**ABSTRACT**

The film industry of Pakistan was in decline until 2007, when slowly it began to rejuvenate until it rose back on its feet. This qualitative research was carried out to determine whether Pakistani film industry has revived and whether it would continue producing good films in the future. A survey consisting of 10 questions among 30 university students was conducted. A comprehensive questionnaire of close-ended questions was prepared. Conclusion was drawn using descriptive and inferential statistics. It was inferred that almost 87% of the lot acknowledged the fact that Pakistani film industry has revived. Moreover, almost 93% of the students thought that the film industry would continue producing good films. It was concluded that Pakistani film industry has been restored to its original prestige as people prefer to watch Pakistani films over other films. For the sustainability of the industry, filmmakers should come up with original and impactful scripts.

**INTRODUCTION**

**OBJECTIVES**

The objectives of this report were to: (a) find out the percentage of people who watch Pakistani films, (b) whether people think that Pakistani films have revived in the past decade, (c) whether the quality of Pakistani films have improved, (d) find out what element played an important role in the revival of Pakistani films, (e) find out whether Pakistani film industry will continue to produce good quality films, (f) encourage filmmakers to produce good quality films, (g) whether the attention of people has diverted from Indian film industry to Pakistani film industry.

**SCOPE**

In this research, statistics were gathered through a survey conducted among 30 university students to learn about their outlook on the topic at hand. This provided an insight at an intermediate level about the improvement in the film industry in the past decade. This research is intended for young filmmakers, aspiring actors, and the general public. The limitations of this research were:

(a) Access to information,

(b) Access to resources,

(c) Unavailability of time, and

(d) Access to experts for editing, proofreading, and guidance.

**BACKGROUND**

From 1947 until 1977, Pakistani cinema flourished. Pakistani films during this period attracted large audiences and had a strong cult following, was part of the cultural mainstream, widely available and imitated by the masses. In the late 20th Century, the Pakistani film industry was making quality films like Armaan (1966), Aina (1966), Kaneez (1965), Andleeb (1969), Shabana (1975) and many more. The film industry at that time was a renowned asset of the country. These films were even praised across the border. To name few, artists like Waheed Murad, Nadeem Baig, Zeba Bakhtiar, Babra Sharif and Shabnam were the favorites not only in Pakistan but also in the neighboring countries like India.

During the early 1970s, Pakistan was the world's fourth largest producer of feature films. However, between 1977 and 2007, the film industry of Pakistan went into decline due to Islamization, strengthening of censorship laws and an overall lack of quality. Throughout the 1980s and 1990s, the film industry went through several periods of ups and downs, a reflection of its dependency on state funding and incentives. By 2000, the film industry in Lahore had collapsed and saw a gradual shift of Pakistani actors, actresses, producers and filmmakers from Lahore to Karachi. By 2007, the wounds of Pakistan's collapsed film industry began to heal and Karachi had cemented itself as the centre of Pakistani cinema. Quality and new technology led to an explosion of alternative form of Pakistani cinema. The shift has been seen by many as the leading cause for the "resurgence of Pakistani cinema".

Despite the industry crisis starting in the mid-1980s, Pakistani films have retained much of its distinctive identity. Pakistani films have once again began attracting a strong cult following.

**RESEARCH and ANALYSIS**

**METHODOLOGY**

A qualitative research was conducted to determine whether the quality of Pakistani films has improved as compared to the past and whether the film industry would continue to produce good quality films. A comprehensive questionnaire consisting of close-ended questions was prepared. A random sample of 30 students of FAST-NU, 18-25 years of age was taken. A total of 10 questions were asked in the survey. Descriptive and inferential statistics were used to analyze the data for drawing conclusion. The data was divided into two categories: those who agree, and those who disagree. The percentages of these two categories were then calculated, and compiled into a table.

**TABLE OF RESULTS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Statement** | **Agree** | **Percentage** | **Disagree** | **Percentage** |
| 1. Do you watch Pakistani films often? | 22 | 73.00 | 08 | 27.00 |
| 2. Have Pakistani Films revived in the past decade? | 26 | 87.00 | 04 | 13.00 |
| 3. Is the quality of Pakistani films better than the quality of previous ones? | 27 | 90.00 | 03 | 10.00 |
| 4. Are these films capable of presenting a positive image of Pakistan? | 21 | 70.00 | 09 | 30.00 |
| 5. Was the movie ‘Khuda Kay Liye’ (IN THE NAME OF GOD) a turning point for Pakistani films? | 25 | 83.00 | 05 | 17.00 |
| 6. Do you think that the script of the film plays the most important role in the revival of the Pakistani films? | 24 | 80.00 | 06 | 20.00 |
| 7. Do you think that the Pakistani films are reviving because of the recruitment of young actors? | 21 | 70.00 | 09 | 30.00 |
| 8. Should item songs be included in Pakistani films to increase the viewership? | 08 | 27.00 | 22 | 73.00 |
| 9. Do you think that Pakistani film industry will continue to produce good quality films? | 28 | 93.00 | 02 | 07.00 |
| 10. Do you think that following the path of Indian film industry has adversely affected the quality of Pakistani films? | 22 | 73.00 | 08 | 27.00 |
| **Total** | **30** | **100.00** | **30** | **100.00** |

