



Daffodil
International
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Project Report On

“The Impact of Indian Dramas on Behavior, Culture and Language of Bangladeshi People”

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Application for Approval

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Subject: Application for submission of my dissertation for approval.

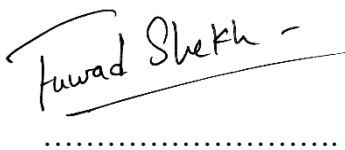
Dear Sir,

I have accomplished my dissertation on “The Impact of Indian Dramas on Behavior, culture and Language of Bangladeshi People” as a course requirement for my graduation program.

I have tried my level best to work sincerely to cover all aspects regarding the matter which I have been assigned.

I believe that this dissertation has enlarged both my knowledge and experience. I hope you will assess my report considering the limitations of the study. I shall be highly grateful if you kindly accept my project. Your kind approval is requested.

Sincerely,



.....

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CERTIFICATE OF APPROVAL



I am pleased to certify that the dissertation is prepared by MD Fuwad Shekh bearing ID No. 171-24-597 of the Department of Journalism and Mass Communication has been approved for presentation and defense. Under my supervision Fuwad worked very effectively. He completed the work during the fall, 2020 semester.

I am pleased to certify that the data, the findings presented in the report are the authentic work of MD Fuwad Shekh bears a good moral character and a very pleasing personality. It has indeed a great pleasure working with him. I wish him all success in life.

Academic Supervisor

.....

Mr. Md. Rashedul Islam

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Declaration

I hereby declare that this report entitled as “**The Impact of Indian Dramas on Behavior, culture and Language of Bangladeshi People**” has been carried out under the Faculty of Humanities and Social Science, Daffodil International University in fulfillment of the requirement for the Degree of Bachelor's in social science. I have composed this paper based on the researchers' findings from various literature to the best of my knowledge and belief original and the result of my own investigations. This has not been submitted in part or full to any other institutions for any other degrees. I even certify that there is no plagiarized content in this dissertation paper.

Sincerely,



.....

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Besides my supervisor, I would like to thank the rest of my teachers for their encouragement, insightful comments, and hard questions all the time whenever I wanted.

I would like to show my gratitude to the reviewers for their insights. I am immensely obliged for their comments on an earlier version of the manuscript, although any errors are my own and should not taint the reputations of those esteemed persons.

Last but not the least, I must express my very profound gratitude to my parents for providing me with unfailing support, space and encouragement throughout my study and through the process of researching and writing this project. This accomplishment would not have been possible without them.

Abstract

This paper examines the perception of the audience of Bangladesh on Indian serials. For this purpose, a survey was taken from 80 people of Bangladesh for primary findings. Data and information have also been taken from various journals, newspapers, article and online portals. The result of the survey reveals that, most of the audience of Indian serials are young generation, female society, housewives, students and unemployed. The survey also postulates that, most of them watch these serials for entertainment and maintaining social relationship. The survey also discloses that, attractive production than Bangladeshi serials, family dispute, extra-marital relationship, family conspiracy, latest fashion trend are reasons to watch Indian Bangla serials. The survey also exposes that, these serials create addiction and also audience believes that, these serials represent current reality and so they try to follow the lifestyle shown in these serials. The most important findings from this survey are these serials influence family relationship negatively, destabilize personal behavior, familial and social life and also harmful for own language.

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Chapter One

Introduction and Background Study

1.1 Introduction

Drama or Serials is recognized one of the ancient forms of entertainment. People watch dramas for entertainment or spending leisure time. Before twenty century people watched drama on theater but now a day's audience prefer to watch dramas on digital platform. In our country cable television is most popular for watch dramas from others digital media platform. Cable television plays a vital role in our country. In 1964-1992 Bangladesh Television (BTV) was the only dominant medium of excitement for an expanded twenty-eight a long time. In 1992 first satellite channels enter in Bangladesh and BTV lost its imposing business model and most individuals of Bangladesh are watching foreign channel. With this entry of cable TV networks, the Indian TV serials have got immense popularity in our country. A significant number of the people in Bangladesh are desperate fan of these serials, most of the female audience of our country watching Indian TV serials rather than any other national programs. So, most of the kids watch those serials with their family and learn Hindi language. On other site people who watch Hindi serials they are also slowly influence by those serials and follow their life style, culture, tradition, cloths, food and language and change their own behavior.

1.2 Background of the study

1.2.1 Reasons behind popularity of Indian drama

To describe the development of Indian TV channels in Bangladesh, we got to come across the starting of Satellite Television (STV) in Bangladesh. STV showed up in Dhaka city for the primary time in 1991 and in 1992 government legalized the Television Get As it were Dish (TVRO) system but the establishment charge of TVRO was so high within the to begin with organize. Be that as it may, the scenery was changed after 1993. At that time the cable administrators wired up centers in

distinctive parts of the Dhaka city to form the cable association accessible to all. Goonesekera depicted the circumstance which is cited by Huda-" In spite of the fact that CNN spearheaded the coordinate transnational broadcasting within the decade of eighty the common watchers of Bangladesh eagerly seen the programs of Doordorshan by utilizing the braggart receiving wire. These endeavors of the watchers finished with the coming of Indian channels like Zee TV, Zee Cinema, Sony etc."(Goonesekera1998:7 cited by Huda 2007)

1.2.2 Main Theme of Indian Drama

Now a days most of Bangladeshi people watch Hindi drama. Most of Hindi drama content are asset deviate, illegal love, family clash etc. As the consider is concerned with how Indian TV serials or drama influence Bangladeshi culture, it includes viewpoints related to the most themes of these dramatizations, the most casualty of these, the way of getting to be influenced, changes in way of life, craftsmanship and culture, and its risk to indigenous culture. The Hindi show serials are overwhelmingly family legislative issues based and involve wonders like, scheme, exact retribution, additional and premarital connections etc. Most of the stories are ladies- centrist and advance around the story of a ladies and her life. Like all other imaginary content, these TV serials center on enthusiastic features more than viable life. The models within the Indian show serials are displayed attractively which can be seen as commoditization of sexual orientation in media. They as it were appearing the glazing part of the life through which a person tends to disregard burdens of individual life for some moments. glazing part of the life through which a person tends to disregard misfortunes of individual life for some moments.

