A Comparative Study of Indian TV Serials and Korean Dramas in the Context of Socio-Cultural Influences, Narration Style and Audience Perceptions

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ABSTRACT

Television series are like a mirror. They serve as a reflection of a society's social and cultural ideals. Similarly, when it comes to Indian TV serials and Korean TV series or K-dramas, both represent their respective cultures and reflect societal values, which is why, they serve as a medium for storytelling. Indian TV serials are often known for their recurring themes of family and traditions, genre-specific shows, and morality. Korean dramas, on the other hand, have become popular due to their intriguing storylines, production quality and their diverse set of genres. Due to its popularity among the public, a comparative study of Indian TV serials and Korean dramas is done by the researcher in the context of socio-cultural influences, narration style and audience perceptions. They also tend to have some kind of impact on the viewers as well as help them form a narrative regarding what they view. Therefore, this study aims to provide a comparative analysis between them to shed light on the distinct characteristics and similarities, as well as differences between the two popular serial formats.

Keywords: - Indian TV serials, Korean dramas, socio-cultural influences, narration style, audience perceptions, Over the Top (OTT) Platforms

INTRODUCTION

The present era of the information age has been shaped significantly by electronic media, which includes a range of platforms and technology. The way we communicate, consume obtain information, and entertain ourselves has been revolutionised by electronic media, which has grown to be a potent force today. The Latin word 'medium' or 'medius' (middle), typically describes a device that disseminates information to the public for amusement or educational purposes. The term "media" refers to all means of communication, therefore anything from a phone conversation to any news on television can be included in its definition. The media is essential for influencing culture, distributing news, and forming public opinion.

With the development of telegraph and telephone in the 19th century, the history of electronic media officially began. The invention of radio by Guglielmo Marconi in the 1890s was a key turning point. Radio transmission became a popular form of mass media in the early 20th century, reaching a large audience

with news, music, entertainment, and cultural material. The introduction of television marked a true revolution in electronic media. The transformation of television from an experimental medium to a common household item has had a profound impact on how we acquire information, amuse ourselves, and interact with the outside world. Television emerged as a powerful medium in the 1930s and 1940s, with the first regular broadcasts in the 1930s. Its advancement was expedited by World War II, which provided news and entertainment for both citizens and soldiers. When personal computers and the internet were first introduced in the latter half of the 20th century, the digital age officially began. Communication satellites were developed, allowing for live coverage of worldwide events and international broadcasting. The internet made email, websites, and social media platforms possible, facilitating the transfer of text, images, audio, and video around the world. Popular social media websites such as Facebook, Twitter, and YouTube emerged in the early 21st century. These websites are now effective instruments for networking, self-expression, and the dissemination of ideas. Thus, the development of the internet had a profound influence on electronic media.

Digitalisation and the Entertainment Industry

The television industry has seen a substantial transformation because of the new cutting-edge technology, improved access to content, and ever-changing watching preferences. Television networks, both traditional and digital, which are the core of the media and entertainment industry, among other things, produce and transmit a wide range of content, including news, sports, scripted dramas, reality shows, and documentaries. Television thus serves as a major source of news and information, with different shows and genres providing commentary and analysis and news stations covering local, national, and international events.

Because of the expansion of digital channels and platforms, including cable and satellite providers and OTT streaming services, viewers now have access to a massive collection of information. With streaming services like Netflix, Disney Plus, and Hulu providing a huge library of content on demand, the digital age has also revolutionised the entertainment sector, changing traditional broadcast and cable TV. The rise of on-demand viewing has encouraged binge-watching and a move away from conventional appointment programming.

The entertainment sector is a massive trillion-dollar industry worldwide. It is everchanging, broad and dynamic, with a wide range of well-liked themes and genres that pique people's interests and imaginations. It is a varied, vibrant, and significant sector that profoundly affects our lives. It significantly influences culture and society through its cultural impact, economic contribution, globalization, and the creation of fandoms. TV serials, motion pictures, and music offer help in forming societal benchmarks and values and reflecting societal designs and social issues.

Development of Television Series

Serialized television, commonly referred to as TV series or "TV shows," has played a big role in contemporary entertainment and cultural consumption. The earliest TV serials were greatly influenced by radio programs, which frequently featured dramatic stories, soap operas, and live performances. This is why, in the 1940s and 1950s, television programming consisted mainly of live drama and variety shows. The first TV serials were soap operas, which were long-running daytime dramas targeted primarily at women. And since these shows were often sponsored by soap manufacturers, hence the name "soap operas." "The Guiding Light," which premiered in 1952, was one of the first and most recognizable TV serials.

By the 1960s, innovations in the TV industry had moved forward, becoming a driving force for developing TV serials and the rise of distinctive genres. In the 1980s and the 1990s, the world saw the advent of cable television which paved the way for a variety of TV channels, opening doors to niche programming in the television industry. With globalisation and technological advancements, the world has become a big community.

Popularity of OTT Platforms

Apart from offering on-demand content, there is a wide variety of content available on OTT platforms, which cater to an assortment of tastes and interests of the public, including original series, films, and documentaries. OTT subscriptions are usually less expensive than conventional cable or satellite TV bundles, making them a desirable choice for those on a budget. By crossing national boundaries and drawing viewers from all over the world, transnational TV shows sometimes referred to as worldwide or internationally popular TV series, have amassed enormous popularity and critical acclaim. Streaming services like Netflix, Amazon Prime Video, Disney Plus, and Apple TV Plus, are a few of the components impacting the rise of transnational TV shows.

