

Gender Roles in Changing Structure of Society: A Study of Punjab, Pakistan

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Abstract

Technology has great impact on every aspect of life. Various changes in society have come through the modernization and globalization. Current study also has done to see the structural changes of society and their impact on gender roles in Punjab, Pakistan. Sample size of this study was 500 and total 11 districts were selected for the study. Quantitative method was used to get the best knowledge about the structural changes and gender roles. Results of the studies proved that technology has great impact in the structure of the society and also on the gender roles. Many old cultural patterns are totally changed and also male and female role in society also has changed. Now male and female both are taking part in the economic and social life equally. People living patterns, family type and customs and cultural tradition also got new form of advancement. So, result of the study also shown that mode of communication and transportation also has changed. Now technology has replaced the things with latest technology. Punjab, Pakistan cultural traditions also has got changed with the different modern form.

Keywords: Gender Roles, Society Structure, Technology, Modernization, Globalization

Introduction

Punjab, Pakistan which is a combination of the two Persian words "Panj" and "Aub" which means a river of five waters and a river of

five waters. Sutlej, Ravi, Beas, Chenab and Jhelum."The earth was exalted by the blessings of the five rivers, and the rivers were so full that their thirst for enthusiasm and desire could not even pass them." Punjab is culturally, historically and literarily important. Punjab is a symbol of a common civilization and culture and Sufis, saints and Sikh Gurus have played important role in this common culture like Baba Farid, Bullah Shah, Shah Hussein etc. It was the Sufi saints who united in their word, brotherhood, brother. Teachings of great qualities are such as charity, compassionate and humanity. The land of Punjab is called *Gian* and *Dhani* Dharti. The unique culture and songs here are the pride of life for the whole of India and for the whole of India not only for Punjab, but for the whole of India. Punjab is celebrating its leadership in every field. This area has also played an important role in the evolution of knowledge and literature and civilization. (Dulai, 1990) Even when we study the history of Urdu literature carefully and look at its evolutionary background, the reality is that the history of Urdu literature cannot be complete without mentioning the writers of Punjab. Punjab gave Urdu literature in Urdu respect for Urdu poetry and prose, which has given credible, credible poets and writers who have done valuable work in various disciplines with respect to Urdu literature. Various changes have been witnessed over the years in our social structure of Punjab, Pakistan. Sky rocketing prices, invasion of refugees, development, industrialization, modernization and various other factors have led to the changes. The long standing values, traditions and customs are fading away. From the sociological point of view our traditions are changing under the influence of modernization. New beliefs are taking charge now as the modern world is the result of industrialization and changing social beliefs.

Pakistan is expected to be urbanized and thus industrialized with the development of factories and industries. An edifice of industrial society has already been created. Its impact could be felt throughout the country. The acceleration in the growth of cities, the correlation between sizes of the city, rapid growth, and inclination towards industrial and commercial expansion, indicates

that urbanization in Pakistan is likely to gain a momentum. If industrialization and urbanization are coming on a large scale, a fundamental revolution will inevitably occur in our society. The city is the diffusion centre for modern civilization as it comes to dominate the countryside, thus the new way will come to dominate the old.

Social systems create the cultural values either directly or indirectly. Changes in the society leads toward the changes in the social institutions and every social group adopt the values changes as per social system. By learning of new changes in society many social group adopt new way of norms and values. These norms and values are the integral part of the society (Clemens & Cook, 1999). Ferriss (2006) said that many social practices are need to studies to understand the structural changes in the society. Division of labor by occupation and prestige is a significant attribute of social structure. The basic purpose of the history study is that it helps to understand the latest phenomenon of changes and its impact on the gender roles.

Weinstein (2005), According to Weinstein, people meet with the people of same status due to the norms and values of their culture, this called the social strata. This social strata definition changed with the passage of time. Weinstein said that norms and values changed in every group of people with the impact of different factors. People learn norms and values with the behaviors of other group members of the society. These norms and values are the basic pillar of the society in which everyone have to follow to these rules of life.

