

**MENTAL HEALTH AWARENESS: A STIGMA/
TABOO OR A SOCIAL WAKEUP CALL**



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2023**

MENTAL HEALTH AWARENESS: A STIGMA/ TABOO OR A SOCIAL WAKEUP CALL



**A PROJECT REPORT SUBMITTED TO KINNAIRD COLLEGE FOR
WOMEN IN FULFILLMENT OF THE REQUIREMENTS FOR THE
DEGREE OF**

M.PHIL IN MEDIA STUDIES

By

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**DEPARTMENT OF MEDIA STUDIES
KINNAIRD COLLEGE FOR WOMEN, LAHORE
2023**



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Session: (2021-2023)

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A documentary

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ANTI-PLAGIARISM DECLARATION

This final year project of the batch 2021-2023 is presented in partial fulfillment of the Requirement for MPhil in Media Studies.

We declare that this project entitled “Mental Health Awareness” is the result of our own field work. It is assured that this work, as a whole or in part, is not presented elsewhere for assessment. Where material has been used from other sources, it has been properly acknowledged. The similarity index of the research report is 14 %. If this statement is untrue, and we are found guilty of plagiarism, the punitive actions against us should be taken as per Kinnaird Anti-Plagiarism Policy.

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ACKNOWLEDGEMENT

First and foremost, all praises and thanks to Allah, the Almighty, for His showers of blessings throughout my research work to complete the research successfully within the given time span.

I would like to express my heartfelt and intensive gratitude towards my research supervisors, Ms. Sadia Safir Tarar and DR. Kiran Karamat (HOD), for giving me the opportunity to do research and providing me conducive guidance throughout this research. Their strategy, candor, and encouragement have deeply motivated me. My supervisor has taught me the methodology and variant techniques to carry out the research and present it in a graceful way. It was a privilege and honor to work under her guidance. I am extremely grateful for what she has taught me. I would also like to thank her for her friendly behavior, empathy, and great sense of humor.

I am overwhelmed in all humility and gratitude to acknowledge my parents for their love, prayers, support, and sacrifices in providing me with qualitative education and helping me during this research. Without my parents' guidelines, I couldn't be able to complete my research within the given time frame.

I would like to thank the management of Shalamar Hospital for assisting me in making videos and conducting interviews. Without the authentic permission of Dr. Iftikhar Minhas (a psychiatrist specialist at Shalamar Hospital) and the supervision of MS. Maryum Faizan (a senior psychologist at Shalamar Hospital Lahore), I couldn't be able to take interviews. I am very thankful for their genuine support in this regard.

Finally, my special thanks and gratitude go to all the people who have supported me a lot in gathering different information, collecting data, and guiding me from time to time in completing the research work, directly or indirectly.

ABSTRACT

There is a high prevalence of mental health problems in Pakistan and low mental health awareness given to people, which is hypothesized as one of the major causes of increasing suicide cases these days. Worldwide, mental illnesses are rising day by day, but Pakistan is especially challenged when it comes to mental health problems. The population of Pakistan is around 200 million people, with devastated mental health indices and a facility of less than 500 psychiatrists' consultations. Judgement and discrimination among people severely exist in Pakistan. This documentary is a meaningful depiction of how getting psychiatrist help can easily kill the social stigma that exists in our society related to mental health problems. There is no health without mental health. Publicly talking about taboo subjects in order to create awareness is difficult, but it is mandatory now in order to stop mental health from staying taboo/ stigma in Pakistan. Talking about mental health can expose people's vulnerabilities and make them ask for help, which is why people tend to avoid talking about mental health. Fear of judgement is another important reason behind the avoidance.

Keywords: Mental Health Problems & Awareness, Taboo/Stigma, Pakistan, Psychiatrist, Psychologist.

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CHAPTER 1

INTRODUCTION

Mental health literally means how individuals think (believe), feel (perception) and act (actions). Good mental health and strong mental well-being means when an individual feels positive about his/ herself and cooperates well with the everyday pressures and work routine. If an individual experiences issues dealing with everyday problems, it could be a sign of poor mental health and they should be consulted with a psychiatrist/psychologist immediately. (Haig, 2020)

Illnesses/ mental health problems have exactly the same societal value as people without a mental illness." Stigmatization/Taboo had a long history, and it can be traced back to ancient Greece times, where "stigma" or "Taboo" was a brand to mark deviants such as criminals or slaves (Rössler, 2019).

According to the Pakistan Demographic and health survey in 2018, mental health problems are pretty genetic, but the majority of people in Pakistan suffer from mental health disorders because of their habits and daily routine.

