

# The Affections of TikTok on Pashtun Community

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## ABSTRACT

TikTok is a mobile application of the new generation and technology, which in a very short period of time has cast its shadow on every corner of the globe. This app has enough fans throughout the world. This application or technology became popular among the people in a very short period time. With this tool, everyone can create an account and can create short videos and share them with their fans. TikTok covers all topics such as; Islamic, cultural, social, political, sport, and other aspects of life. In some countries of the world, millions of dollars are earned in this way. Nowadays, TikTok has become a part of human life. TikTok has also cast a shadow over the Pashtun community and many young generations, whether they are in east and west or north and south, make interesting videos and share them to the public and their fans.

## 1. Preface

TikTok is a new App for the new period and generation. through this, people of every community and culture in every corner of the globe, create small theatrical videos and present them to their fans and entire communities. This application has had a great impact on Pashtuns and especially on the young generations.

They (young Pashtuns) are making interesting, graceful and melodious short videos and share them to the public and fans throughout the globe. Whenever life progress, the world moves on and people encounter new things, one of the best examples is TikTok. The scope of TikTok topics is very wide, covering every aspect of life. Many teenagers work in this field. One of the best advantages of TikTok to the Pashto literature is that; in this way these small allegorical-pieces encompass and have been kept the Pashtun culture every form recorded.

The new mode (TikTok) also has positive and negative effects on Pashtuns. Some youngsters use positively and benefit the society, but there are some young men and women who insult others and insult people in this way. And the bad denial says that it has a very bad effect on the Pashtun community. The reason behind that; there is no one to monitor the application or there are any restrictions on it, anyone can, from their own choice and from their own heart. The same way to others.

TikTok is the invention of a new age, new technology and new generation that has kept the new youth busy and deprives most of them from education.

## 2. Methodology

The attempt was made to study the publications regarding archetypes. The data was first collected from different sources such as from national and international libraries, authentic academic websites and research articles. After reading the entire resources, the literary piece was begun to be studied and analyzed. Finally, Library research and descriptive methods have been used and efforts have been made to present new discourse in a new way. The format of this article is

based on; video, internet and library. Meanwhile, the descriptive and analytical method is used.

## 3. Discussion

### TikTok Introduction:

TikTok is an application in which users can create short videos and share them to their fans in the virtual world. TikTok often features; cooking videos, dancing, joking, or even small scenes from everyday life.

### The Necessity of "TikTok" Creation:

TikTok is currently the most popular, famous and usable application in the world. It has attracted the attention of many people in the world of internet. TikTok has 80 million followers in the United States and more than 800 million followers worldwide.

This is despite the fact that this figure does not include the majority of Chinese citizens. The TikTok application in 2018 has raised triple compared to 2017, according to data from Sensor Tower.

The TikTok application was launched in 2016, which has attracted more attention in the global market than Instagram and Snapchat.

This is one of the biggest reasons, that the world's most famous activists and social celebrities like Jack Powell, Jimmy Fallon and Tony Hawk have attracted attention and they too have become fans of TikTok App.

According to Apptopia report, the TikTok application has downloaded the most in 2018 rather than Facebook, YouTube, Snap Chat and Instagram. In August 2018, Byte Dance, the founder of TikTok, merged a program called Musical.ly, which was bought in 2017, to TikTok. That's why TikTok has become so popular in the United States as well as around the world.

Now, let's discuss about, what did cause TikTok to become so popular?

As the world is evolving and new technologies and advances are being made every day, people are also eager for progress and want to keep pace with the progress day by day.

If we go a little further and notice; first radio was created, then TV, Computer, Internet, Mobile, Yahoo, Gmail, Facebook, Instagram, SnapChat, YouTube, Twitter, so on... and now TikTok. These are all things that have come up one after the other and found value in the community.

Whole people of the world, especially today's youth, are looking forward to further progress. The same hope and aspiration lead global companies to create new things and facilities.

One of the needs of these developments and innovations was the need for creating TikTok to find its way to the market. One of the main reasons for the emergence of TikTok was to find its way to the US and European markets, so it worked on it and eventually moved to the US market, which currently has 800 million fans in the US.

Another reason was, that youths liked this application very much and its need in the society increased day by day. Most of the TikTok lovers in the world are youngsters, who makes various short videos like cooking, dancing, mocking songs, small theatrical pieces and so on ... to their fans and boost friends. TikTok has gained a lot of fans all over the world, especially in Asia.