Many factors are important in the structural changes, some are external and some are internal. In internal factors people own behavior and people status and improvement of financial and social status are more important while in the external factors technology, globalization and modernization are main factors (Mohr 1998). In the cultural dimension of Punjab, Pakistan technology and globalization has great impact on the people life and also on the structure of the society. Technology also impact on the role of male and female in the society and also from the

family. Now we see both male and female in every sphere of life and both are considered important for the well being of society. Females are considered as the integral part of the society and now families are given importance to their female for better education and also for participating in economic activities. Family structure system is also now changing in rural areas as well but it is not so speedy. Now male and female both are getting education at higher level from higher institutions. Male and female roles also have changed with the impact of technology. Male and female both are taking participate in the every sphere of life and both are considering equal in society. Issue of violence from the families is now also decreasing day by day. Control over economic resources has given a great empowerment to women that now they are ready to face any kind of problem. Females are important and integral part of the families and also societies. (Turner, 1990)

From the gender point of view, the family is considered to be the nucleus of the human society which has endured several changes over a period of time. Kaufman (2005) says that the major conception about the family is only that it work for reproduction and it also help to transformed the social structure from one generation to other generation. The current study “Gender role in the changing structure of society: A study of Punjab, Pakistan” is an endeavor to recognize the level of changes in the gender roles that have taken place within the family structures and in changing society structure.

Methodology

This research study is based on quantitative analysis regarding the changing value system and its effects on society of Punjab, Pakistan. For this research questionnaire was used. Composition of questionnaire for quantitative study, closed ended questionnaire was used. Total 11 Districts were selected to get the information about the structure changes and their impact on the gender role. The Districts names are Lahore, Sahiwal, Faisalabad, Rawalpindi, Sialkot, Multan, Khanewal, Vehari, Dera Ghazi Khan, Bahawalpur and Muzafargrh. 500 were total number of respondents in the quantitative study. (Cassell & Symon, 1994)

To get the data for this research questionnaire consist on different categories in which demographic and socio economics characteristics, family life styles and their patterns regarding marriages, decision making in family and gender role in different type of decision making, traditions and customs of the societies and people belief system regarding their religion and society and what are the main factor of changes and what type of changes come in society.

Content of the Questionnaire

To get the relevant and best data for the research the questionnaire for the quantitative data was build under the different categories and divided in the different section. Section one consist on demographic information, second section was related to general information about the family in which living patterns , family supervision, role of the male & female in family and other different questions included. Section three consist on the questions related to marriage patterns in family in which questions were asked regarding the marriage arrangements and decision regarding marriages in family and how marriages settled in family and other different questions were included. Next fourth section of the questionnaire was consist on the violence related questions in which questions were asked regarding the violence ratio and type of violence still happening in families and what are the causes of the violence in the families. In the next fifth section questions were asked related to the education attainment in the family and also how much they consider education important for the family. Next six section related to the economic and profession, section seven related to controlled over economic resources, section eight related to the society, section nine consist on awareness about the right and section ten related to the gender preferences in the family, section eleven consist on the question regarding the changes in the family relation and section twelve consist on the changes in the societies.

Results

Section 1: Demographic Information of respondents

This section shows the respondents information about the socio

societal status regarding the gender, area and marital status of the respondents.

Table 1		
Gender		
	Frequency	Percent
Female	244	48.8
Male	256	51.2
Total	500	100.0
Area of Respondent		
Rural	139	27.8
Urban	349	69.8
Missing Value	12	2.4
Total	500	100.0
Marital status		
Single	120	24.0
Married	354	70.8
Divorced	15	3.0
Widow	11	2.2
Total	500	100.0

Table 1 is showing the gender of the respondents. Total 500 respondents were taken for this research. 48.8 % were female and 51.2% respondents were male. Second section of table 1 is showing the area of the respondents. 27.8% were from rural area and 69.8% were from urban area while the 2.4% respondents did not respond. The basic purpose of the taking of rural and urban population is to get the best response of the society for the research. Third Section of table 1 is showing the marital status of the respondents in which 70.8% respondents were married and

24.0% were single. Here mostly tried to get those respondents who were above age of 30 and reason behind this was to get best knowledge and information about the societies changes due to technology factors. Globalization and modernization has brought changes in the societal structure and major impacts of these factors are come to seen in last 20 to 30 years. So the people who have seen the last 30 years in Punjab life can explain the best knowledge about the changes in the Punjab due to different factors and due to these changes what's a change come in the gender roles.