According to the World Health Organization in Pakistan, mental disorders and problems are more than 4% of the total disease burden. The rate is higher among women than men. It has been confirmed that 24 million people in Pakistan are in dire need of psychiatric assistance. People in almost every family suffer from depression, anxiety, and stress, but they fear talking about it publicly. (Dawn Newspaper, 2020) The root causes of mental health problems are food intake and lack of physical exercise. According to the survey conducted in 2020 at Lahore College for women, students declared spices as a reason to cause rage and high blood pressure problems, which resulted in the adoption of major mental health problems in youth (Mirza, 2021)

There are several taboos in our society that need to be addressed publicly. One of the major social taboos is marrying a divorced person or giving respect to a divorce, which is hard or impossible for Pakistani society. The other social taboos include mental health awareness. Just like if we have rage episodes, then it means we should drink a lot of water to get our blood normalized but people couldn't take it as a mental health problem. People in our society think in an orthodox way, like if an individual is consulting a psychiatrist, then it means that individual is "pagal" mad. (Swartz, 2019)

People suffering from depression, anxiety, stress or other most common mental health problems keep it a secret so that people won't laugh at them. Despite the high prevalence of mental health disorders that develop in adolescence and early adulthood, people tend not to seek professional help. The results became worse than anyone ever thought about them. As we read and hear, the death rate has increased rapidly in Pakistan. Domestic violence and other forms of violence also need to be

addressed publicly, which is an alternative term for mental health problems. (McCulloch, 2018).

Mental health awareness is a continual struggle to reduce the stigma around mental illness and mental health by sharing our personal experiences. Often, because of misconceptions and misinterpretation about mental health problems, people and their families suffer by the lack of education. (Camphel, 2022).

There are certain signs and symptoms of mental health problems that depend on the illness, causes and other factors. Mental health problems symptoms and causes vary from person to person and it can affect an individual's emotions, thoughts and behaviors. Symptoms include feeling sadness, worries or excessive fears, extreme mood change, tiredness, regular alcohol and drug usage, change in habits, anger, and suicidal thinking. Causes include inherited traits and brain chemistry. (Muehsam, 2021)

1.1 One Liner

As education is necessary for mental growth, awareness about mental health problems and timely precautions will save the world from a mentally ill next generation.

1.2 Concept

As a medicine is necessary for treatment, just as awareness and stigma needs to be killed by socially addressing it in public. As mental health is now an international issue, so, sadly, is mental health stigma, shame, and discrimination. According to the WHO, an estimated 450 million people in the world suffer from mental illness. In reality,

“Nine in 10 people face stigma and discrimination because of their mental health problem,” according to the WHO.

Moreover, 58 percent of people say that awareness should be given publicly. Stigma or discrimination are as bad as or more crucial than the illness itself. Dealing with mental health problems can be difficult enough, just like dealing with long-term physical health problems, which can be explained by people who have suffered from them throughout their lives. Consultation from psychologists and therapists is important. As conversations and debates about mental health problems can make a huge difference in society. People with and without mental health problems come together to have a conversation, is an extremely powerful next-level approach to breaking down the taboo in society.

1.3 Basic idea

Mental illness and mental health problems not discussed openly and people hesitate to talk about it publicly. Many people concerned hide their own histories for fear of being stigmatized, especially in the workplace or university.

When you mention any mental health awareness, it includes psychologists and psychiatrists opinion and their collective experience of dealing with patients. Therapy in an informal conversation with a group of people, there is often someone who responds with their experiences.

1.4 Scope

According to the State of Health in the EU Report of 2021, 40% of the population worldwide suffer from mental health problems during one year, which is more than one in six. So if the group consists of more than 8 people, then there must be someone else with the same experience. If people started talking about it, then other people would explain their case and tell them how to deal with it.

1.5 Need of the subject

The topic of mental illness is often considered as taboo/stigma. Opening up about your struggles can help other people as well. It can make others feel less lonely and encourage them to speak about their experiences. But it can also help by allowing everyone to ask for and accept help. Speaking openly about your own personal experiences and opinions can be daunting and shameful. Showing vulnerability, for instance, by accepting that you have a mental illness, is often treated as a weakness. But in reality, it can be an empowering and thought-provoking experience for yourself and others. In uncertain times and in Coronavirus times, many struggle emotionally and psychologically. By changing the way we talk about mental illness to a more open and unprejudiced conversation, we can make it easier to see the symptoms, understand them, and get help if needed.

1.6 Clarity of the topic

If you break a leg, no one would ever suggest you pull yourself together and stop having a broken leg. When you are physically unfit or ill, your body take qualitative time to heal yourself. Sometimes you need more than time. You need doctors, medicine, plaster casts, surgery, radiation, and bandages. There is no shame in that. When you are constantly told that it is not a real disease, you might not see a doctor or take your medicine. But it is a real disease, and it is potentially fatal. So do not laugh it off, and do not make people feel bad about taking pills that could save their lives.

CHAPTER 3

LITERATURE REVIEW

Afzal & Fazal (2022) described in the study that 15 million people in Pakistan are suffering from mental health problems. He explains symptoms and causes as well. The rate of mental health patients is increasing with the passage of time. Population of 220 million, only 400 trained psychiatrists exist. People should get help easily and need more psychologists and psychiatrists required in every hospital. In his research, he mentioned various symptoms, causes and explained ways to get help by joining hands as a community and by using the facility of professionals.