#### **TikTok and Youths:**

When we think about TikTok, we will definitely notice the youths and their actions and faces. Every young person in the world makes their own short videos and clips in different languages and submits them to the virtual world of TikTok.

TikTok is a great and easy way to nurture the tastes and passions of youngsters. The youths of today's world neither have time to read great books and memorize them nor do they have time to read and listen to old folk tales. They want everything faster and, in less time, which TikTok has made it easier to navigate the virtual world in particular.

The youth's unquenchable and superabundant love for TikTok has added value to this application. Anyone, especially youngsters, who have a smart phone or a computer, will definitely love watching TikTok and will once again show their head to the world of TikTok. TikTok has grown a lot in the youths.

#### **Usage of TikTok:**

However, TikTok is a new application and most people around the world are familiar with. People of every class, every religion and every community benefit from it, but most of the beneficiaries are the youths, children and a lesser extent are the eldest.

This application can be used by any human being and can be used in any way, but most of our youngsters sometimes take advantage and misuse it and do not use it properly.

Although there are no restrictions on TikTok, efforts should be made to use it properly, to benefit the community instead of harming it and to move our community forward.

Here is a well-known Pashto poem that says:

There is no sin in the red veil  
There is sin in a girl who walks proudly

Looking at the above poem, it can be said that there is no sin in any change and transformation in the virtual world. Sin is in those who use it for evil purposes and immorality.

Every part of technology has its own positive and negative sides. If one takes advantage of it positively, who has benefited and if one takes a negative side, who is at a loss. Therefore, it is necessary to try and make healthy use of this technology and use it for the betterment of the society.

#### **Language of TikTok:**

We have already discussed about, what is TikTok and why has it created? Although, the reason for the emergence of TikTok was the love of youngsters and the way to the world market, now the question is, how should the language of this social virtual world be used?

Whether people be mistreated? Should people be insulted? What if people's privacy is invaded? We will find short answers to all these questions in this discussion. TikTok is a social network and anyone can access it. Either way, take advantage of it. Most of our young people, especially youngsters from Afghanistan, Pakistan, Iran and India, who make short videos for TikTok, break into people's privacy, sneer at them and use foul language.

They talk to each other too lightly. In TikTok, no matter how many videos are released, although they are made in the language of satire, sometimes the language becomes so bad that the satire turns into jokes and nonsense. Sometimes the literary aspect in videos becomes so weak that not every video is viewable and cannot be viewed anywhere.

Most of our young people, who on the one hand, use TikTok to make money, and on the other hand, they must try to focus on reforming their community and giving something beneficial to the community, not shameful. As I mentioned earlier, the language of TikTok is often satirical. If you look at the definition of satire, no one is allowed to make fun of it, as in the following definition:

(Satire is an Arabic word. The literal meanings are shown as coquetry, satire, ridicule and rebuke.) (3: 190)

English Writer Dr. Samuel Johnson Says: (Satire is a speech that criticizes social corruption and vulgarity.) (1: 180)

(In fact, satire is the bitter laughter that surrounds the bad doings, habits, morals, and thoughts of the people in a community.) (2: 114)

There are many more definitions of satire, if we mention all of them, will bring us to the other side of the subject. I mention satire here because the language of TikTok is also more satirical and more videos are recorded and published in the language of satire. When the issue is about satire, efforts should be made to create and share videos that both criticize society and preserve the chastity of the word.

If we do not renovate this, society will move from reformation to misery and many youngsters will be encouraged to do bad things. Young people of every language of the world want to get involved in TikTok, but most of the speakers in this region speak Hindi, Pashto, Dari and Urdu and make interesting videos and present them to the community.

#### **Impact of TikTok on the Community:**

In this part of the topic, we discuss the positive and negative effects of "TikTok" social media, on the existing society. Are the advantages greater or the disadvantages? Is it

efficient or inefficient? Dopeople, especially youngsters, take full advantage of TikTok? This and other similar issues will be discussed in this topic under two separate headings.

**The positive effects of TikTok on Pashtun society:**

People of all ages are familiar with the virtual world through the Internet in every corner of the globe. People in Asia, America, Europe and Africa mostly benefit from the virtual world, but TikTok is an application or tool in the virtual world that has many spiritual benefits as well as material benefits. Some people use TikTok only for commercial gain and make a lot of money through it. People of every culture use and benefit it under the advantages of their own culture. Apart from religious restrictions, there are no restrictions or prohibition on TikTok in India.