1.2.3 Influence of language

Imperialism in language has been observed for years in Asia, especially in the Indian sub-continent, where there are approximately several hundred languages that have been socially

or culturally victimized. One of linguistic imperialism's striking victims is the Bangla language. Bangladeshi people love their language very much. People of Bangladesh sacrifice their lives for their language. So, that people of our country love our own mother language. But now a day's children learn Hindi because of their parents. When children are 3 to 8 years old, they understand something very quickly. The first educational institution for them after their birth is their family. They try to intimate other relatives and their parents. In particular, at this very tiny age, they learn language. If at this age they begin to hear the Hindi language, they can easily learn the Hindi language. In Bangladesh, the Hindi language is already mixed with Bangla Language. In fact, this kind of use of Hindi is a way of dominating the Bangla language and a cause for linguistic imperialism. According to Bonnie Rochman (2011) children watching TV with their mother and most of mother are watching Hindi serial in their laser time. As a result, children learn Hindi language from those serials because, School children matured from 5-10 are fast learners. They are responsive and their mental capacities are too in an advancement handle and their learning capacity is speedier than grown-ups (Mahsud et. al., 2009). It has long been found that the Hindi language plays a vital dominance over the basic basis of the Bangladesh language, more specifically to the budding children of Bangladesh who are quite easily focused by Hindi serials with so many Hindi phrases. So, we should not give Indian media any chance to kill our mother tongue. We need to take care of the about our words. The correct history of our language and liberation struggle must be known to our generation. Our academics, educators, and other interested individuals should think about this Hindi language imperialist attitude.

1.2.3 Research objectives

The major objective of the research is to find out the impact of the Indian dramas in country.

The study also seeks to know how our kids learn Hindi language from it and how these types of drama change our behaviors. The specific objectives of the study are:

1. To identify the nature of Indian drama.
2. To identify impact of Indian drama in our behavior.
3. To identify impact of Indian drama in our culture.
4. To identify impact of Indian drama in our language.

Chapter Two

Literature review and Theoretical Framework

2.1 Literature review

According to the report of Razu, S.R (2018) examines how Indian TV shows, through shifts in lifestyle, family and personal relationships, and types of art and literature, influence Bangladeshi culture. This research was carried out on 60 participants from Khulna and Dhaka, Bangladesh, who were chosen by means of a purposeful method of sampling. The results indicate that Indian TV series have a significant effect on the everyday lives of people living in Bangladesh. He showed that it impacts people's lives as they spend a large amount of time watching these TV shows. In addition, because of the strong reliance on Indian TV shows, indigenous art, literature, language, customs and rituals are being influenced. This tendency raises concern about such possible threats, including family tensions, violence, psychiatric illness and even suicide. As this research is concerned with the effect of Indian TV serials on Bangladeshi society, it includes aspects related to the key themes of these dramas, the main victims of them the way they are influenced, lifestyle changes, art and culture, and their challenge to indigenous culture. The Hindi drama series are primarily focused on family politics and contain phenomena such as conspiracy, retribution, extra- and pre-marital relationships, etc. Most of the stories are women-centered, developing around a woman's tale and her life. Such TV series concentrate on emotional characteristics rather than practical life, like any other fictional material. The models in the Indian drama series are attractively portrayed, which can be seen as gender commoditization in the media. They just show the glazing part of life in which an individual tends to forget personal life woes for a few moments. He showed in his research that not only do these Indian serials catch the native community; they also create several other threats. Many think

that because of the prevalence these TV series have, eve-teasing, rape, suicide and other antisocial behaviors are rising day by day. He explained his personal experience that one of his cousins committed suicide because her husband and another woman had an extra-marital relationship. Since both she and her husband were addicted to serials, she was influenced by the Indian TV series. It is not that these items did not historically happen in Bangladesh, but they were much less prevalent and people used to feel ashamed of publicly disclosing them. Nowadays, however the situation has changed dramatically.

According to KHALID, A., & HASSAN, S. A. (2014) examined that Indian TV series have a huge influence on the everyday lives of Bangladeshi citizens. It impacts people's lives as they spend a large amount of time watching these TV shows. In addition, because of the strong reliance on Indian TV shows, indigenous art, literature, language, customs and rituals are being influenced. He examined that there are primarily two types of Indian TV series viewers, Main and Secondary Viewers. The main audience is primarily housewives and they frequently watch the program. They are deeply passionate about what happens in each episode and evaluate the plots and actors in a sophisticated manner. A significant number of Bangladeshi audiences are inclined to regularly watch Indian TV shows. Most of these audiences are women, and both family and social life are essentially influenced by the articulation of their modes of interpretation and information. From children's socialization to family entertainment, people now spend a massive amount of time watching these series in front of the TV screen. We found that over 80% of women were primary viewers of such shows, and they were acutely addicted to it. Findings from this research, indicates that watching TV serials are also associated with age and gender identity. Both men and women would watch these serials from puberty to older people, while housewives were their primary viewers. Indian drama series are full of exquisite jewels, trendy dresses and lavish lifestyles that dramatically attract the viewers. He found that watching Indian TV shows had a significant influence on family and interpersonal relationships. In this study, the

viewers of these programs were more than one person in most of the families. They always recorded watching the programs harmoniously, but due to differences in tastes, problems between the husband and wife were often developed. Another main objective of this study is to depict an impractical picture in front of the viewers in the Indian TV series what they reveal is magnificent, glazed and lustrous. The results from this research indicate that there are different types of influence, including how these drama series change our lifestyle, how it affects our family and intimate relationships, how it affects our art and culture, and what risk factors emerge from the risk factors extreme addiction to services like this. We found some major implications of the current study by reviewing literature such as papers, documents, and most importantly, the statements of respondents and related individuals. This study makes a simple attempt to resolve these issues based on participant expectations as we recognize that more and more research on this subject is needed to build awareness among people. It is good to incorporate diverse cultures, but if indigenous culture is endangered, it needs to be regulated where possible.

The maximum research on Indian dramas in culture and lifestyle base. No one focus on our behavior changes and how much it impacts in our language. So, in my study I try to focus on our behavior and language changes.

2.2 Theoretical Framework

The theoretical framework of the study is based on cultivation theory. Cultivation theory was founded by George Gerbner in the 1960s. The cultivation theory proposes that people who are exposed frequently watch media over long periods of time perceive the world's social realities as presented on media and it influences the audiences' states of mind and behaviors (Wikipedia). According to cultivation theory, the more time people reside in the virtual world, the more they accept that social reality adjusts with the reality depicted on tv (Riddle, 2009). The hypothesis proposes that people can copy and learn things from observation alone like watching others' attitude and behavior. It is obvious that people are

being socialized through tv and it influences the open and them teach (Morgan and Shanahan 2010; Gerbner et al. 1986). We also watched that members in this study would recognize the on-screen hones as their possess. Therefore, their way of life and family institution encounters experience a dramatic change. Many would go mad about this pixie because it influences their individual, family and sociology-economic life over all. Besides, the social learning hypothesis states that, children and young people from a social learning theory point of view, emphasizing imitative execution of vicariously strengthened consumption stimuli is additionally pertinent in this setting (Atkinson, 1976) are claim.

Chapter Three

METHODOLOGY OF THE STUDY

This chapter discusses the qualitative and quantitative research methods used in this study. It explains why the researcher has merged both the qualitative and quantitative research and the methods of sampling.