Questions about the Changes in Society

This section of this research study consist on the respondents view regarding gender roles in changing structure of the society due to the impact on the different factors such as the globalization, technology and the modernization. Basically the technology is the main factor through which globalization and modernization come in the society. So, basically here in this section technology taken as the independent variable and while the others factors are taken as dependent variable like the people behaviors, gender role, mode of communication and transportation and many others. In this section total 12 questions were asked to the respondents and here below the response of the respondents are given with detail interpretation. The major purpose of section is to highlight the major changes in the society structure of Punjab with the impact of technology. All question showing the all sector of the society in which tried to find out the major changes in the society structure and its impact on the gender roles with the family context. During the research work many people hesitate to answer the question about the personal life but after the explanation of the research purpose people gave answer with detail information about the history of Punjab culture and society structure changes and its impact on the male and female role in the family and society as well.

Table 1

Due to technology behaviors (norms & values) have changed?		
Options	F(Frequency)	%
Strongly agree	191	38.2
Agree	248	49.6
Neutral	34	6.8
Disagree	22	4.4
Strongly Disagree	5	1.0
Total	500	100.0

Here in Table 1 total 49.6% people said that technology has effect on the people norms and values. By the pass of time due to growing population and increasing hardship of life, people become more materialistic and their behaviors are also become much materialistic. 38.2% respondents said that they are strongly agree with the statement regarding the technology effect on norms and values of people. While the 6.8% remain the neutral and 4.4% was disagree with the statement. Here results proving that technology has brought revolution in the life of people. Through the technology life has also become fast and quite easy. Now people have less time to manage the activities of life and due to the less time they are unable to remain connect with the family relatives and friends while in the before 1990-80 people norms and values were quite changed. They give times to family and friends very much and remained connected with each other. People participate in others sorrow and happiness and remained associated with each other in their life activities. Norms and values are main pillar of the society and everyone has to adopt to live in society. Technology also impact on the norms and values of the society. With the passage of time these norms and values changed. People learn

these norms and values from generation to generation and these norms and values also transformed by the behaviors of different people of the society.

Table 2

Gender Roles Changed in family due to Technology		
Options	F(Frequency)	%
Strongly agree	136	27.2
Agree	283	56.6
Neutral	41	8.2
Disagree	34	6.8
Strongly Disagree	6	1.2
Total	500	100.0

Table 2 of this section is showing the result that 56.6% of the respondents said agree against the statement that due to technology gender roles and responsibility has changed. 27.2% of total respondents said strongly agree with the statement while 8.2% respondents remain the neutral. 6.8% of total respondents were disagreeing and 1.2% respondents were strongly disagreeing. From all these results it comes to know that technology has brought change in family gender roles. Now life has become fast and now every people remain too much busy in their domestic and professional life. Male and female both are taking part in the economic activities and due to economic empowerment female mostly associated with professional life. Now they don't bare the violence of unjustified behavior of the family members. Secondly

due to the technology impact the joint family system also transforming into nuclear family system.

Table 3

People daily life routine effected due to Technology		
Options	F(Frequency)	%
Strongly agree	193	38.6
Agree	246	49.2
Neutral	28	5.6
Disagree	18	3.6
Strongly Disagree	15	3.0
Total	500	100.0

Table 3 is representing the result about the technology impact on the daily routing life of the people. 49.2% respondents were agreed and 38.6% were strongly disagreeing. 5.6% respondents were remained neutral and 3.6% were disagreeing and 3.0% were strongly disagreeing. From all these results it comes to conclude that technology has strong effect on the daily routine life of the people. Now people become much busy in their life that family bond also changed in which conversion of joint family system into nuclear family system is much important. Impact of technology also happened on the norms and values of the society. Before 1980-90 people give time to their elder family members very much and give them so much importance that every matter of the family was decided by the old family members. But with the passage of time these system has changed, now people decide their family matters with their own consent and some time take opinion from their elders. Buying and selling of property and other household things were decided by the family members but before the 1980-90

old members of the family decided the purchase of each and every thing of the family.