Simon (2022) from the University of York described a significant relationship between physical and mental health. Physical health is important for strong mental health. In the research, he explored the causes of the growing pandemic and described a link between mental and physical health. He explained symptoms, causes, and recommendations. He mentioned that several mental illnesses reduce life expectancy by up to 25 years. He analyzed in his research how socio-economic status affects our mental health.

The Aga Khan University (2022) conducted research on psycho social determinants of health & mental health which is directly related with the high risk factor of increased crime rate in youth. In collaboration with Psychologists and psychiatrists, the survey was conducted and it was mentioned that people with financial problems suffer more from mental health disorders. In the research, it was described that wealth statements define mental health problems. People need to worry more and work more in order to fight with the current economy of Pakistan. Although everyone is struggling with the financial crisis, people with low financial status suffer more as they lack the gift of valuable education and resources.

Sanjana & Bahkta (2021) explained that as individuals are living, running, eating, sleeping, their brains are filled with information and thoughts that they wouldn't be able to get rid of. As technology majorly played a vital importance in creating advanced level mental health problems. Individual's psychological systems are already disturbed with the flow of past and present events. Emotionally, Individuals keep themselves with challenges of daily routine activities and internally they become weaker with the passage of time. In their research, they identified biopsychosocial factors that determine how biological, psychological, and social functioning in our system interfaces with each other. Education also plays a significant role as different mental health disorders couldn't be discussed publicly because people couldn't be able to understand. Different strategizing policies should be created in order to improve population mental health.

Brandon & Kathryn (2021) mentioned a new perspective in the study "American Academy of Sleep Medicine to reduce mental health". The study shared

how it affects relationships when three things correlate with each other. The things include bed sharing, sleep, and mental health. The research showed how sleeping with a partner results in less severe insomnia, less fatigue, depression, and stress. In the study, 1007 participants were examined and 70% explained the healthy mind set because of less mental health problems and 30% mentioned trouble having sleep and more mental health problems. This study opened the doors of discussion worldwide and helped people understand the importance of mental health correlated with healthy relationships.

Emma et al. (2020) in the “research report of mental illness in Asian Countries” explained how covid-19 has an impact on every one’s mental health and people started to live with it. Like if someone is experiencing anger issues, then without taking medicine, they wouldn't be able to get proper health. The legal framework related to mental health was also explained precisely in research. It explained how mental health is still treated as a stigma in Asian countries and little health care infrastructure availability. In the study it mentioned clearly how financial, physical, and mental challenges are exaggerated in society. Mental health should be properly discussed in public and more people should be engaging in group form.

Kabotie et al. (2021) conducted surveys and research which remain till the end of 2022. The researcher explained the pattern of sleep, fluctuations of emotions, mental health problems and physical activities correlated with patients diagnosed with the growing age. The research added the comparing statistics about the sleeping patterns, emotional values, and common mental health patients, which included 227 patients who were newly diagnosed with common mental health problems, 76 good mental well-being situations and 60 old patients. The results explained that the patients identified with good mental well-being are more reluctant or prone to get serious mental health problems.

Cleary et al. (2020) described different dimensions of mental health disorders in his research. All students need to leave their homes and come to a different place where they face different challenges. Everyone has different background history which plays an important role in developing different types of mental health problems. In his research, he initially elaborated various reasons for diagnosis of common problems like stress, anxiety, and depression among young generation. These include genetic inheritance as well in which students will most commonly inherit psychological disorders that already exist in their family. He explained various symptoms of anger issues, including high blood pressure problems, energy level fluctuations, irritation, poor judgment, and more physical needs. The sad vulnerable condition can be caused by hopelessness, sadness, fatigue, and over thinking problem. He describe many methods to recover from mental illness like increased physical activities (running more than 2 hours on daily basis), regularly play sports and read books for a healthy mindset. There are several methods that have been explained for example meditation, consulting a psychiatrist, taking medicine on a regular basis, psychotherapy, and antidepressants along with the side effects of using these particular medicines mentioned in the study.

Parentela. (2019) described through quantitative survey that women suffer more than men because they are mentally weak to face the daily problems and challenges given by society. The research helps in understanding the problems in society and it prompts a healthy future for the next generation. The various causes of dual personality disorder mentioned in the study. Youth facilitates more problems. Like one cannot be able to judge a person because people are different in their homes and different in their workplaces. In this research, there are many factors which can help in understanding the symptoms of the particular mental health disorder among men and women. Among patients the most prevailing factor for anxiety disorder is due to their family history who are early onset diagnosed with this type of disorder. For certain patients, it is mandatory to consult a doctor and take proper medication. The risk factor of more frequent rage episodes along with hyper action causes disturbance in life which cannot be solved by taking medicine. There are numerous intervention techniques and therapies that can be used and people should include medication on a regular basis and the role of psychiatrist and physician play a significant role as well.