3.1 Single methods research

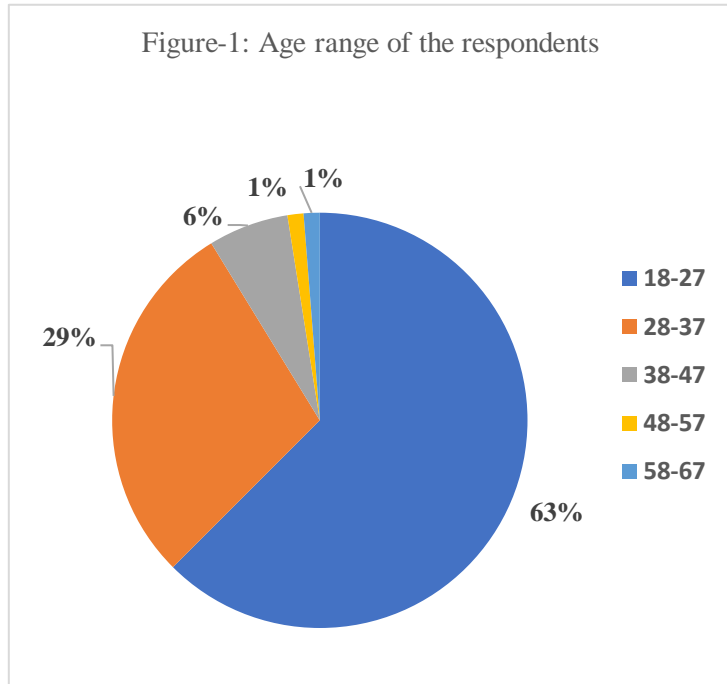
Using one strategy in research is single strategy research which is also known as single-methodology. In this study, the single strategies approach is applying both qualitative and quantitative research. For this corona pandemic situation, we can't go out site for sampling. So, we get an online survey for our sampling. In this survey 80 people give their opinion and several questions answer for this survey. We use qualitative and quantitative research methods on this survey because qualitative research and quantitative research offer different perceptions making the balance between the limitations of one strategy and qualities of the other method. For example, in quantitative research the voices of members are not specifically listened that ready to achieve form qualitative research. At the same time the capacity to generalize the results is missing in qualitative investigate whereas the quantitative inquire about permits to do so. Subsequently, in this research the combination of qualities of a qualitative approach makes up for the weaknesses of a quantitative approach and vice versa.

Chapter Four

RESULTS OF THE STUDY

4.1 Age range of the respondents

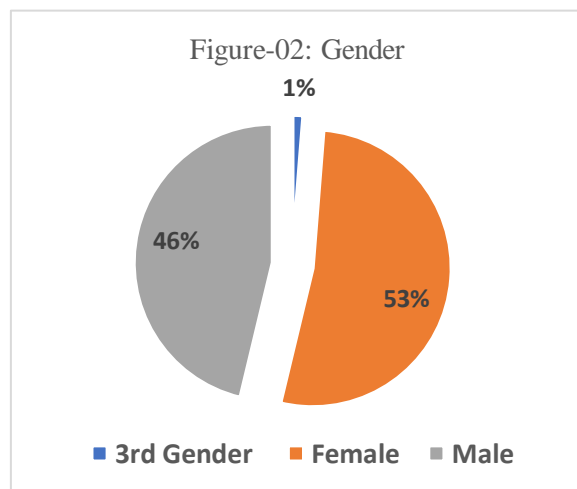
The above pie chart showing the percentage of 80 participants on the basis of age range who watching Indian drama/serials. The chart show that, the age range of 18-27 years watching drama 63%, the age range 28-37 years watching 29%. That means this country main youth watching those serials.



On another site the age range 38-47 years watching 6%, 48-57 years 1% and 58-67 years 1%. That means our country young generation 18-37 years are most viewer of Indian serial. The result of percentage is threatening that new generation future for their addiction.

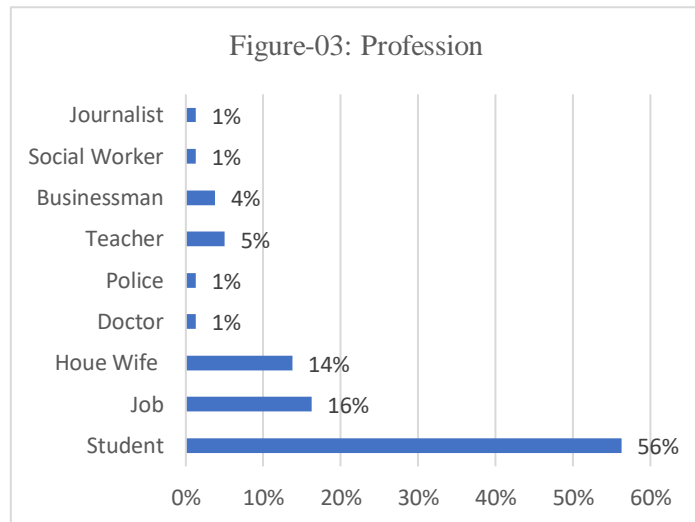
4.2 Gender

The above pie chart showing the percentage of 80 participants on the basis of gender who watching Indian drama/serials. The chart show that, 53% female watching Indian drama on other side 46% male and 1% third gender watch those serials. With this chart we saw that most of female watch Indian drama.



4.3 Profession

The above bar chart showing the percentage of 80 participants on the basis of profession who watching Indian drama/serials. The chart shows that, 56% student watch Indian serial on other site 16% job worker and 14% house wife watch those serials.



Other professional journalist 1%,

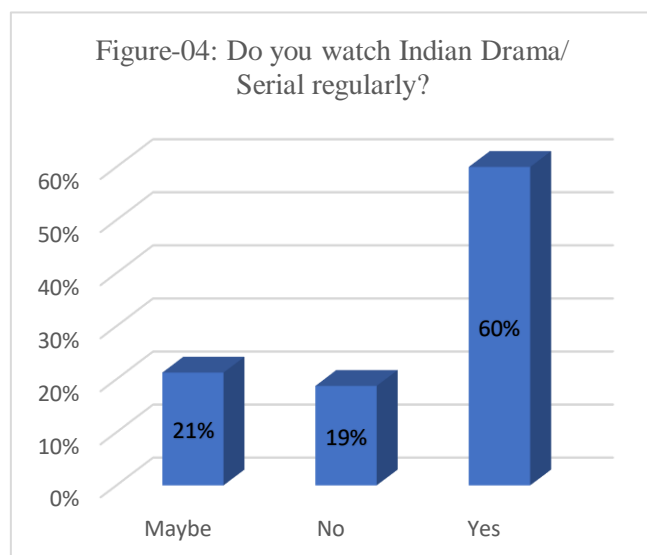
social worker 1%, businessman 4%, teacher 5%, police 1%, doctor 1% watch this serial.