Table 4

Family bond has changed due to Technology		
Options	F(Frequency)	%
Strongly agree	118	23.6
Agree	242	48.4
Neutral	74	14.8
Disagree	58	11.6
Strongly Disagree	6	1.2
Missing Values	2	.4
Total	500	100.0

Table 4 of this section is showing that technology impact on the family bond. Many respondents 48.4% out of total respondents were agree that due to technology family bond has changed. 23.6% respondents said strongly agree while 14.8% respondents remain the neutral. On the other hand 11.6% of the total respondents were disagreeing and 1.2% of total respondents were strongly disagreeing and .4% respondents leave the question blank. From all these results it comes to conclude that technology has brought many changes in society and due to these changes family bond also have changed. In old time people were much remain associated with each other in family matter and also in societal matters. They do participate in family sorrow and happiness. Marriage ceremonies were celebrated with huge family members and consist on many days but now due to shortage of time and busy life schedule people participate in family ceremonies with very short

time. People association becomes very limited with family members and also with their old age family members.

Table 5

Family type i.e (Extended to Nuclear) has changed due to Technology?		
Options	F(Frequency)	%
Strongly agree	102	20.4
Agree	241	48.2
Neutral	93	18.6
Disagree	54	10.8
Strongly Disagree	8	1.6
Missing Values	2	.4
Total	500	100.0

Table 5 of this section is showing the result of the respondents regarding the technology has also changed the family type means extended to nuclear. Majority 48.2 % of total respondents were agreed and 20.4% respondents were strongly agreed while 18.6% respondents were remains neutral. On the other hand 10.8 % of total responses were disagreeing and 1.6% responses were strongly disagreeing and 0.4% respondents did not answer. From all above results it comes to conclude that technology has also impact on the family type systems. Due to increase technology now everyone wants to live with complete privacy. In joint family system privacy was very limited but now changing the family type patterns also

impact on the family bond.

Table 6

Food Patterns have changed due to technology?		
Options	F(Frequency)	%
Strongly agree	103	20.6
Agree	286	57.2
Neutral	47	9.4
Disagree	62	12.4
Strongly Disagree	2	.4
Total	500	100.0

Table 6 is showing result of the respondents regarding the technology has change the food patterns of people. In this regard 57.2% of total respondents agree and 20.6% of total respondents said strongly agree due to technology impact food patterns of people has changed while 9.4% respondents were remain neutral and 12.4% respondents said disagree and .4% respondents said that they are strongly disagree with the statement. From above all result it comes to know that increasing technology uses has also brought changes in the food patterns. Now the food trends have changed due to availability of different type of fast and continental foods. By opening of different restaurants now people habit of food eating has changed. Now mostly people like to dine different type of fast food including pizza, burger, zinger or Chinese food.

Table 7

Structure of the society has changed due to Technology?		
Options	F(Frequency)	%
Strongly agree	147	29.4
Agree	276	55.2
Neutral	55	11.0
Disagree	22	4.4
Strongly Disagree	0	0
Total	500	100.0

Table 7 is presenting result of question about technology has brought changes in structure of the society. In this regard the majority of response 55.2% were agrees and 29.4% of total responses were strongly agreed with the statement that technology has changes the structure of the society. While on the other hand 11.0% respondents were remained the neutral and 4.4% of total response were disagree. So, from the above results it comes to conclusion that with the advancement of technology society structure has changed. In old time house, road and infrastructure of society was consist on old heritage culture but now it has changed with the modern way of construction. Now people build houses with bricks while in old time houses was built by the garbage. On the other hand way of communication and transportation also has changed due to increasing use of technology. Technology has come into the world and it has made man accustomed to it. Man has always been looking for ease and has developed new technologies for this purpose. In our life, there are a series of inventions that are seen every day. Technology is playing a vital role in various fields of life such as agriculture, energy, trade, travel and communication. Humans began their journey from the earth with horses and mules and now travel by car, train and

airplane in the modern era. The modern-day Internet has begun to send messages via e-mail and chat. Humans can communicate with their loved ones via email and chat and voice chat, anywhere in the world.