Syed & Murad (2021) mentioned in the research that mental health care services are not given to everyone and especially in Lahore, people suffer more from mental health problems. He described in Pakistan, high rate of mental health disorders with lack of services resulting in adopting more problems. A qualitative study conducted between June and September 2021 and results vary from individual to individual.

Serani & Jordan (2019) carried out research in order to determine how people diagnosed with depression initially converted into other serious mental health problems and they will be helpless at the end if not given timely precautions. There should be separate organizations in every place to manage their episodes of rage along with multiple problems. In quantitative research, the participants (all numbers of individuals, inclusive of 80 women and 50 men were questioned on an individual basis, in which most of them were employed and stressful. The research mentioned that the episodes of these individuals with mental health problems increase with the passage of time. These people vary in nature, color, and cast and in research various strategies were applied, which included acceptance of problem, learning about this particular disorder, manage triggering problems and alarming signals and how to avoid it by taking medication, support groups, managing stress, and getting enough sleep so that the frequency of their episodes will be reduce.

Vox & Emily (2018) in his documentary "The mind, explained" depicts how the mind works. Dreams, memories, and mental health problems stored properly in the mind. Brainwashing starts as an individual stores new information and tries not to recall past events. In the documentary, they translated the languages of mind and human health that create permanent problems. They provided an intellectual explanation of sorrows and heartbreaks that damage the major cells of the brain and how to get therapy in a precise way. They explained that the thought processing system is correlated with ideas and nature and works in a dynamic way. They

elaborated how to get rid of mental health problems by understanding the mind's story.

Inez & Zuzana (2019) mentioned in the study that with the awareness spreading everywhere about mental health, the study of psychiatric symptoms and active lifestyle linked together to maintain better mental health, and everyone is in some way linked to mental health disorders. Different techniques used to analyze psychopathological phenomena, other advanced level approaches also used for self-realization and learning of how to get rid of mental health problems.

Iftikhar & Maryum (2021), described the factors that directly affect our mental health. Past experiences are considered to be the most fundamental reason for having a disturbance in life. That disturbance turned into a psychological disorder, which later became a mental health problem. In order to stay active, one should exercise more, and regular exercise keeps them away from mental health problems. In their research, they narrow down several points that, in general, everyone should do for better mental health.

Iqbal & Yasmeen (2019) conducted research in several post-graduate and undergraduate organizations in Pakistan, in which 542 students were invited to participate. Out of these students, 10.3% students, in which 32.8% were males while the rest were female students. These students were diagnosed with many mental health problems, most notably depression, anxiety, and stress. The frequency of depression was found to exist in the young students from the age group of 21 to 25, with the biggest reason being mental illness, inheritance and family history of psychiatric disorders which resulted in hyperactive problems and disturbances that broke their relationships and close friendships and compelled them to live alone with their problems. The need for psychologists to help them understand their situation and bring them towards a healthy life with a healthy mindset.

CHAPTER 4

SIGNIFICANCE OF STUDY

According to the Pakistan Mental Health Coalition Center (PMHC), mental health is described as “a state of good mental well-being in which every individual realizes and knows his or her own potential, can cooperate with the normal daily life stresses, can work productively, and is able to make a valuable contribution.”

Every 1 in 4 Pakistani people suffer from mental health problems. (WHO) That is an estimate of 70% of the population. Creating awareness is difficult, but it requires effort, consistent struggle, and understanding, which is made possible by dedication and hard work. Mental health awareness day is celebrated once in a year with the “green ribbon.” But still people underestimate the power of mental health problems and its consequences on human lives. It kills everyone like a slow poison. Firstly, green ribbon is a slogan for mental health just like pink ribbon is a slogan for breast cancer. Timely diagnosis and symptoms saved many lives. When there is awareness about mental health, it eases identification and early treatment for specific people. These individuals live with us, like our father, mother, son, daughter, neighbor, friend, or it could be us. The need of the hour is whether people know how to help each other in a good way.

We live in a community where our religion stays connected with us all the time. So, the need to adjust Individual’s mood swings along with mental health is crucial. With every innovation, technical approach takes us to the next level. Like our cognitive abilities, which enhance with the passage of time as we stay connected with technology. We can help our loved ones by giving them appropriate care. As a result, recovery is faster.

If people we love most are experiencing some major issues and they hesitate to talk about it, and as a society, they need our care and to see a professional as well, we should have a proper service and need to learn how to access the service. As a result of the survey, it was found that of 140 people, 50% did not access mental health services because they didn’t have proper information or because they were unaware of how to use them as citizens of Pakistan. We found that in many cases, people may not access these services because it is difficult due to cultural or social barriers. We live in a close community where we don’t know our rights, and people criticize everyone as having a basic right. Social media is now used to create more mental health problems.