That means students and house wife are main audience of those program.

4.4 Do you watch Indian Drama/ Serial regularly?

The above bar chart showing the percentage of participants on the basis of watch Indian Drama/ Serial regularly.

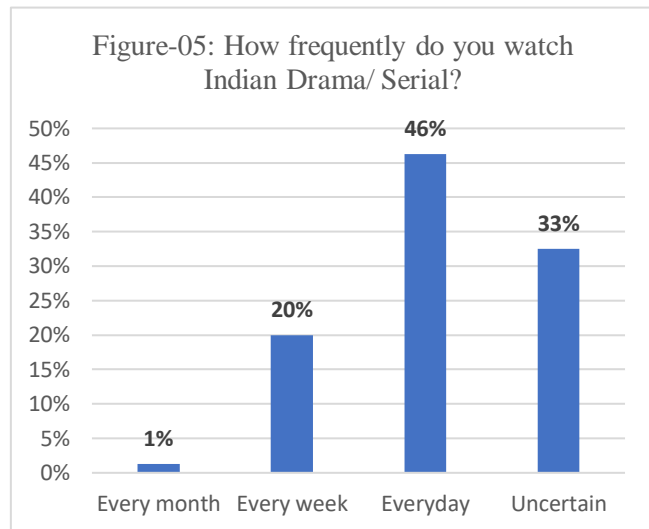
The chart shows that, 60% audience regularly watch Indian drama on other site 21% people said maybe they watch regularly and 19% people not watching regularly Indian serials. That's mean



$60\% + 21\% = 81\%$ people regularly watch those serials and this is threat for any country people culture and behavior.

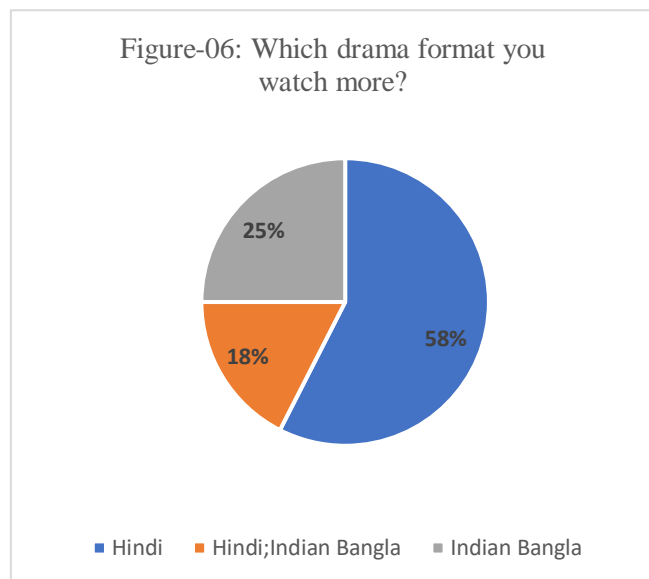
4.5 How frequently do you watch Indian Drama/ Serial?

The above bar chart showing the percentage of participants on the basis of watching frequently Indian Drama/ Serial. The chart shows that, 46% people watch drama every day and 33% watch drama uncertain. On other side 20% people watch weekly and 1% people watch monthly drama. This chart shows most of 46% people every day watch those drama.



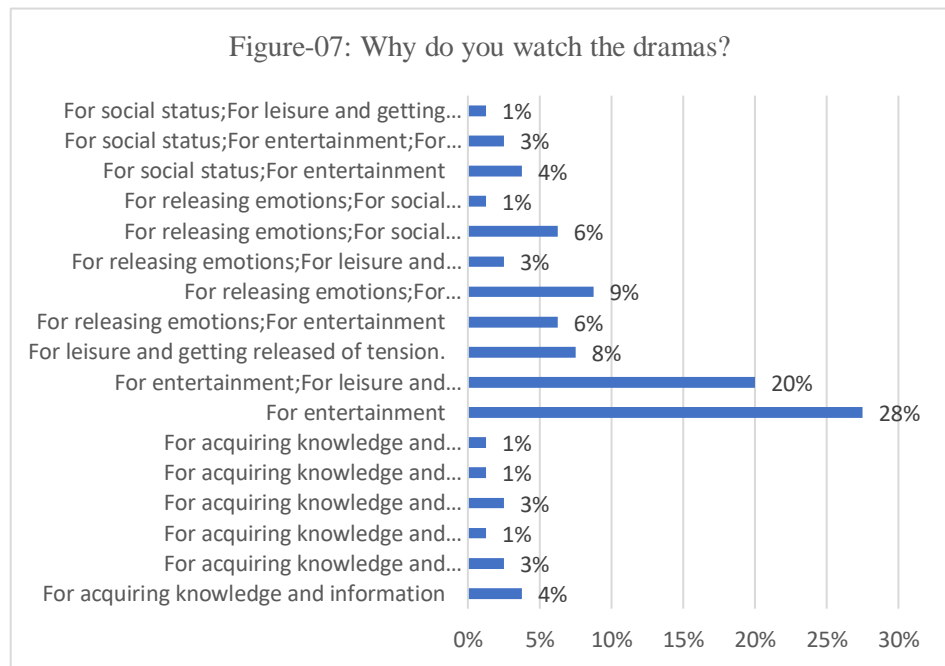
4.6 Which drama format you watch more?

The above pie chart showing the percentage of participants on the basis of format they watch in Indian Drama/ Serial. The chart shows that, 58% audience watch Hindi format serial and 25% audience watch Indian Bangla format. On other side 18% audience watch both of Hindi and Indian Bangla format. By this chart we saw that most of Bangladeshi people 58% prefer to watch Hindi serials.



4.7 Why do you watch the dramas? (More than one answer acceptable)

The above bar chart showing the percentage of participants on the basis of reason they watch in Indian Drama/ Serial. The chart shows that, 28%

