

## **2.19 Impact of Indian soap operas on the Sri Lankan society**

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### **ABSTRACT**

Television is a domestic and romantic medium. Teledrama is one of the most important aspects of the television cultural industry aimed at women. Indian teledramas of 'soap opera' genre are telecast dubbed in Sinhalese.

The objective of the study is to identify the social impact of the soap operas on the Sri Lankan society. Here the influence on family and the society is studied with respect to spread of the television, dubbing, telecasting time, advertising strategies, liberal market, the social class represented by the soap operas, promotional strategies and local teledrama production. Also a communicative analysis will be made on the influence of soap operas on family considering following aspects: Theme of the story, Plot (reality and illusion), Actors (characters), Sets, Costumes and makeup, Music & Technology. The researchers use Survey Method and both primary and secondary data are used.. To collect primary data researchers use Questioners and observations. The sample consists of 100 families in Colombo district representing urban, semi-urban and rural sectors. Secondary data are obtained from books and magazines. According to data gathered these soap operas directly affect the domestic and social life style in Sri Lanka.

**Key words:** Soap opera, Television, Popular culture