Table 8

Male and female educational system has changed due to technology impact.		
Options	F(Frequency)	%
Strongly agree	168	33.6
Agree	271	54.2
Neutral	49	9.8
Disagree	11	2.2
Strongly Disagree	1	.2
Total	500	100.0

Table 8 is representing about technology has brought changes in male & female education system. In this regard 54.2% of the responses out of total response were agreed and 33.6% respondents were strongly agree with the statement that technology has changed the educational system of male & female. While on the other hand 9.8% respondents answer was neutral and 2.2% out of total respondents were disagree and 0.2% out of total were strongly disagree. From above all results it shown that technology has changed the educational system of society. Before 1980-90 educational system for male and female was separate. Male and female institutions were both are different but now with the advancement of technology and modernization the co education system has started in which boys and girls getting education in the same institutions.

Table 9

People dressing patterns changed due to impact of technology.		
Options	F(Frequency)	%
Strongly agree	154	30.8
Agree	274	54.8
Neutral	18	3.6
Disagree	24	4.8
Strongly Disagree	29	5.8
Missing Values	1	.2
Total	500	100.0

Table 9 is predicting the result about technology has changed the people dressing patterns. In this regard majority of response 54.8% were agree and 30.8% were strongly agree for statement that technology has changed the dressing patterns of the people while 4.8% respondents were remained the neutral and 4.8% were disagree and 5.8% were strongly disagree with question. 0.2% of the total responses did not answer. From these all results it comes to see that technology has great impact on the every aspect of life. It also changed the people food patterns and dressing patterns as well. Before 1980-90 people like to wear simple *shalwar qameez* but now people dressing patterns are quite changed. Now mostly your boys and girls like to wear western dressing style. In the big cities of Punjab like Lahore, Rawalpindi, Multan girls also like to

wear pent and shirt. Culture of veil is not quite changed.

Table 10

Society cultural traditions have changed due to impact of technology?		
Options	F(Frequency)	%
Strongly agree	171	34.2
Agree	244	48.8
Neutral	38	7.6
Disagree	16	3.2
Strongly Disagree	30	6.0
Missing Values	1	.2
Total	500	100.0

Table 10 is presenting the result of question that technology has changed the different cultural traditions of the society. Majority 48.8% out of total respondents were agreeing with the statement that due to technology many cultural traditions of the society have changed with the passage of time. 34.2% of total respondents were strongly agreed with the question. While 7.6% respondents said they are neutral in this regard. On the other hand 3.2% respondents were disagreeing and 6.0% out of respondents were strongly disagree. 0.2% respondents leave the question blank. From all above results it comes to conclude that technology has changed the cultural traditions of the society. Now the marriages ceremonies and different cultural ritual and societal festival traditions are totally changed due to impact of technology.

Table 11

Mode of Communication changed due to impact of Technology		
Options	F(Frequency)	%
Strongly agree	191	38.2
Agree	241	48.2
Neutral	40	8.0
Disagree	14	2.8
Strongly Disagree	14	2.8
Total	500	100.0

Table 11 is presenting the result about technology has changed the mode of communication in society. Many respondents 48.2% out of total respondents were agree with the statement that due to technology mode of communication has changed with the passage of time. 38.2% out of total respondents were strongly agreed with the question. While 8.0 % respondents said they are neutral in this regard. On the other hand 2.8% respondents were disagree and 2.8% out of total respondents were strongly disagree. From all above results it comes to conclude that technology has changed the cultural traditions of the society and also the mode of communication of society. Before 1980-90 people mostly use the letter writing to contact with the relatives and friends. But now increasing technology equipment mood of communication is changed into electronic media in which Email, mobile cell phone and fax is most common.