No matter how naked "rude" her language is, no matter how much he/ she is insulted, he/ she has no fear because satire and comedy are very valuable in the culture of their society and no one seemed to be insulted. Obviously, if we talk about some areas, some people, don't pay much attention to the chastity of words in satire and comedy and make their own videos and share them in any way they want. But, if we talk about Pashtun areas, the religious and cultural values in this region should be considered and nothing should be shared that would provoke reactions in the community. As far as the Pashtun region is concerned, it has had a positive impact on the Pashtuns, just like the rest of the world.

Here we will briefly mention some of them. The first benefit, however, is that many Pashtuns have being forced to focus on their engagements and responsibilities in certain areas, such as; how to live in the community and how to deal with people and social etiquette. Another benefit is that through TikTok, many of the officials who have turned-back "reckless" to the service, have been ridiculed and, in some cases, have been made to focus on their responsibilities. There are also some people in the community who discriminate against other people or the opposite sex "gender", who have been objected to harsh satirical rhetoric against such people in some TikTok videos, in order to realize that, there is no discrimination in Islam, so why do people discriminate against each other.

There are also some TikTok videos that attack the bad traditions of the Pashtun region and show the people that such traditions bring misery to human society. Also, corrective, valid, political, social, cultural and traditional videos are published in TikTok, so that we can use them positively. In this part of the topic we will bring up an example of a TikTok video that has a positive impact.

**3 بېلگه:**

دغه ټاڼې ویدو چې یو نفر په کې غټه رېږه پرېښې او د وعظ او تبلیغ په شکل خپلې خبرې کوي او په لومړیو کې کس فکر کوي، چې دا به کومه بڼه مسله بیانوي چې کله یې اخر ته غوږ شي بل څه وي مکالمه یې په لاندې ډول ده.

- زما مشرانو او کشرانو ورونو یوه خبره کوم او هغه دا ده چې دا کله څوک په لارو کوڅو کې جنګ کوي.
- نو مونږ او تاسو له په کار دي، چې مونږ بڼه په قراره باندې شاته کینو.
- ځکه، چې هغه شاته ولاړ کسان هم دا جنګ بڼه په مینه وگوري.
- هه

په پورته مکالمه کې که څه هم د طنز په ژبه یوه لنډه ویدیويي مکالمه ده او ځینې خلک به دا فکر کوي چې دی نفر د کوم مولوي تمثیل کړای او دا یې بڼه کار ندی کړای خو په حقیقت کې نوموړي د جنګ نه د نفرت لپاره دا ویدیو جوړه او خلکو ته وړاندې کړي چې دا د طنز په ژبه هغه خلکو ته یوه درنه سپېره ده چې کله دوه کسان جنګ وي او دوی ورته ولاړ وي او یوازې سیل یې کوي. (4)

**Translation**

**Example:**

*This three-second video in which a person has a large beard and speaks in the form of a sermon. At first the person thinks that this will explain a good issue but when he listens to it consciously, at the end it will be something else. The dialogue is as follows.*

- My elder and younger brothers, I say one thing and that is when someone fights in the street.
- So, we need to sit back and relax.
- Because those whom are behind, could see the fight eagerly.
- Hahahahahahaha

The above conversation though is a short video conversation in the language of satire and some people will think that this person has acted as a monk and it has not done a good job, but in fact he has hated war. The video is paired and presented to the public, which in the language of satire is a solid-slap to people when others are fighting and they just stand by and watch them. (4)

**Negative effects of TikTok on Pashtun society:**

We have already discussed what the benefits of TikTok are to the Pashtun community, and everything and every change has its positive and negative effects on the community. Everything in life has its ups and downs. If we take advantage of the good and learn from the bad, it will be for the benefit of the society and especially the Pashtun community. The Pashtun region is a back-warded region which left behind in science and development. It is needed that every change must be come accurately and consciously. In the Pashtun region, the negative sides are always the most quickly noticeable than the positive. A good example is the Kozai Pashtunkhwa (Peshawar, Pakistan) Pashto films, in which all the negative characters soon became popular in the Pashtun region.

Also, if we glance on social media, we are often busy talking nonsense, rodomontade and unfruitful to each other instead of fruitful, useful, and salubrioustalk. Now if we talk about the negative effects of TikTok, we see that this new technology has also cast a negative shadow on the Pashtun region and most of our youngsters are making bad and useless videos instead of beneficial ones and presenting them to the society, which has had a detrimental effect on our community and region. Here's an example of a TikTok video, see what kind of words it uses and what is its purpose.