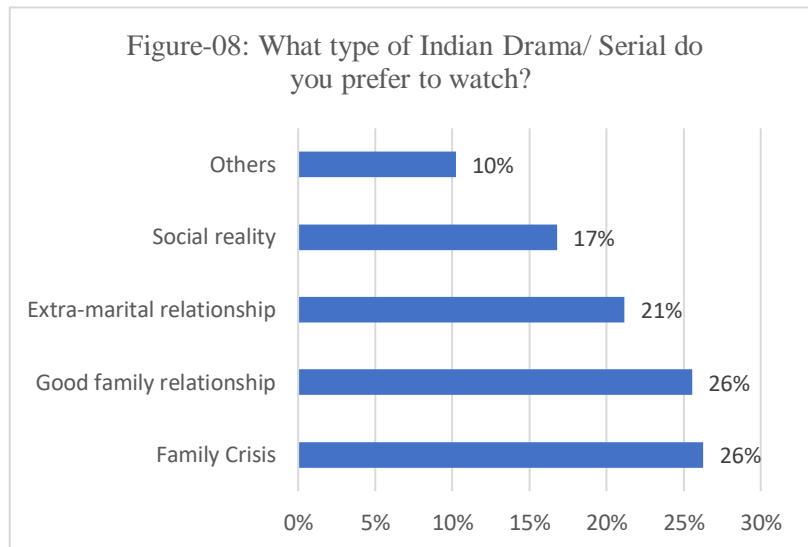


people watch those serials for entertainment, 20% people watch for entertainment; leisure and getting released of tension. 9% people watch for releasing emotions; entertainment; leisure and getting released of tension. 8% watch for leisure and getting released of tension. 6% watch for releasing emotion and entertainment. 6% watch for releasing emotions; social status; entertainment. 4% watch for acquiring knowledge and information. 4% watch for social status; entertainment. 3% watch for acquiring knowledge and information; entertainment. 3% watching for acquiring knowledge and information; releasing emotions; entertainment.

The chart show that most of 28% watching Hindi serial for entertainment and other people watch serial for multiple reason.

4.8 What type of Indian Drama/ Serial do you prefer to watch? (More than one answer acceptable)

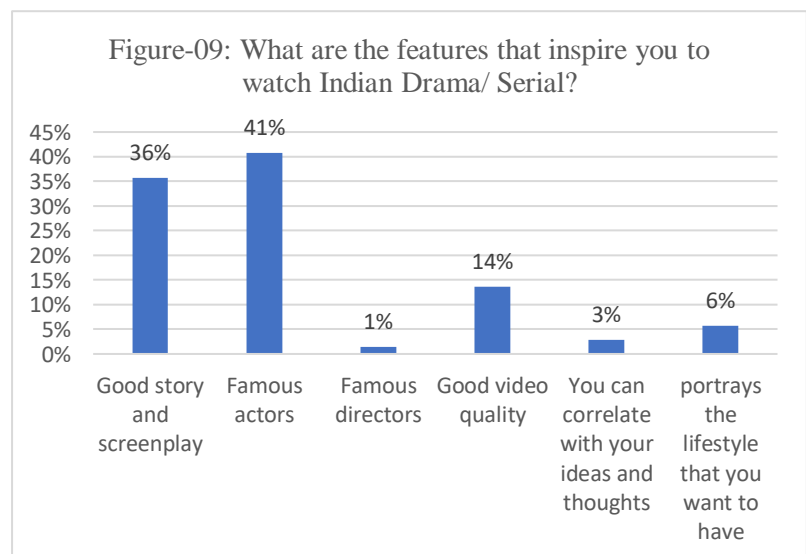
The above bar chart showing the percentage of participants on the basis of watching type of Indian Drama/ Serial. The chart shows that, 26% audience watch family crisis type serial and other 26% watch



good relationship type serial. 21% watch extra marital relationship serial, 17% watch social reality serial and 10% watch other types of serial. So, this chart show that what type serial people watch in tv. most of people watch family crisis serial and it is really harm for our culture.

4.9 What are the features that inspire you to watch Indian Drama/ Serial? (More than one answer acceptable)

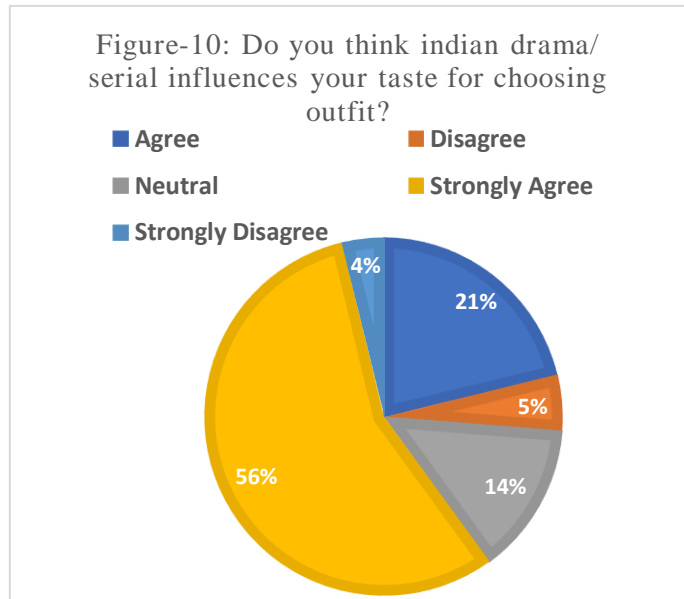
The above bar chart showing the percentage of participants on the features that inspire you to watch Indian Drama/ Serial. The chart shows that, 41% audience watch Hindi drama for famous actor and 36% watch for story and screenplay. Other site 14% watch



for good video quality. 6% think they lead lifestyle like them so they watch it. In this chart we saw that most of people 41% watch those serials for their actor.

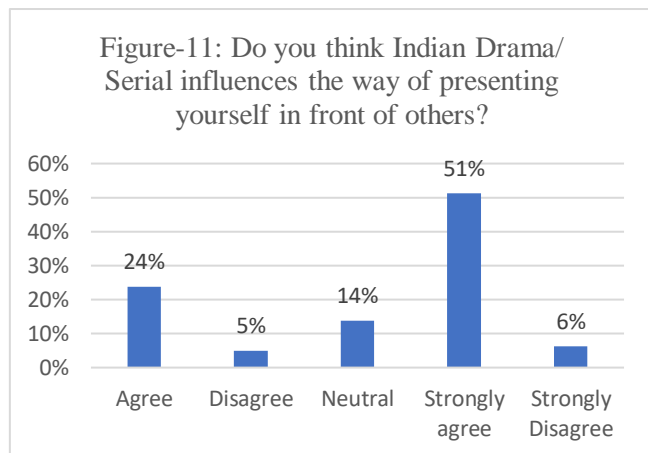
4.10 Do you think Indian Drama/ Serial influences your taste for choosing outfit?

The above pie chart showing the percentage of participants on their think of Indian drama/ serial influences their taste for choosing outfit. The chart shows that, 58% people strongly agree, 21% agree, 14% neutral and 5% disagree. That mean 77% people think that Indian drama influence them to choose outfit.