Table 12

Mode of transportation effected by the Technology?		
Options	F(Frequency)	%
Strongly agree	183	36.6
Agree	263	52.6
Neutral	33	6.6
Disagree	9	1.8
Strongly Disagree	12	2.4
Total	500	100.0

Table 12 is representing the result regarding about technology has changed the mode of transportation in society. Many of respondents 52.6% respondents were agree with statement that due to technology has brought changes in mode of transportation with the passage of time. 36.6% out of total respondents were strongly agreed with the question. While on the other hand 6.6 % respondents said they are neutral in this regard. On the other hand 1.8% respondents were disagree and 2.4% out of respondents were strongly disagree. From all above results it comes to conclude that technology has changed the different aspect of society and also the mode of transportation in society. Before 1980-90 people mostly use the cycle, vespa motor cycle, bus, train and *tange, rehri* for transportation but with the impact of technology mode of transportation changed their form like heavy bike, built train, luxuries buses and airplanes.

Discussion of results

Technology has come into the world and it has made man accustomed to it. Man has always been looking for ease and has developed new technologies for this purpose. In our life, there are

a series of inventions that are seen every day. Technology is playing a vital role in various fields of life such as agriculture, energy, trade, travel and communication. Humans began their journey from the earth with horses and mules and now travel by car, train and airplane in the modern era. The modern-day Internet has begun to send messages via e-mail and chat. Humans can communicate with their loved ones via email and chat and voice chat, anywhere in the world.

Technology has eliminated distances. Mobile phones are one of the most important modern technologies. This sophisticated modern technology has made it easier to streamline human connections, and it has become easier for a Muslim to maintain compassion and relationship, to keep track of the conditions of distant relatives. Humans have solved most of their problems by inventing computer technology and computer has become an important component in all walks of life. Computer is very important in the life of the 21st century. Calculation, designing, Urdu and English typing, mobile, web and other software's have simplified many issues, before software came into being, it was very difficult to solve them. Apart from this, home business transactions have become easier with the Internet. Universities have introduced the online education system through technology; now those who want to get business as well as education can get online education. Technology has provided many facilities in the field of religious education, many books are available on the Internet in digital mode, which was previously difficult for the average student, storage of valuable books, the compilation of hadiths, and important Scholars' audio, video lessons can be easily obtained from the Internet.

The trend shows that with the impact of changing agents the old infrastructure of the society has changed in which the construction of buildings, homes, roads and different other types of structural elements are included. Now the unmetalled roads are metalled, construction of houses with the bricks and also construction of Mall's, Plaza and shopping centers have totally reshaped the structure of society. Result of the study shows that

with modernization impact people dressing patterns also have changed. People now like to wear the western style dress with new latest fashion. Electronic Media also played a vital role in this change by the different fashion shows, drama, movies and serial shows impact on the people life style. Result of the study shows that now people food patterns are also changed with the technology impact. New food patterns with the opening of hotels, restaurants and food streets are now giving new stylish food patterns to people which taking place of old food patterns of society.

Thorough the structural changes gender roles also change with the different way. Family structure from joint to nuclear is now quite common in the urban areas of Punjab, Pakistan. Family structure system is also now changing in rural areas as well but it is not so speedy. People living style and also the cultural patterns got changed with the impact of technology. Now marriage ceremonies are quite limited and short and mostly now marriages ceremonies are celebrated in the marriage hall while before 1980-90 marriages ceremonies celebrated in the homes or any open places near the home. Similarly the people food patterns and clothes style also got changed and mostly the urban people adopted the western style of fashion. Much variety of food is also now commonly available and people like to dine outside the home. Mode of communication and transportation also has changes and it is totally consist on latest technology. Cell phone, laptop, fax machine are most common equipment in the communication purpose while the luxuries buses and airplanes are also quite common for transportation. Family bond also has changed with the passage of time, now people remained much busy in their professional life that they have not much time to sit with their family members especially with the old age family members (Zafar et.all. 2005).

Education system in the Punjab, Pakistan also got reformed, now the co education system is so much common in the urban areas of Punjab, Pakistan. Before the 1980-90 education system of the Punjab was quite strict with the religious restriction while with the passage of time it has changed. Now male and female both are getting education at higher level from higher

institutions (Ives, 1973). In today's modern and advanced age where technology has become an important part of human life and now it is being used in education like other fields. This is what is seen more in terms of the impact on modern technology education. This technology is providing modern and better facilities and guidance to billions of people around the world. In view of the importance of the modern era, technology has been introduced in different fields of education, which is aimed specifically at the students. Experts also agree that today's modern and advanced era. If we talk about modern technology in education of the last few years, we will see a clear difference between today's education method and How much quality has changed. Techniques we were never familiar with. Now our coming generation is flourishing. It is imperative that this technology be used to best guide the students seeking education and that they can be used in addition to education, curriculum development and parenting (Smith, 1980).