Awareness also removes stigma for people as it becomes the norm. If we are aware of our limitations and strengths, stigma may disappear. Let’s just say that an individual’s son was just diagnosed with depression. Would you like those around you to comment, “He is crazy; lock him up; try to engage him with several activities. Stigma shames the mentally ill. A community should be created where minds are closed off and acceptance of those who are “different and unique” is

rejected.” Personality traits should be built up so that people do not bully each other. Then people started following that specific trend. If there is a negative trend, the implications may cause a combination of denial and hatred.

Awareness can also create new improvements for the mentally ill in society. This attention can eventually result in great changes for mentally ill patients. It can lead to improvements in policymaking, research, and service development. Let’s make this issue a priority because we have high demand nowadays. If we raise more awareness, the demands may increase, which can result in a better future.

In addition, there is a great misconception about mental health problems. Many people think people suffering from mental health problems are crazy or just making it up. They should use Netflix and find a solution to their problem by using social media. There should be an attitude transformation, which is necessary right now as people suffering from mental health problems are not crazy, possessed by demons, or out of control and unsafe. These are negative backlashes that should be removed and labels that have been attached due to the lack of awareness and education. Raising awareness can reduce misconceptions. Imagine a person who has died and is trying to explain his situation, but people make fun of him. Mentally ill patients died because of heart strokes. Normal people should take some charge before hurting anyone’s feelings.

Mental health awareness should not be limited to a day or two or even a month. Individuals must be informed about it because it can easily happen to someone close to us. Community awareness of mental health reduces stigma. Awareness reduces the negative comments that have been made to describe our people with mental illnesses.

Awareness does not just end here by creating a documentary; seminars should be organized. A proper session should be given. Individuals should attend health fairs and resource fairs; read more; listen to them. One could even get more information about the resources and services offered through proper channels.

CHAPTER 5

SCRIPT

Scene No. 1

Mental Health and stable mental well-being condition is not a destination, but a complete organized process.

Writer name: Noam Shpancer, PhD

Scene No. 2

Narration

آؤ بات کریں -

اس طرح چپ نہ رہو کچھ نہ کچھ تو کہو

تیری چپکی سے ٹر جاتے ہیں

گویا سمندر کے بیچ پہنچ جاتے ہیں

نہ کوئی کنارہ ملتا ہے نہ کوئی سہارا ملتا ہے

مانا من تیرا بہت بھاری ہے

لیکن کہنے میں کیا دشواری ہے

اک بار کہہ کے تو دیکھ

Scene No. 3

Interview of Miss. Mariyam Faizan

Senior Clinical Psychologists

Shalamar Hospital, Lahore

Questions to cover

Q1. What are the existing Mental Health Problem/ illness and its interpretation?

Q2. How to diagnose Mental Health Problems/ illness and where to go for treatment?

Q3. Why Mental Health Problems are increasing in Pakistan with the passage of time?

Scene No. 4

Narration

کائنات کے ہر مظہر میں ایک ترتیب تناسب اور توازن ہے ان عناصر کی ترتیب بگڑتی ہے یا ان میں توازن نہیں رہتا تو وہ مظاہر کارگر نہیں رہتے۔ اسی طرح افراد متوازن نہ ہوں یہ بھی ایک طرح کی موت ہی ہے 'جیتے جی موت'۔

Scene No. 5

Interview of Miss. Hafsa Rizwan

Junior Clinical Psychologist & Therapist

Shalamar Hospital, Lahore

Questions to cover

Q1. What are the symptoms of mental health problems now a days and interpretation?

Q2. How to treat mental health problems by consulting psychologists and psychiatrists?

Q3. What is the role of the media in creating mental health awareness and its interpretation?

Q4. How to spread awareness of mental health problems and message at school level?

Scene No. 6

Narration

10 اکتوبر کو ہر سال ذہنی صحت کے مسائل کے بارے میں بیداری پیدا کرنے کے لیے "نفسیاتی صحت جانب سے جاری اعداد شمار کے مطابق 2022ء کی تحقیق یہ ہے کہ 154 ملین لوگ عالمی سطح پر ڈپریشن کے شکار ہیں World Health Organization مطابق پاکستان میں تقریباً 8 کروڑ افراد ذہنی صحت کے مسائل کا شکار ہیں۔ دراصل ہمارا دماغ ہی ہمارے پورے جسم کو کنٹرول کرتا ہے جب دماغ ہی ٹھیک نہیں ہوگا تو ہم روز مرہ کے کام صحیح سے نہیں کر سکتے۔

Scene No. 7

Interview of Dr. Saeed Ur Rehman

Assistant Professor Psychiatry

Shalamar Hospital, Lahore

Questions to cover

Q1. What are the causes of mental problems/ illness and interpretation?

Q2. How to kill or destroy mental health Stigma/ Taboo from our society?