**RESULTS**

The result deals with the analysis and interpretation of data. Conducting the questionnaire was the most important step of the research. Without these results, generalizations and predictions could not be made. Through the results, it was deduced that about 73% of the university students watch Pakistani films frequently, and 90% students agreed that the quality of Pakistani films of now has improved than those of the past, and that the film industry has revived. 70% of the students considered these films to be presenting the positive image of Pakistan. 83% students believed that the movie “Khuda Kay Liye”, released in 2007, brought a revolution in Pakistani film industry. 80% agreed that the script of the film plays an important role in the revival of the film industry, whereas, 70% gave the vote to young actors for this revival. Item songs were considered to be an increasing factor in the viewership of the films by 27% students. 93% students thought that Pakistani film industry had scope to produce good quality films in the future. Approximately, ¾ of the students held the opinion that the Bollywood has had an adverse effect on the quality of Pakistani films.

**DISCUSSION**

A lot of students watch Pakistani films as Pakistani films produced now are better than those produced a decade earlier, and that the films prove to promote a positive image of Pakistan to the world. The movie “Khuda Kay Liye”, released in 2007, led to the phrase “Revival of Pakistani Cinema” and was a revolutionary period for the film industry. “Khuda Kai Liye” was successful both in Pakistan and across the border, so far another film has not yet followed the same path. However the success of this film has made it clear – there is an audience just waiting for a good Pakistani movie. The script of the film is a more important element in films as compared to the recruitment of young actors. Item songs, on the other hand, are not considered an important part for good films at all. Students were highly optimistic about the bright future of Pakistani films. Moreover, Bollywood films do not have a good impact on Pakistani films, and they are affecting the industry in a bad way. As people prefer to watch Bollywood films rather than Lollywood films. This has proved to be highly detrimental to the economy of Pakistan and the film industry itself. However, through this study it was also inferred that now, people are disposed towards watching Pakistani films. This is a favorable deal for filmmakers as they are encouraged by this revival in the film industry. This gives that prospects for a promising future. According to ‘Pakistan Films Revival: A Fortune Tide’: Pakistani cinema’s revival brings excitement for cinema goers yet it is critical for movie makers if they do not produce the quality entertainment for people who have been used to watching distinguished and magnificent films of Hollywood and Bollywood. Nevertheless, new Pakistani films in the cinemas for the last 7 years or more have been quiet stunning, observing their whole production work from cast and characters, acting, direction, cinematography, poster imaging and trailer making as well as interesting myopic stories with attracting titles.

This study might be limited through the use of a questionnaire as a data collection instrument. As questionnaires must generally be brief, not all areas of the film industry have been addressed. Therefore, this report is not rigid and the results are not final.

**CONCLUSION and RECOMMENDATION**

**CONCLUSION**

Through this research, it can be concluded:

1. Pakistani film industry is reviving,
2. People have started preferring Pakistani films,
3. “Khuda Kay Liye” brought a revolutionary phase in Pakistani film industry,
4. The script of the film is most crucial element in determining whether it is of good quality or not,
5. Indian film industry is not a good influence
6. Filmmakers and aspiring actors have promising futures in the film industry.

**RECOMMENDATIONS**

Even though local filmmakers have changed the face of Pakistani cinema since 2007, more is still needed to make the revival sustainable. It is recommended that in order to make good quality films, filmmakers should come up with originality in their scripts rather than plagiarizing scripts of Bollywood and Hollywood films. Additionally, filmmakers should also pick a strong script that would leave an impact on people. Such films are liked by the public as Pakistani audiences are lured in by the diversity of subjects on offer, and as a result, this would boost the film industry. Additionally, film schools should be established. It is imperative to make people aware of the fact that Pakistani movies aren’t rowdy anymore. Thus, as stated, film schools will be required in turn to create more jobs and prospects in this field.

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**APPENDIX**

**APPENDIX 1: Survey Questions**

**REVIVAL OF PAKISTANI FILMS**

Questionnaire

This is a qualitative research conducted to determine whether the quality of Pakistani films has improved as compared to the past and whether the film industry would continue to produce good quality films.

Age: \_\_\_\_\_ Gender: \_\_\_\_\_\_\_\_\_

1. Do you watch Pakistani films often?

YES NO

2. Have Pakistani Films revived in the past decade?

YES NO

3. Is the quality of Pakistani films better than the quality of previous ones?

YES NO

4. Are these films capable of presenting a positive image of Pakistan?

YES NO

5. Was the movie ‘Khuda Kay Liye’ (IN THE NAME OF GOD) a turning point for Pakistani films?

YES NO

6. Do you think that the script of the film plays the most important role in the revival of the Pakistani films?

YES NO

7. Do you think that the Pakistani films are reviving because of the recruitment of young actors?

YES NO

8. Should item songs be included in Pakistani films to increase the viewership?

YES NO

9. Do you think that Pakistani film industry will continue to produce good quality films?

YES NO

10. Do you think that following the path of Indian film industry has adversely affected the quality of Pakistani films?

YES NO