Male and female roles also have changed with the impact of technology. Male and female both are taking participate in the every sphere of life and both are considering equal in society. Issue of violence from the families is now also decreasing day by day. Control over economic resources has given a great empowerment to women that now they are ready to face any kind of problem. Females are important and integral part of the families and also societies. Without the participation of females no nation can develop. Now with the help of technology much awareness has come in the people. Now people give preference to get education for their girls and also support them for higher education. There are many reasons that girls are eager towards their higher education because she is now well aware about her rights than old era women. Environmental factors are also the reason of eagerness of girl's higher education. Last two decades ago education was not considered as necessary as now a days because people were simple, they are not aware about their rights and women rights while education is necessary for everyone (Mahmood, 2015). Marriage is the main reason of eagerness of higher education of girls. In the previous era, parents done their daughters marriages at

the teen age but now the scenario is change girls main focus is their education because women want their status equal to men(Qadeer, 2006). The main aim or purpose of girls is to educate their selves is to satisfy their ego and self-esteem and their own recognition in the society. And some girls are educating their self to get the good proposal and live their life in the well-mannered way. Women or girls who are educated have more chances to become leaders and sometimes country's leadership. The one of the big issue is that Pakistani society considered that the women can't lead, particularly, leadership Of outside the home. Because societal thought is that women are specific for private side of homes and it's difficult to handle the public sphere for them because, Pakistani society is the patriarchal society. Women don't get chances to indulge/engage in leadership and face the gender inequality. Similarly marriages are also taken place with the consent of the children because both have equal right to do decision regarding their marriage. Rural areas are also developing into modern facilities with the modern way of life style. Impact of technology also happened on the norms and values of the society. Before 1980-90 people give time to their elder family members very much and give them so much importance that every matter of the family was decided by the old family members. But with the passage of time these system has changed, now people decide their family matters with their own consent and some time take opinion from their elders. Buying and selling of property and other household things were decided by the family members but before the 1980-90 old members of the family decided the purchase of each and every thing of the family. Cultural tradition of the families like the marriage ceremonies functions has totally changed. Before the 1980-90 marriage functions were start 15 days ago of the marriage in which all family members from the all across the region come and stay at the house of marriage and people arrange their each and everything during their stay but now the tradition has changed due to busy life style of people. Different type of marriage customs are also changed like now in many big cities the custom of *doodh pilai* or *wagah parahi* has become

unfamiliar(Levin 1994). Similarly many other custom traditions are as an example on the birth of child; families show their happiness in different way. On the birth of baby boy families do the great celebration and also distribute the sweets in the families and grandmother and father brought different type of food and other things for their daughters and their grandson while on the other hand the birth of baby girls was consider as not a event of happiness. But now these customs are now turning into materialistic, now people give some kind of money on the birth of child in families. They have not so much time to celebrate the birth event. On the other hand on death of any person of the family, other families' members participate in the sorrow of that family and on that time other families members support that family very much in shape of financially, socially ad morally. But with the passage of time this custom has come to end, now on the death of any family member the other whole family relatives come and just stay they for limited time to do condolence. Previously, people lived as brothers and sisters, shared in each other's sorrows, helped the poor and supported the destitute, cared for the sick, shared their grief. Respected the elders and regarded the scholars as their lawful and moral duty. In every important work he consulted with the scholars of his area and obeyed his orders, prosperous despite the difficulties, the thought of luxury gamers was a matter of time, so much so. The odds were different, honor was highly respected and divorce rates were not equal.

Results of the study shows that now many traditional customs of different society events also changed with the use of technology. Marriages customs are also changed very much. People belonging to rural areas are now adopting new life style and due to this their cultural customs and traditions are also changing. Old customs and traditions are still exist but the ratio has declined. Settlement of marriage decision within the caste and close relatives has also changed with the passage of time. Now inter caste marriages and consents of children before their marriages are taken. Caste still consider as more important in settlement of marriages but on non availability of good groom or bride, people

now doing inter caste marriages.