Scene No. 8

Narration

ہم اپنی ذہنی صحت روزمرہ کی روٹین میں کیسے بہتر بنا سکتے ہیں؟ اس سلسلے میں ورزش اور غذائیں بہت اہم کردار ادا کرتی ہیں۔ ورزش کا تعلق صرف ہماری جسمانی صحت سے ہی نہیں بلکہ ذہن پر بھی اثر انداز ہوتی ہے۔ اسی طرح چکنی غذائیں دماغ میں گرمی پیدا کرتی ہیں ان سے پرہیز کیا جائے۔ گیمز ، ثقافتی سرگرمیاں کراس ورڈ پزلز جیسی گیمز ہماری ذہنی صحت کو بہتر بنا سکتی ہیں۔ ہمیں اپنے دماغ کی صحت کے لیے صرف اپنا طرز زندگی تبدیل کرنا ہوگا۔

Scene No. 9

Interview of Dr. Saeed Imran Murtaza

M.B.B.S

Chairperson /CEO (Fountain House Lahore)

Questions to cover.

Q1. What is Islamic point of view of treating mental health problems and interpretation?

END CREDITS

All credits including supervisor, HOD, report maker, content creator, writer etc.

CHAPTER 6
AUDIO VISUAL BOARD

Scenes	Audio	Visual	Duration
01	BGM Beach waves loud sound effects	Mental Health and stable mental well-being condition is not a destination, but a complete organized process. Close up shot.	30 seconds
02	اؤ بات کریں - اس طرح چپ نہ رہو کچھ نہ کچھ تو کہو نیری چپکی سے ٹر جاتے ہیں گویا سمندر کے بیچ پہنچ جاتے ہیں نہ کوئی کنارہ ملتا ہے نہ کوئی سہارا ملتا ہے مانا من تیرا بہت بھاری ہے لیکن کہنے میں کیا دشواری ہے اک بار کہہ کے تو دیکھ	With Black Background	60 Seconds
03	Interview of Miss. Mariyam Faizan	Close-up Shot	90 seconds

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04	<p>کائنات کے ہر مظہر میں ایک ترتیب تناسب اور توازن ہے ان عناصر کی ترتیب بگڑتی ہے یا ان میں توازن نہیں رہتا تو وہ مظاہر کارگر نہیں رہتے۔ اسی طرح افراد متوازن نہ ہوں یہ بھی ایک طرح کی موت ہی ہے ' جیتے جی موت۔</p>	With Black Background	30 seconds
05	Interview of Miss. Hafsa Rizwan	Close-up Shot	90 seconds
06	<p>10 اکتوبر کو ہر سال ذہنی صحت کے مسائل کے بارے میں بیداری پیدا کرنے کے لیے "نفسیاتی صحت جانب سے جاری اعداد شمار کے مطابق 2022ء کی تحقیق یہ ہے کہ 154 ملین لوگ عالمی سطح پر ڈپریشن کے شکار ہیں World Health Organization مطابق پاکستان میں تقریباً 8 کروڑ افراد ذہنی صحت کے مسائل کا شکار ہیں۔ دراصل ہمارا دماغ ہی ہمارے پورے جسم کو کنٹرول کرتا ہے جب دماغ ہی ٹھیک نہیں ہوگا تو ہم روز مرہ کے کام صحیح سے نہیں کر سکتے۔</p>	With different clips	60 Seconds
07	Interview of Dr. Saeed Ur Rehman	Close-up Shot	90 Seconds

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08	<p>ہم اپنی ذہنی صحت روزمرہ کی روٹین میں کیسے بہتر بنا سکتے ہیں؟ اس سلسلے میں ورزش اور غذائیں بہت اہم کردار ادا کرتی ہیں۔ ورزش کا تعلق صرف ہماری جسمانی صحت سے ہی نہیں بلکہ ذہن پر بھی اثر انداز ہوتی ہے۔ اسی طرح چکنی غذائیں دماغ میں گرمی پیدا کرتی ہیں ان سے پرہیز کیا جائے۔ گیمز ، ثقافتی سرگرمیاں کراس ورڈ پزلز جیسی گیمز ہماری ذہنی صحت کو بہتر بنا سکتی ہیں۔ ہمیں اپنے دماغ کی صحت کے لیے صرف اپنا طرز زندگی تبدیل کرنا ہوگا۔</p>	With different Images	60 Seconds
09	Interview of Dr. Saeed Imran Murtaza	Close-up Shot	90 Seconds

Total duration = 10 minutes

CHAPTER 7

TECHNICAL METHODOLOGY

Karl Marx explains different definitions and types of documentary and uses different terms to define documentary as social awareness, an agenda to discuss, and need of hour. A documentary has a shorter span of time than a film. It can range from 8 minutes to 10 minutes. It can help build a better understanding of how to eliminate the rising issue of mental health problems in society. (Gary, 2020)

Approach

The key approach to this topic is to get people who are dealing with mental health disorders to consider themselves normal or healthy people in society who can live and enjoy their lives as well. The user-gratification theory is used, and the results will be explained. The documentary hopes to spread awareness and remove the taboo in our society, as having shame and not talking about mental health problems causes more problems.

