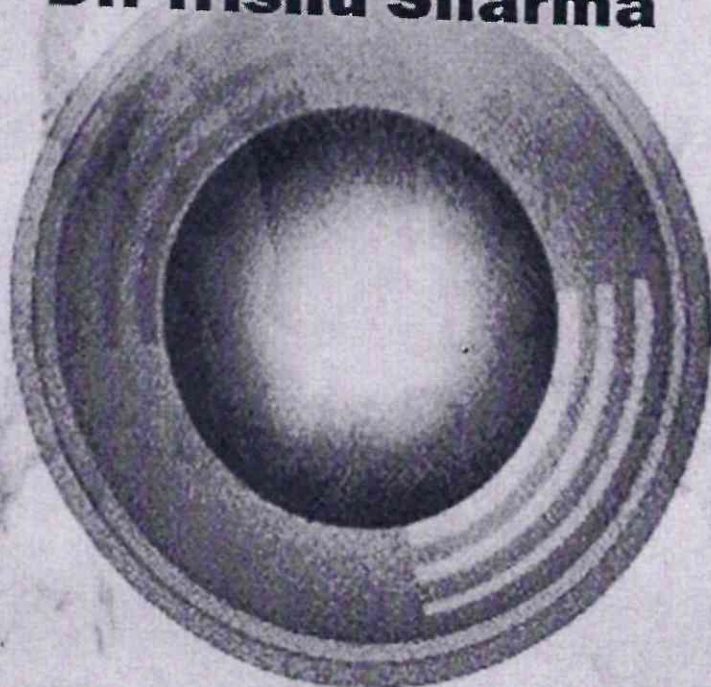




Role of Media in Strengthening Society and Democracy

**Editor
Dr. Trishu Sharma**



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Reception of Korean Dramas by Indian Audiences

Manmeet Kaur

Introduction

Globalization has now become part of our lives and we are enjoying to be the part of one global village. The last five years have seen a drastic change in the dissemination of information and sharing of content with the masses. The media has big the advantage in the form of technology because wide variations in the technology has improved the sharing of content among people. Television and radio having wide range of satellites stations that enable the audiences and listeners to choose their own choice of content. With the rise of the Internet, audiences have engaged in a variety of online viewing and discussions related to their interests. Various online platforms like Youtube, Netflix, websites in English and other languages have given numerous choices to viewers for entertainment. It has been observed by many scholars that viewing habits and choices has not only restricted to one country but has diversified and people are more interested in viewing cross cultural entertainment. Asia has witnessed the acceptability of heterogeneous entertainment options which has attained a global niche and widespread reach to its audiences.

In India, these days youth want to see different content with better content delivery. There are various factors which can be accessed as the reason to choose cross cultural options like variety in entertainment choices, familiarity with other cultures, new faces, music, beautiful sights and can be many more to be mentioned here. It has been observed that Korean content is most popular among Southeast Asia, Eastern Asia and Southern Asia where remarkable adaptability is seeing among the people to watch and like the Korean Entertainment Dramas. Shim Diboo (2007) gave the idea of three types of Audiences who are positioned in consuming the television programs like 1) audience watching a locally-produced program; 2) audience watching an imported program; and, 3) diaspora audience watching a homeland program. Here we will discuss the second type of audience who are interested in watching imported program at their homeland. Ju young Kim (2007) has mentioned in the research that the end of the 1990s, Korean pop culture, including TV programmes and films, has been exported to Asian countries like Japan, Hong Kong, China, Taiwan, Vietnam and Thailand with great popularity, and recently even to Europe and the USA. This cultural wave was seen not only overseas but also in the domestic market. In India the impact of Korean Wave is very much seen among the local audiences who are enjoying watching Korean Pop Culture. Through my research I will analyze the popularity of Korean wave and Korean pop culture among Indians and how localities are treating the cross culture phenomenon of other country.

Objectives: Every study is based on some objective. The present study is carried out with an objective: