

# The Influence of Foreign TV Serials on Armenians

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# Overview

- 1 Research Question
- 2 Research Findings
- 3 Limitations and Areas for Future Research

# Research Question

- Does the foreign TV melodramas influence on Armenians?

## Sub-question

- If yes, does it have a long term or short term influence on Armenians?

## Examined four Indian and Brazilian TV serials:



“Udaan” or «Առօրյա»- was first aired in 2014, consists of 2 seasons and 1039 episodes as of May 5 2018.



“Balika Vadhu” or «Հարսիկը» - originally ran from 2008-2016. the TV serie has 2 episodes with 2245 episodes. It was broadcasted in Armenia by the Shant TV.



- “Uttaran” or «Մերժվածը» - the TV melodrama is one of the longest TV series by episode count (3 seasons with 1549 episodes), that ran originally from 2008-2015.
- “Uttaran” soap opera has received a wide public response and is actively debated in social networks as well. It should be noted that according to “Trends” Google search engine, the most searched word in the last month is «Մերժվածը»



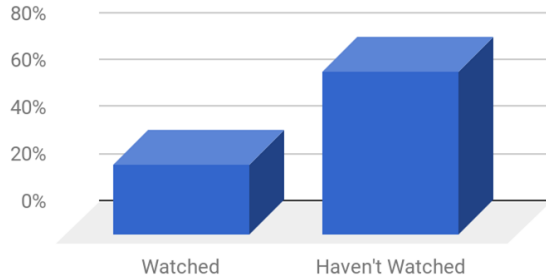
“Iss Pyaar Ko Kya Naam Doon” or «Ինչ կոչել այս սերը» – was first broadcasted from 2011–2012, has 11 seasons and 398 episodes.



First time was broadcasted in 2000s. Second time in 2013. Officially the number of episodes of the TV melodrama is 221. For the international viewers: 250 with the fixed duration of 45 minutes.

# Survey Results of Indian TV Serials

How Many of Them Watched ITS?(capture 2)

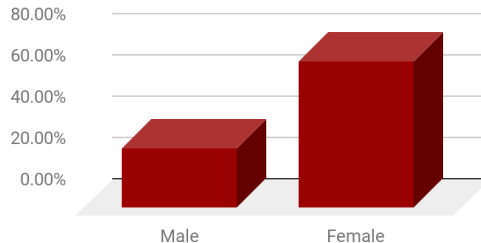


Out of 130 people the survey takers age were scaling from 19 to 25 (41.1 %) and 41 to 70 (27.8 %).

- Ռամն ինձ օգնական- “let Ram help me”
- Namaste
- Namaskar
- Bhabi

The 70% of Armenians have not watched the Indian TV serials. Whereas the 30% have watched all the four Indian TV serials.

Indian TV serials Gender (capture 1)

