



## A Study on the Impact of Indian Teledrama on Family Ties as Shown on Sri Lankan Television

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### Abstract

Nowadays, television is a tremendously popular form of media. Indian teledramas are a kind of teledramas that are popular on national television networks in the nation. These are voiced and broadcast in Indian on national and regional television networks to research how Indian teledramas affect family dynamics. These days, Sri Lankans love watching Indian teledramas. There is no age difference in the propagation of this. These are broadcast every day, as a result of seeing them, people are tempted to adopt their lifestyles in real life. Large-scale societal issues have resulted from this. That is to what extent society has influenced the existing family institution through these dramas watching. For this study, both primary and secondary data were employed. To gather primary data, a questionnaire was created, and information was gathered from a group that was chosen at random. To gather secondary data, books, reports, newspapers, etc. were used. These results demonstrate how watching Indian teledramas has a big impact on people's daily life. People's lifestyles are impacted because they spend a lot of time watching television serials. This leads to a number of issues in the family. Additionally, local literature, art, language, customs, and rituals are fashioned after these Indian TV series, which causes a variety of issues such as family strife, criminal activity, and suicide. Meanwhile, the corporation has changed. And one of the things that has been revealed is that, the current young generation. Currently, they are more interested in watching local dramas. And nowadays, Indian telecasts have also decreased and the present young generation is rejecting them.

**Keywords:** Television, Indian teledrama, Family, Impact, Tempted