Now that mental health is a wide topic to discuss, awareness is given to everyone, and psychiatric help is needed. The use of sampling methodology (ESM) may provide a powerful tool, and it is necessary now.

ESM, a well-structured and thoroughly organized self-report diary system, give permission to investigate all past complex experiences. An overview of how zooming facility is provided on the micro-level of experience and behavior using ESM adds new insights and additional perspectives to standard approaches More specifically, it discusses how ESM.

- A. Provides deeper and thorough understanding/ interpretation of psychopathological phenomena.
- B. Allows for the capture of variability over time
- C. Aids in identifying internal and situational determinants of variability in symptomatology; and
- D. Facilitates a thorough investigation of the interaction between the person and his or her environment and real-life social intercommunication.

Next to improving the system, which depends on psychopathology and its overpowering mechanisms, ESM provides an advanced level organized and transforms clinical practice by allowing a more fine-grained evaluation of treatment.

It convinces people to start a positive discussion and encourages them to seek professional help. The main idea is to create awareness about people suffering

from mental health disorders. People should not suffer alone; we should join hands and build a strong, healthy community.

Genre

The medium used to present the topic of mental health is documentary, and the genre of this documentary is participatory and interview. The type of the documentary is reflexive. It is a work of non-fiction that is intended to document reality primarily for the purposes of instruction, education, or maintaining a historic record.

Clustering of Ideas or Brainstorming

The first step that needs to be followed is research. It is a process of compiling thoughts and starting to approach it in an educational way. Clustering is considered to be the brainstorming of a specific idea and then evaluating it through the available information.

The team has to be organized and start looking for the specific issue. Work should be divided equally among all people, and they should look for the reason and then delve into deeper concepts of how to approach this issue and what the dynamics of dealing with mental health problems are from a new perspective.

Interviews should be taken with authorized people, and information will be given in a synthetic way. New details should be shared in order to inform people more about the problem and how to get rid of it.

Target Audience

This documentary will primarily target people from age 18 to onwards, as this age is crucial to getting more information about the diagnoses, and in general, youth is playing a magnificent role in improving our society for a better future. Changes in personality traits happened quickly during the years mentioned above. Precautions will help people stay away from mental health problems. Basically, adults are the major target audience.

Demographics

The documentary has a unique audience that targets people from all age groups and classes without any discrimination. Especially students can easily spread messages as they are more connected with technology and more aware of social media. The whole population of Pakistan is considered to be the geographical target.

Psychographics

The psychographic is the audience that considers themselves mentally and physically healthy and believes that mental health problems don't exist in our society and that only meditation and self-treatment are required. There is no need to consult psychiatrists and specialists in order to get rid of mental health problems.

Camera Angles and Shots

A camera is used to take different shots, and lenses should be of high quality in order to take worthy shots. In every shot, different dynamics are used. For an interview, a medium shot is essential. For individual shots, a close shot is necessary. The use of equipment should be learned, and one should take different shots according to the requirement. For realistic views, the location and movement of the camera are mandatory.

Technical Equipment Used

The documentary used the following equipment:

- DSLR (D6 Nikon)
- i-Phone 13 Pro Max
- 1 tripod
- Ring-light
- Chimera Light

Treatment

This documentary is a realistic piece of art that is non-fiction and centered on the subject of mental health. Mental health is a major issue arising today that should be discussed everywhere. Mental health awareness should be given on a public level. People should take care of themselves and understand the importance of mental health concerns. The camera angles and shots are used in a manner that complements the script and the scenes in the best possible way. The mood of the majority of the documentary is fresh and positive, with the use of artificial lights. Interviews will be taken in a room with proper lighting and seating adjustments. The concept of the documentary is linear. Voiceovers are added as required.

Pre-Production Coordination

Pre-production is required before the documentary even comes to a shooting point. It is the concept that needs every slight detail written on paper. Planning and great execution are on the main agenda of pre-production coordination. The

research consists of information available to us on the internet and from other sources as well. The pre-production of this documentary is correlated with research, finding talent, a technical team, how long the documentary will be, the total duration, what storyline to cover according to the script, and how to edit it. All of this comes under pre-production coordination.

Production Schedule

Once the reconnaissance is complete and the location is finalized, a production schedule is created.

Location

Special Psychiatry department Shalamar Hospital, Lahore.

Equipment Gathering

The equipment was brought on location for the shoot.

Shooting

The shooting took place in Psychiatry department Shalamar Hospital, Lahore.

Voiceovers

The voiceover artist Mazhar Hussain recorded narration.

Editing

The editing will be done after the shooting ends.

Production Coordination

The production is the crucial phase, which has many steps to follow. The production starts on the decided day, and the camera should be taken at the specific location. The production has many dimensions that need to be taken care of. If the scene requires daylight, then artificial lights should not be used. As per every scene, different sorts of lightning are required to make a wonderful impact. Every scene is unique, and it should be shot with care. Different angles are used in every scene, and production should be carried out according to the script.