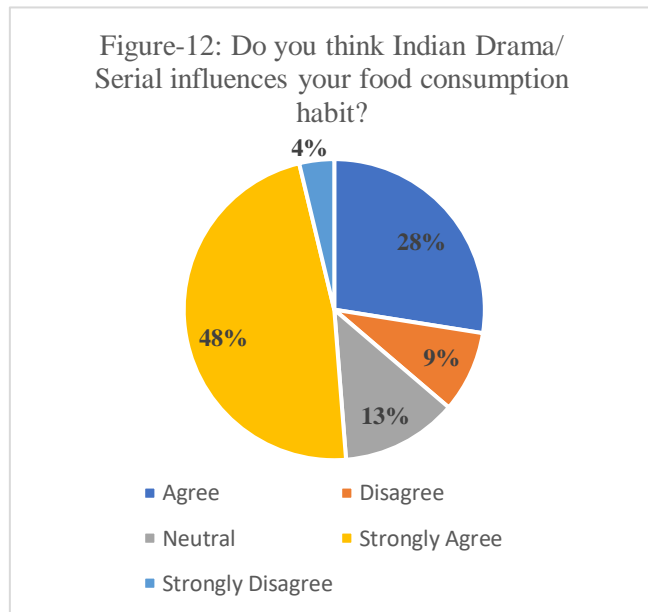
4.11 Do you think Indian Drama/ Serial influences the way of presenting yourself in front of others?

The above bar chart showing the percentage of participants on their think Indian Drama/ Serial influences the way of presenting them in front of others. The chart shows that, 51% people strongly agree, 24% agree, 14% neutral, 5% disagree and 6% strongly disagree.



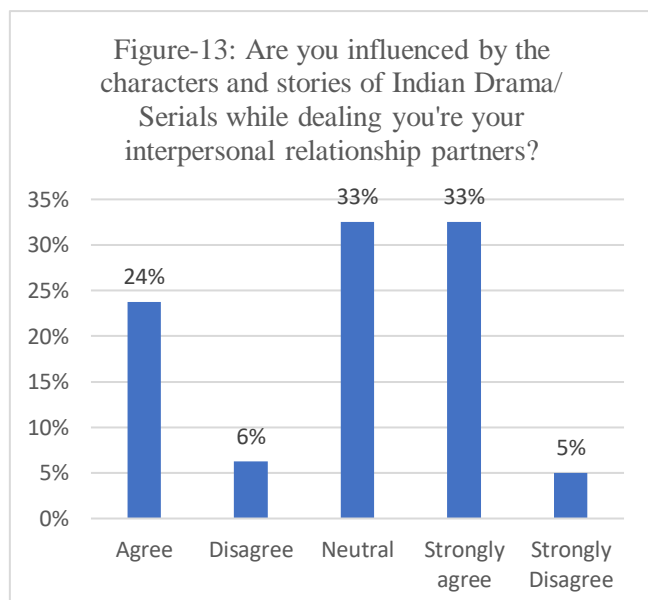
4.12 Do you think Indian Drama/ Serial influences your food consumption habit?

The above pie chart showing the percentage of participants on the Indian Drama/ Serial influences their food consumption habit. The chart shows that, 48% people strongly agree, 28% agree, 13% neutral, 9% disagree and 4% strongly disagree. This chart show that 76% people think those serials influence them to choose food.



4.13 Are you influenced by the characters and stories of Indian Drama/ Serials while dealing you're your interpersonal relationship partners?

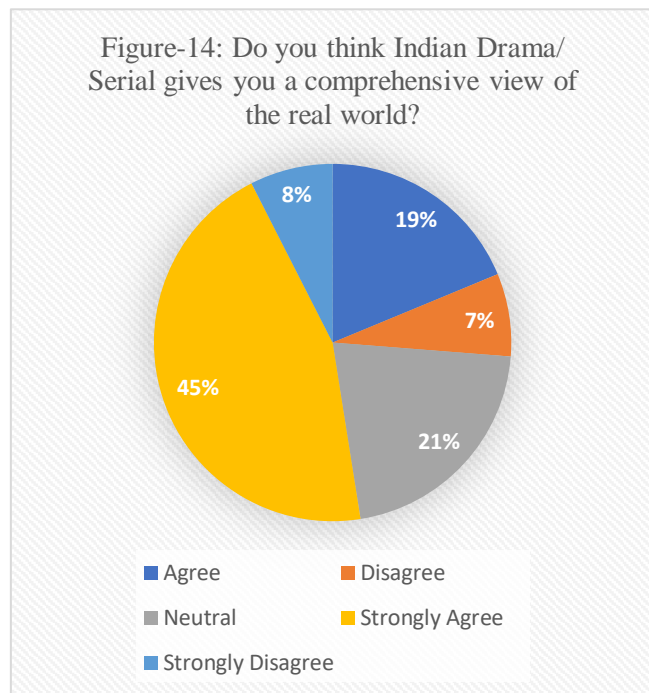
The above bar chart showing the percentage of participants on the influenced by the characters and stories of Indian drama while dealing their interpersonal relationship partners. The chart shows that, 33% people strongly agree, 24% agree, 33% neutral, 6% disagree and 5% strongly disagree. In this chart we saw most of people agreed that those serials influence them in their interpersonal life.



4.14 Do you think Indian Drama/ Serial gives you a comprehensive view of the real world?

The above pie chart showing the percentage of participants on their think about Indian drama gives you a comprehensive view of the real world.

The chart shows that, 45% people strongly agree, 19% agree, 21% neutral, 7% disagree and 8% strongly disagree. In this chart we saw 45% believe that Indian serial give them view real world.

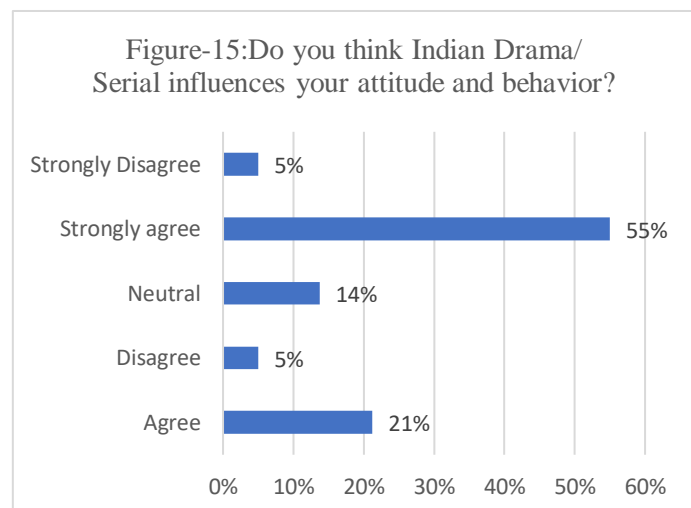


4.15 Do you think Indian Drama/ Serial influences your attitude and behavior?

The above bar chart showing the percentage of participants on Indian drama influences their behavior. The chart shows that, 55% people strongly agree, 21% agree, 14% neutral, 5% disagree and 5% strongly disagree.

