

AN INVESTIGATIVE STUDY ON HOW SOAP OPERAS HAVE INFLUENCED LOCAL CULTURAL CIVILIZATION

DG. Nipuni Hansima Gamage¹

Soap operas have long been dominant in the entertainment industry, captivating audiences with their melodious storylines and character relationships. The purpose of this exploratory study is to explore the profound influence of soap operas on local culture. By examining the historical development, social impact, and audience response of soap operas, this research emphasizes the complex ways in which this television drama has shaped and transformed local communities. Multidisciplinary approaches based on theories from sociology, anthropology, and media studies provide a comprehensive analysis of the cultural impact of soap operas. The study was conducted by capturing data from primary and secondary source studies and analyzing them using qualitative research methods. In the analysis of the data, it was possible to identify how soap operas have contributed to the collapse of local cultural civilization. An important finding among the findings of this study is the ability of these soap operas to reflect the audience's cultural values, norms, and aspirations. The soap is known for challenging traditional beliefs and addressing taboo topics such as extramarital affairs such as divorce. The study also examines how soap operas have contributed to the formation of collective identity and community bonds. Also, soap operas have become a cultural phenomenon that unites people across geographical, social, and economic boundaries. Finally, these exploratory studies highlight the profound effects of soap operas on local culture, demonstrating their ability to shape social attitudes, challenge norms, and foster community participation.

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¹ *Department of Humanities, Faculty of Social Sciences and Humanities, Rajarata University of Sri Lanka. dnipunihansima99@gmail.com*