

Fig 5



In my last question I talk about the content that our producer and director produced a good or a bad content in that 77% people said that is good and rest of our said that bad and some are being neutral.



Discussion:

Through this research, we came to know that the production houses and directors are facing issues to produce the content in the pandemic situation in which people didn't see any content that's why the film industry in the pandemic situation is in downsizing we also know that the people who also lost their jobs during in covid19 situation and that they are working as a free. Because they know that when the situation is set our bossed give pay after the lockdown that some people didn't fire

In that we also know about the content of film industry that the Pakistani film industry is produced good or bad content but we see in the different time we also an Islamic state that's we didn't see and vulgar content because of that. In somehow the film industry produced 20% vulgarly but in that our government get sensor and make sensor ship to released good content./

In that we also discuss about the covid-19 situation we see that whole world is in lockdown and other Hollywood, Bollywood industry are also closed due to pandemic situation so our industry also closed in that we also going to downsizing in which dint produced and content but we produce a drama and also get theater but in SOPs.

Conclusion:

The film industry is a crucial part of a rustic because it at once develops an effect on the public monetary sector of the country. Here, the film industry of Pakistan has been taken into consideration as in the course of 2020, the outbreak of the COVID-19 pandemic has affected this enterprise adversely. All the related stakeholders, like cinema owners, directors, producers, have been taken into consideration because of the implementation of a stakeholder principle. Effective communication. The principle has been taken into consideration because it could be useful in figuring out the related problems of this pandemic scenario. The current Government has taken into consideration it as an enterprise. But this enterprise turned into a disadvantage of all of the useful centers like monetary aid, not like other



industries. Strict SOPs were taken into consideration as humans' protection wishes to be ensured for in addition betterments. This pandemic scenario has not been on time or postponed the manufacturing of local and local cinemas as many humans have misplaced their jobs also. Suitable recommendations want to be aligned for additional upgrades inside this country. Finally, this publication file may be concluded in the sort of manner that the prevailing Pakistani Film enterprise has been affected vastly because of the shortage of Governmental aid in the course of the COVID-19 pandemic scenario.



References:

1. Abbasi, M.A., Arshad, M. and Khan, R.N.M., (2020), SPREAD OF COVID-19 AND ITS IMPACT ON PAKISTAN: A NEED FOR PROSPECTIVE PLANNING available
1.
2. from <https://ndu.edu.pk/margalla-papers/Margalla-Papers-2020/02-Spread-of-COVID-19.pdf> [accessed on 01st January 2021]
2. 19.pdf [accessed on 01st January 2021]
3.
3. Agarwal, V. and Sunitha, B.K., (2020). COVID–19: Current pandemic and its societal
4. impact. International Journal of Advanced Science and Technology, 29(5 Special
5. Issue) available from
<https://covid19.elsevierpure.com/en/publications/covid-19-current-pandemic-and-its-societal-impact> [accessed on 03rd January 2021]
6. current-pandemic-and-its-societal-impact [accessed on 03rd January 2021]
4. Ayanbadejo, M. (2020), How has COVID-19 impacted the evolution of cinemas. General
7. Management in Lockdown, pp.1-6 available from
5. http://www.fotojn.com/sites/default/files/em_student_project_tt20.docx.pdf#page=6
8. [accessed on 09th January 2021]
9. Bilal, A., (2020), The Established Cinema of Pakistan available from
6. http://pu.edu.pk/images/journal/HistoryPStudies/PDF_Files/1_V-30-No2-Dec17.pdf
10. [accessed on 05th January 2021]
7. Buzzanell, P.M., (2017). Communication theory of resilience: Enacting adaptive-
11. transformative processes when families experience loss and disruption available from
12.



8. https://scholarcommons.usf.edu/spe_facpub/785/ [accessed on 12th January 2021]
 13. Jones, T.M., Harrison, J.S. and Felps, W., (2018). How applying instrumental stakeholder
 14. theory can provide sustainable competitive advantage. Academy of Management
 15. Review, 43(3), pp.371-391 available from
9. <https://scholarship.richmond.edu/cgi/viewcontent.cgi?article=1086&context=manage>
 16. ment-faculty-publications [accessed on 10th January 2021]
10. Moon, S., (2020). Effects of COVID-19 on the entertainment industry. IDOSR Journal of
- 17.
11. Experimental Sciences, 5(1), pp.8-12 available from <https://www.idosr.org/wp-content/uploads/2020/04/IDOSR-JES-51-8-12-2020.-P2.pdf> [accessed on 04th January 2021]
12. <https://www.idosr.org/wp-content/uploads/2020/04/IDOSR-JES-51-8-12-2020.-P2.pdf> [accessed on 04th January 2021]
13. <https://journal-of-insurance-and-financial-management.com/index.php/JIFM/article/view/180>
14. <https://thediplomat.com/2020/11/pakistans-movie-industry-is-being-remade/>
15. https://storage.covid.gov.pk/new_guidelines/13August2020_20200810_Guidelines_for_Reopening_of_Cinemas_&_Theaters_4301.pdf
16. <https://thewire.in/film/pakistan-cinema-is-struggling-for-survival-not-just-because-of-the-health-crisis>
17. https://en.wikipedia.org/wiki/COVID-19_pandemic_in_Pakistan
18. <https://www.thequint.com/entertainment/indian-cinema/not-releasing-indian-films-in-pak-wont-affect-industry-experts>