Production Process:

The following things included in the production:

- 1- Shooting video process
- 2- Conducting interview process
- 3- Capturing audio process
- 4- Collecting still images process
- 5- Keeping a shot log process

1-Shooting Video Process:

Due to the subject matter, I have taken all shots from Shalamar Hospital. Interviews are taken from the psychiatrists, psychologists, and patients in order to ask them personally. Questions are simple and straightforward related to mental health awareness from a professional point of view as how they deal with the patients and what is their comprehensive experience.

2- Conducting interviews:

Time was decided with the psychologists and psychiatrist and shot began as per schedule.

3- Capturing Audio:

For the interviews, I have hired a professional in order to capture the high quality videos along with high quality voice.

4- Collecting still image:

Images are collected from the internet and few shots are collected from the copy write free sites.

5- Keeping a shot log:

It is the process by which a separate log is created to keep the shots separate.

Post-Production Coordination

In the post-production phase, editing is required. Different software is used to create the perfect documentary. Different editing tools and apps are also used in this process. Initially, raw footage is taken, and it might be possible that much footage will be cut because of voiceover problems or any other problem. Adobe Premiere and Photoshop are used for editing purposes. Different sound effects will be added in order to create a specific mood for the target audience. The teaser and promo will also be released.

Post Production:

- 1- Transcribing interviews:
- 2- Uploading Footage
- 3- Story Planning
- 4- Script writing/ Outlining
- 5- Editing

1-Transcribing interviews process:

The interviews are taken from psychologists and psychiatrists. I have hired a separate editor for the editing interviews. For the high resolution video, D6-Nikon DSLR is required for high quality videos.

2-Uploading Footage process:

I have selected all the footage taken with the DSLR and inserted it in premiere pro and then compiled all the shots in a presentable way.

3-Story Planning process:

In a documentary, story planning includes taking interviews and then adding narration according to the desired need.

4-Script writing/ outlining process:

Narration and script was already written just to give it a professional touch. I have added different shots from the internet as copyright free shots and then included it in a documentary.

5-Editing process:

Premiere pro is used for editing and compiling up all shots. Photoshop is used to edit the still images then compile them up in a professional manner.

CHAPTER 8

BUDGET

Head of Accounts	Quantity	Names/Description	In House	Out Source (Spent in Rupees)
Director	1	Taabeer Khan	No	-
Producer	1	Taabeer Khan	No	-
Pre-Production				
Travel costs		Transport	-	10000
Production				
Equipment		DSLR D6-Nikon, Lights, audio recorder High quality Mic		5000
Travel costs		Transport		3000

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Camera persons	2	Humza khan and Yahya Khan		15000
Lighting technician	1	Saqib owais		5000
Post Production				
Editing		Video + Sound plus use of editing software's		10000
Voice over Artist	1	Mazhar Hussain		8000
DVD cover	2	2 prints		2000
Project Printing	1	Report		1500
Final Editing	1	Ashfaq Sadiq		2500
Total cost				Estimated 62,000

CHAPTER 9

CONCLUSION

Mental health causes extreme and prolonged continual illness. It is a severely misunderstood, misinterpreted, and misrepresented illness in both media, social media, and in real life. A large number of the population confuses the mental health disorder with either a stigma/Taboo or other less severe problems.

This documentary is being used as a tool to create empathy and social awareness in the mass public. It is also used as a tool of entertainment to inform people and give subjective education about mental health awareness. If it left untreated, it can lead to substance abuse disorders, hallucinations, self-harm, suicide attempts and even taking other people's life. The disorder might not have an actual cure, but there is a treatment plan that can help prolong life expectancy.

The documentary was created with the mental health professional's psychiatrist and psychologists living in Pakistan. It is important to realize that mental health problems and other medical conditions should be treated by certified doctors and are not caused by black magic or evil spirits.

In conclusion, it is important to have empathy and break the shackles of considering mental health awareness as a taboo issue, as it is the only way to help maintain a safer and kinder environment for those who need it the most.

CHAPTER 10

RECOMMENDATIONS

According to (WHO) recent research about mental health awareness around 8-16% of Pakistan's population has suffered from mental health problems/ illnesses. It is important to understand the issue hence it is recommended:

- To be more empathetic and understanding towards people's mental health condition rather than dismissing them or making fun of them.
- To spread awareness about the issue, media agencies should provide factual and relevant information.
- To set up or provide information through hospitals and institutes that specialize in mental health disorders, so the people of Pakistan have a way to seek effective treatment.
- To create effective laws about misrepresentation, wrong information, and gross mishandling of mental health issues, a separate free-toll number should be made so that people can easily approach their problems and psychiatrist problems whenever they need.
- To create nonjudgmental support services and social media platforms for those people who are suffering from serious mental health problems.
- To offer up to date information, regular professional check-up calls through governmental channelized bodies, like a separate platform is mandatory.

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