

Mass Media and cultural imperialism in Sri Lanka (A special reference on the impact of Korean Tele drama's soft power to Sri Lankan culture)

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Abstract

This Research paper examines the impact of Korean Tele dramas that broadcasting in Sri Lankan channels to the subjugation of Sri Lankan culture and the emergence of Koreans culture. The selected dramas are famous and adored in both Korean & Sri Lankan audience. They contain insight in to the Korean culture, religion, myths, Korean music, the Korean pop culture and also the background of the Korean society. This research employs the method of both qualitative and quantitative analysis (mixed research method). To prepare research findings the data gathering tools used were interviews and questionnaires. The sample size of 100 was involved in the study through questionnaire data gathering technique by using random sampling methods, how simple television productions can be used as a tool for effective social changes & win millions of hearts and minds in the nation was researched. The cultural Influences made by these dramas created market potential for such culture based commercial goods in the local market. The hidden truth behind it is that they used the ideology of these dramas for establish themselves in the local market as well as to publicise their businesses. The lifestyles of many Sri Lankan have been affected by these Korean characters and ideologies they stand for. This is controversial social, cultural and media industrial challenge for Sri Lanka due to the gradual invasion of the culture by the Korean soft power thus creating an ideology to trap on the local audience as well as on the very core of the local culture.

Keywords: *Media, Globalization, Cultural imperialism, Korean dramas, Ideology*

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