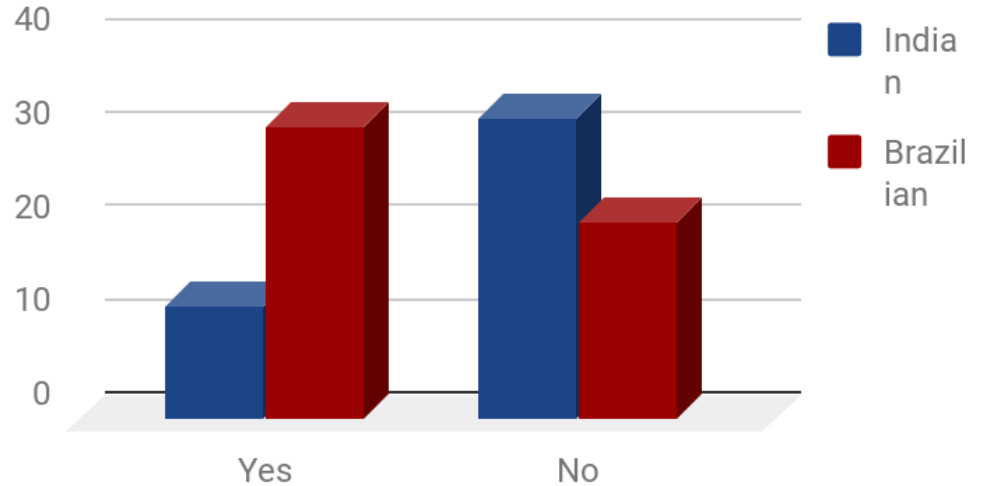


Common Phrases Learned from Indian TV Serials

# Preference of The Survey Takers

Despite the fact that Armenians are watching the Indian TV serials, they give their preference to the Brazilian TV melodramas.

Which country TV serial do you prefer? Indian or Brazilian? (capture 4)



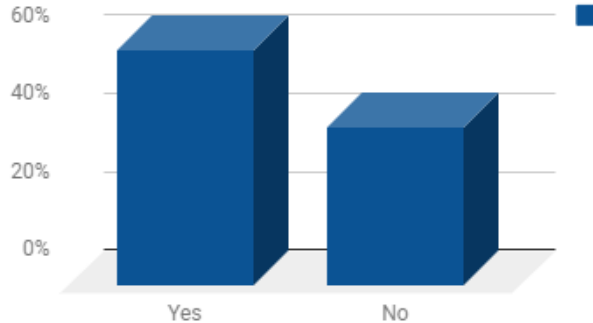


# The Preferable Top Three Country TV Melodramas to be Broadcasted in Armenia



# Survey Results of Brazilian O' Clone TV Serial

How many of them watched O'Clone? (capture 2)

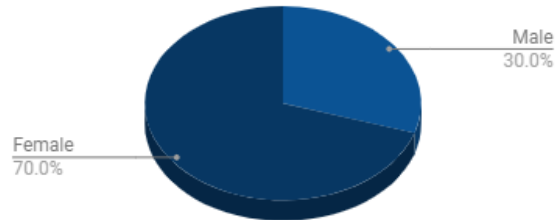


Out of 130 the survey takers age were scaling from 19 to 25 (42.2 %) and 41 to 70 (31.1 %).

- Իշ Ալլահ - Ish Allah
- Հարամ է - It is a sin
- Ալհամդուլիլահ - Alhamdulillah
- Ես ոսկեղեն շատ եմ սիրում - I like gold very much

The 60 % of Armenians answered yes and 45 % out of the ones who have watched O' Clone had no idea about Muslim.

Gender (capture 1)



Common Phrases Learned from Brazilian O' Clone TV Serial

# Real Life Story from Focused Group Interview: 1 (Indian)

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The story that shared Irma is about a little girl, one of their neighbors. There was a scene in one of the Indian TV serials where the main character collects all the golden/silver accessories they have and hide them in the garden. The following day the little neighbor does the same. She collected her accessories and hid them in the same way in their garden.

# Real Life Story from Focused Group Interview:2 (Brazilian)

When Marina was at a kindergarten, the O' Clone was broadcasting for the first time, and everyone was addicted to that TV serial starting from children and ending from elders. Jade (the main character) used to put much jewelry, and at Maria's kindergarten, there was a girl who had jewelry as Jade has. With her jewelry, that little girl was famous among her friends and every girl who was watching the O' Clone was jealous. They were asking their parents to buy accessories like the main character Jade has.

# Indian Exhibition In Armenia



In 2018, the bestseller is the hair oil “Amla.” It is a good product and helps to heal the hair and make them glow. This year the photo of Ichha is in the cover of the product, who is the main character of one of the four Indian TV melodramas that are shown in Armenia, it become more popular among the Armenians.



# Limitations and Areas for Future Research

- Start contacting your interviewees as soon as possible!
- The statistics about the TV melodrama viewership were not able to find.
- The interview with Armenian TV melodrama directors- lack of time.

# Thank you