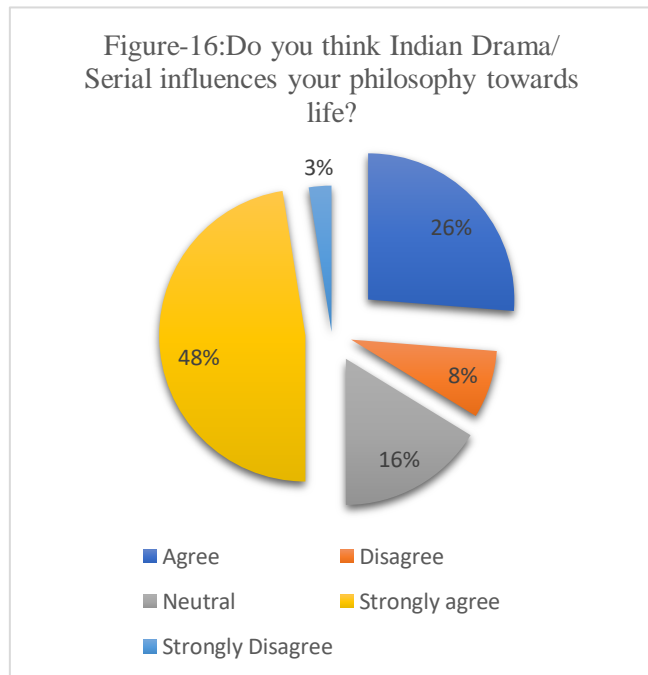
So, we saw here Indian drama

influence audience to their behavior and attitude very hardly. And it is really risk for society and audience.



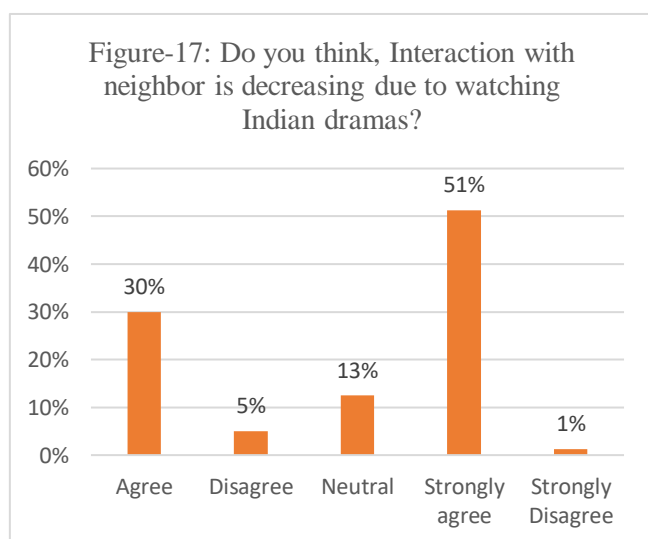
4.16 Do you think Indian Drama/ Serial influences your philosophy towards life?

The above pie chart showing the percentage of participants on the Indian Drama/ Serial influences their influences their philosophy towards life. The chart shows that, 48% people strongly agree, 26% agree, 16% neutral, 8% disagree and 3% strongly disagree. Here we saw that how much Hindi serial impact in our philosophy toward life.



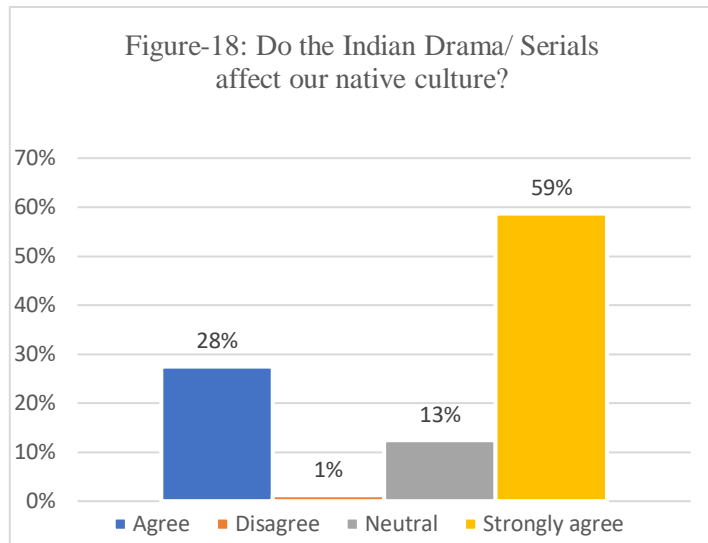
4.17 Do you think, Interaction with neighbor is decreasing due to watching Indian dramas?

The above bar chart showing the percentage of Interaction with neighbor is decreasing due to watching Indian dramas. The chart shows that, 51% people strongly agree, 30% agree, 13% neutral, 5% disagree and 1% strongly disagree. In this chart we saw that for Indian drama how much we away from our neighbor.



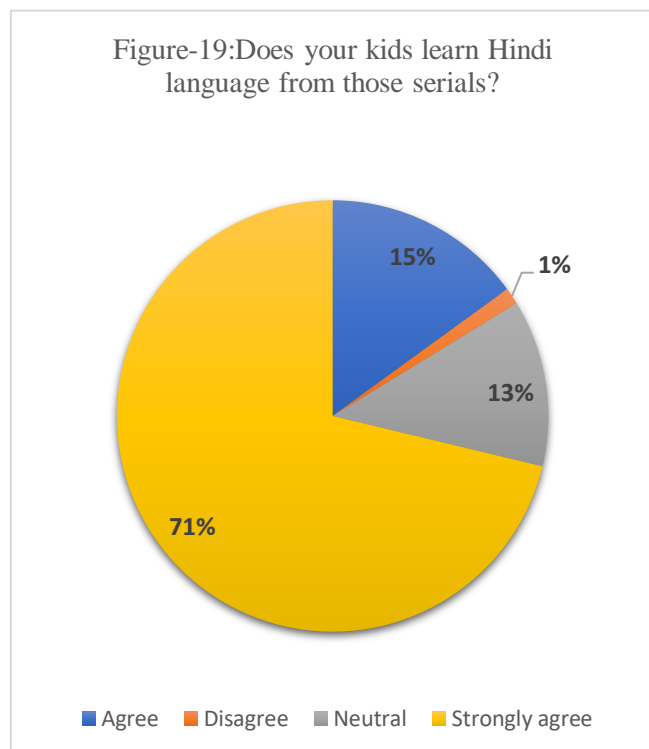
4.18 Do the Indian Drama/ Serials affect our native culture?

The above pie chart showing the percentage of participants on the Indian Drama/ Serials affect their native culture. The chart shows that, 59% people strongly agree, 28% agree, 13% neutral, 1% disagree. From this we saw that Indian drama huge impact in our native culture.