**بېلگه:**

دوه کسان چې یو یې ولاړ او بل یې روان وي دا ولاړ کس روان ته وايي چې ای دلته راشه.. نوره مکالمه یې په لاندې ډول ده.  
1: ای دا راته ووايه دا تشناب ته د تلو دعا څه ده؟  
2: یاره امر صاحب که رښتیا راباندې وایې مونږ د کلي خلک یو د خپل حاجت لپاره پټیو ته څو. په تټیو یا کینارې کې خخخهههههههههههههههههههههه (5).



دويمه بېلگه:

په لاندې مکالمه کې يو نفر د شعر په ژبه يوه وره نیک تاک ویديو جوړه کړې او مکالمه يې په لاندې ډول کړې ده.

- هغې ويل د جنگ سره مينه زياتيږي.
- ما ويل بنه څه چې نن يې و ازمايو

درې څلور سوکه مې ووهله د کافر لور بې هوشه شوه. راته بنکاري مينه پري زياته شوه

### Translation

#### Example 2:

In the following conversation, a person has made a short video in the language of poetry:

- "There is more love in fighting," she said.
- I said well.Let's try it today.
- I punched him three-four times, and she fainted.
- I think, the love has boosted.

دريمه بېلگه: يوه بله وره ۶ ثانيې ویديو چې يو هلک موبایل په لاس کې دی د موبایل مايک کې وايي چې:

- ۱: هوکی گوگل زما واده کله دی؟
- بل نفر چې د گوگل تمثيل کوي ورته وايي
- ۲: زه.... گوگل يم ستا نيا نه يم.

### Translation

#### Example 3:

Another short 6-second video of a boy holding a mobile mic and says:

- Ok Google! When is my wedding?
- Another person whom mimicry as Google and says:
- I am Google, not your grandmother.

څلورمه بېلگه:

- ۱: يا هلکه ولي خفه ناست يې؟
- ۲: منه زما يوه جنی خوښه ده او هغه يې نه مني.
- ۱: ولي څه وايي.

۲: منه هر وخت راته وايي I LOVE U TOO. اوس معلومه نه ده چې دا دويم کس څوک دی چې دا جنی ورسره مينه لري.منه.

### Translation

#### Example 4:

In the following 12-second video, two people, one of whom has made himself cloddish, the other one asks him, why are you upset? The second person responds; I love a girl, she always tells me "I love you too". Here the boy has taken the meaning of (too as two), while in English the meaning of (I love you too) is (I love you too). The dialogue is as following:

- Hey dude! Why are you upset?

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- Dude... I love a girl but she doesn't accept.
- Why? What happened?
- Dude... she always telling me "I love you two.". I don't know who is the second person whom she loves.

پنځمه بېلگه:

په دغه ۱۴ ثانيې نیک تاک ویديو کې دوه هلکان ناست دي،چې يو سره په لاس کې موبایل دی او د ژورناليسټ دنده پر مخ بيايي او بل ته يې خولي ته ميک نيولی وي او په لاندې ډول ورسره مکالمه کوي.

- 1: روره ته ولي داسې بې حاله ناست يې؟
- 2: واده په کار دی واده واده.2020 راغی او غريب تباہ دی.
- 1: ستا حکومت نه څه غوښتنه ده؟ سترگي دي چا ته دي؟
- 2: سترگي خو مې جنکو ته دي.
- 1: هههههههههههههههههههه (8).

### Translation

#### Example 5:

In the following 14-second TikTok video, two boys are sitting, one holding a mobile phone (mic) and working as a journalist and asking the second one as following:

- Brother! Why are you sitting so motionless?
- Marriage... I want marriage. 2020 has reached and the poor is doomed.
- What do you want from the government? Whom are your eyes on?
- My eyes are on the girls.
- Hahahahhahahah

### 4. Conclusion

Obviously, as life goes on, new tools, new applications and new technologies emerge. Each era has its own unique developments and achievements, which in the current era has seen a lot of changes in the lives of youngsters with the advent of TikTok. TikTok is an application that anyone can use to create very small and interesting videos and present them to their fans. There are many positive and negative effects on Pashtun society. Pashtun youth often present the traditions of their region in a tactical manner. TikTok is a simple tool that informs you about each area. People of all ages and genders use or watch TikTok, but most of them are youngsters(youths; boys and girls). Literature in this way has the advantage that many rural and folk literature and traditions are recorded and presented.

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