Norms and values are main pillar of the society and everyone has to adopt to live in society. Technology also impact on the norms and values of the society. With the passage of time these norms and values changed. People learn these norms and values from generation to generation and these norms and values also transformed by the behaviors of different people of the society. In modern times modern technology is evolving as the humanity and morality of human beings, love and compassion, courtesy, obedience and poise. Gradually, a clear decline is occurring, and now humans are turning out of humanity into machines. Prior to the invention of such inventions, all moral values were fairly intact. So, from all above discussion it come to conclude that structure changes in the society of Punjab, Pakistan has brought major changes in the life of people and also in the cultural tradition of the Punjab, Pakistan.

Importance of the Technology

Technology has a great importance in the 21th century. It has converted the world into global village. Across the world technology has effects on every aspect of the life. In the current paper the theme of the study is heavily based on the technology and its role in the gender roles and also with the structural changing. Here in this study researcher interlink the technology with following point of the society:

- Society impact on the norms and values of society
- Technology impact on the family and gender roles
- Daily routine life of people
- Family bonding changed due to impact of technology
- Changes in family patters (Extended to Nuclear)
- People dying habits and food patterns
- Structure of the society
- Educational system of male and female
- People dressing patterns effected by the technology impact
- Changes in the cultural traditions due to impact of the

technology

- Mode of communication and transportation changed with impact of technology

The above all aspects are covering the major section of the society and these points also interlink with each others. Likewise norms values also interlink with the people life style and also with the cultural traditions of the society. Similarly if the people cultural patterns changed then it also effect on the family relations in which family bonding and family types also very much important. Today's every people of Punjab, Pakistan has adapted the modern way of life style. From last few decades, technology has progressed at a staggering rate. Smartphones, the internet, cloud computing, and hundreds of other inventions are changing every facet of our lives. Communication, business, government, travel, fundraising, and even agriculture have been affected. But how about our brains? Is all this new technology changing us on the inside? We can't say that technology have made only positive changes in the structure of the society, there are also negative impact of the technology and its overuses. Many the Social media apps and mobile devices may lead to physical issues and psychology issues as well, such as eyestrain and difficulty focusing on important tasks. These also have effect the human health condition and also have impact on the developing of the teenagers and children as well.

Conclusion

This study shows that through the advancement in society with the impact of globalization, modernization, industrialization and technology the old culture of Punjab, Pakistan has changed and it transformed to new look. Old cultural patterns of society have been changed and some of these are modified by the adaptation of new patterns. This study shows that with the impact of technology people behaviors in which norms and values are included has changed with the passage of time. Our data shows that now changing in norms and behavior of joint family system is now declining from the cultured patterns. Similarly these changes in

behaviors also impact on the gender roles of male and female of society. Better education facilities, equal employment opportunity, access to resources and participation in public and private sphere now has changed the role of male and female in society and it also gives importance to female that now she is consider as the integral and important part of the family and consider as important and have ability to take decision in the daily routine matters of family. Now the female traditional role to look after the family and only to do domestic chores has modified. Now female are also doing jobs and getting education along their traditional roles.

Technology has great impact on human being life and makes life easier and complex as well. From current study it come to conclusion that with the passage of time a great change has come in the structure of society of Punjab, Pakistan. The real culture of Punjab has transformed into modern culture. Cultural tradition and people life style has got new form. This transformation also impact on the role of male and female in the society and also in the families. Female are consider now important in each and every matter of life and also in the decision making process of the families. Now both male and female are consider important for the wellbeing of the families and societies. Changing structure of the society due to impact of technology, modernization and globalization has brought changes in the responsibilities and importance of male and female. Today, modern technology has truly transformed our world into a global village. The problems of the past are now largely solved and thanks to modern technology. People are unaware of the problem in the world before, but today, with the help of these facilities, people can be aware of the news. The distance of the years has now changed to months and weeks to days and hours. Formerly a task that required thousands of people to perform it, now a modern machine performs it in the best possible way.

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