

Manuscript ID : 00001-81954

International Journal of Scientific Research In Multidisciplinary Studies

Volume 4, Issue 11, November 2018, Pages 36-39, Page Count - 4



Source ID : 00000513

## Cultural Representation on Television (In Special Context to Soap Operas)

Tej Narayan Ojha <sup>(1)\*</sup> Abhishek Kr Singh <sup>(2)</sup>

<sup>(1)</sup> Senior Faculty, Maharaja Agrasen College, University of Delhi, New Delhi, India.

<sup>(2)</sup> Expert and Media Researcher, Research Scholar, India.

### Abstract

*In view of the changing pattern of the media in society, great attention has been paid to globalization. The Indians are very enthusiastic about the beginnings of globalization and its impact on local cultural transformation. Television is also performing in the race of introducing the localization of culture and promoting the value of regional significance as an application of glocalisation. Specific Television programs such as Soap Operas have shown a deep signs of perfect glocalization by combining the idea of globalization with the idea of local consideration. The Indian soap operas have cultural presentation with its social significance as supportive elements that actually define the socio-cultural statistics of the plot of serials. I*

*n the study, the daily soaps that will be analysed, includes Ballika Vadhu (Colors Channel), Saath Nibhana Sathiya (Star Plus), Yeh Hai Mohabbatein (Star Plus) and Badho bahu (&TV) and Ganga (&TV). The study majorly focuses on whether the Indian soap operas are representing various cultures in their content or this is leading towards "Cultural Marketing". The aim is to also know about the role of Indian Soap Operas in cultural exchange. The methodology adopted in the present research is mainly secondary.*

### Author Keywords

Television, Soap Operas, Culture, Social Transformation

**ISSN Print:** 2454-6143

**Source Type:** Journals

**Publication Language:** English

**Abbreviated Journal Title:** IJSRMS

**Publisher Name:** ISROSET

**Major Subject:** Social Sciences and Humanities

**Subject area:** Cultural Studies

**ISSN Online:** 2454-9312

**Document Type:** Journal Article

**DOI:**

**Access Type:** Open Access

**Resource Licence:** CC BY-NC

**Subject Area classification:** Social Sciences

**Source:** SCOPEDATABASE

### Reference