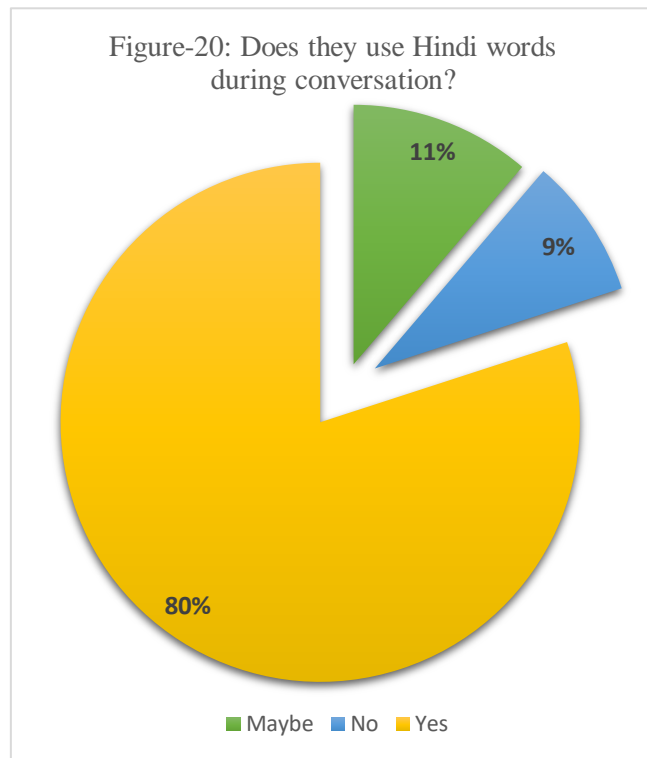
4.19 Does your kids learn Hindi language from those serials?

The above pie chart showing the percentage of participants on their kids learn Hindi language from those serials. The chart shows that, 71% people strongly agree, 15% agree, 13% neutral, 1%. Here we saw that how much those serial impact in our children language learning.



4.20 Does they use Hindi words during conversation?

The above pie chart showing the percentage of participants on their family kids use Hindi words during their conversation. The chart shows that, 80% people said yes, 11% said maybe and 9% say no. Here we saw that how much kids talk in Hindi for those serials.



Chapter Five

Finding and Conclusion

5.1 Finding of the study

This paper attempts to explore the effect of the Indian serial on Bangladeshi behavior, culture, and language. Findings propose that the effect is of different forms including how this drama serials are changing our way of life, how it influences our family life and it change our kid's language, how it impacts our behavior and culture and what are the hazard variables started from the severe habit of these programs. By analyzing writing such as journals, articles, theoretical foundation and most critically the articulation of the respondents and relevant people, we watched a few noteworthy suggestions from the show consider. In our survey we find that in 80 people 43% female said they watch serial regularly. On other side only 16% male watch those serials regularly. Here we saw that in our country the main viewer of Hindi serials is female. They following the Indian lifestyle, the audience of Bangladesh is reproducing their language, food, attitude, behavior and dress. Audiences use Hindi words during discussion and conventional ceremonies of Bangladesh are also being affected.

5.2 Conclusion

In present Indian serial is most popular thing in our country. People of all ages and all gender watch it. It plays a huge role in our society like cultivation theory. Audience watch those serials regularly so they think that serials story, serial life they and their tradition is real. And for that people foregate their own tradition and culture and language. People behave like serial character, wear dress like their, talk like theirs. Many times, it may be harmful like many people suicide for serial (dhaka tribune, 2014/08/17) and many time groups of people fight for this serial. People watch serials all time so they can't contact with

their neighbor so relationship with neighbor down day by day. In last these serials harm our children. Kids also learn those things and also learn Hindi language and they use it in their communication. So, they can't learn their own mother language.

5.3 References

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5.4 Annex

I am Fuwad Shekh, a student of BSS program, Journalism and Mass Communication Department, daffodil international university. As part of my academic learning, I need to conduct a project, *titles* “The Impact of Indian Dramas on Behavior, Culture and Language of Bangladeshi People”. In this study, I would like to request you to share your views and opinions and oblige me thereby.

Name:

Age:

M/F

Profession:

Income per month (Self/Guardian):

1. Do you watch Indian Drama/ Serial regularly?
 - a. Yes
 - b. No
2. How frequently do you watch Indian Drama/ Serial?
 - a. Everyday
 - b. Every week
 - c. Every month
 - d. Uncertain
3. Which drama format you watch more?
 - a) Hindi
 - b) Indian Bangla
4. Why do you watch the dramas? (More than one answer acceptable)
 - a) For acquiring knowledge and information
 - b) for releasing emotions
 - c) for social status
 - d) For entertainment
 - e) for leisure and getting released of tension.
5. What type of Indian Drama/ Serial do you prefer to watch? (More than one answer acceptable)
 - a) Family Crisis
 - b) Good family relationship
 - c) Extra-marital relationship
 - d) Social reality
 - E. Others
6. What are the features that inspire you to watch Indian Drama/ Serial? (More than one answer acceptable)
 - a. Good story and screenplay
 - b. Famous actors
 - c. Famous directors
 - d. Good video quality
 - e. You can correlate with your ideas and thoughts
 - f. portrays the lifestyle that you want to have
 - h. Others

7. Do you think Indian Drama/ Serial influences your taste for choosing outfit?
a. Strongly agree b. Agree c. Neutral d. Disagree e. Strongly disagree
8. Do you think Indian Drama/ Serial influences the way of presenting yourself in front of others?
a. Strongly agree b. Agree c. Neutral d. Disagree e. Strongly disagree
09. Do you think Indian Drama/ Serial influences your food consumption habit?
a. Strongly agree b. Agree c. Neutral d. Disagree e. Strongly disagree
10. Are you influenced by the characters and stories of Indian Drama/ Serials while dealing you're your interpersonal relationship partners?
a. Strongly agree b. Agree c. Neutral d. Disagree e. Strongly disagree
11. Do you think Indian Drama/ Serial gives you a comprehensive view of the real world?
a. Strongly agree b. Agree c. Neutral d. Disagree e. Strongly disagree
12. Do you think Indian Drama/ Serial influences your attitude and behavior?
a. Strongly agree b. Agree c. Neutral d. Disagree e. Strongly disagree
13. Do you think Indian Drama/ Serial influences your philosophy towards life?
a. Strongly agree b. Agree c. Neutral d. Disagree e. Strongly disagree
14. Do you think, Interaction with neighbor is decreasing due to watching Indian dramas?
a. Strongly agree b. Agree c. Neutral d. Disagree e. strongly disagree
- 15.** Do the Indian Drama/ Serials affect our native culture?
a. Strongly agree b. Agree c. Neutral d. Disagree e. Strongly disagree
- 16.** Does your kids Learn Hindi language from those serials?
a. Strongly agree b. Agree c. Neutral d. Disagree e. Strongly disagree
- 17.** Does they use Hindi words during conversation?
a. Yes b. No c. Maybe