By providing subtitles, dubbing, and a variety of languages, OTT platforms have made TV series easily accessible to audiences throughout the world and made programming more inclusive. International interest has also been drawn to Asian dramas from South Korea, China, Japan, and other places. Similarly, dramas from South Korea, such as "Crash Landing on You," "Parasite," and "Squid Game," have made South Korea a major player in the world of entertainment. K-pop and K-dramas, which propelled the Hallyu wave, have had a significant impact on the world, frequently acting as cultural ambassadors for South Korea.

The popularity of Indian TV Serials in India

Indian TV serials sometimes referred to as Indian television dramas or daily soaps, are a vital component of the country's entertainment sector. Direct-to-home (DTH) and cable television became widely available with the rise of satellite television in the late 1990s and early 2000s, drawing sizable crowds to their popular soap operas and reality shows. Between the years 2000 and 2010, the Indian television industry made the switch from analogue to digital transmission, enhancing picture and sound quality and facilitating effective content delivery.

They are broadcast on several channels and draw a vast viewership from both India and the Indian diaspora across the world. Different states and regions in India have popular TV series that feature local cultures, traditions, and languages, reflecting the country's vast cultural and regional variety. Epics from mythology and history, like "Ramayan" and "Mahabharat," have become incredibly popular. Family dynamics, relationships, and societal issues are frequently covered in family and social dramas, which continue to be popular. Indian TV series frequently feature social messaging that addresses themes like gender equality, domestic violence, and education and carries a sense of social obligation. Indian TV series, which cover a variety of genres and issues, have amassed enormous audiences and cultural significance in India. The most well-known Indian TV shows of all time include "Kyunki Saas Bhi Kabhi Bahu Thi," "Balika Vadhu," "Yeh Hai Mohabbatein," "Naagin," "Taarak Mehta Ka Ooltah Chashmah", and the like.

An Increase in the viewership of Korean TV serials in India

The invention of television in South Korea was a crucial turning point in the history of the nation, revolutionizing not just how information was communicated but also how South Koreans saw entertainment and the news. In South Korea, the television business was at its peak in the late 1980s. With the introduction of colour TV in the 1980s, Korean television transformed. Contemporary dramas

attempted to arouse nostalgia in city people and by the late 1990s, the Korean Wave technically began with the success of 'Star in My Heart' in China. Thus, the word Hallyu was created, and the primary cast of the show became Hallyu celebrities because of the show's prominence. Popular Korean dramas began to appear in the early 2000s, which was also the time when they were first distributed internationally.

Over the past ten years, K-dramas, or Korean dramas, have become incredibly popular in India, especially with young viewers. Unique storytelling, excellent production quality, brief episodes, character-driven stories, romantic themes, a variety of genres, cultural curiosity, and accessibility on international streaming platforms like Netflix, Amazon Prime Video, and Viki are important aspects of this boom. Younger Indian fans are particularly fond of K-dramas due to their fresh and contemporary themes. The popularity of K-dramas in India illustrates the influence of Korean entertainment on the world stage and promotes more intercultural understanding and interaction.

METHODOLOGY
Objectives of the Study
1. To understand the historical development of TV serials as a part of electronic media.
2. To study the comparison between Indian TV serials and Korean dramas in the context of socio-cultural influences, narration style and audience perceptions.

Sampling Frame
Since no list is available, the researcher has used convenience sampling, a type of non-probability sampling, for their research. This is because convenience sampling is simple and helpful for the analyst. The sampling size is 20, with the age group being 18 to 40. The location of the sample study is Mumbai.

DATA COLLECTION AND ANALYSIS
Data Collection
Keeping the objectives in mind, the researcher has made use of both primary and secondary sources of data collection for the study. The researcher has used Interview schedule as a technique of primary data collection. Apart from it, secondary sources of data collection such as newspapers, magazines, journals, books, historical records, etc. along with electronic media.

Data Analysis
Data analysis is done manually as well as with the help of a computer. Based on the findings of the research, conclusions and suggestions are drawn.

CONTENT AND DISCUSSION
While researching for the study, the researcher came across theories from different fields of Sociology like the Sociology of Mass Media as well as some psycho-social theories. All of these help in understanding how the media content that we consume is socio-culturally influenced and how these influences are portrayed through narration style and audience reception of the same (in this case, Korean dramas and Indian TV serials).

Symbolic Interactionism is a perspective that looks at how society develops and interprets symbols and meanings. It examines how people interpret their interactions with one another. It looks at how viewers interpret the characters, relationships and circumstances that are depicted in TV serials. It investigates the interpretations the viewers give to these features and how their cultural experiences and background affect these meanings. Both Indian TV serials and Korean dramas frequently focus on interpersonal interaction,

family dynamics and cultural conventions which may have an impact on how viewers interact with their own families and communities.

Functionalism is a sociological theory that focuses on the various functions that make up a society. It implies that diverse social institutions and customs have distinct roles in preserving a society's equilibrium and stability. Thus, functionalism can be used to comprehend how Indian TV serials and K-dramas complete social functions within their respective societies. Through the representation of cultural practises, rituals and family structures, Indian TV serials play a key role in upholding and promoting traditional Indian culture, values and norms. They also act as a vehicle for promoting morals and social values in the Korean culture. Korean dramas frequently feature aspects of Korean culture including Confucian principles, traditional attires and customs, helping to preserve Korean cultural identity and boosting a sense of national pride.

This idea can be further explained by Pierre Bourdieu's idea of "cultural capital", wherein he states that cultural practises and knowledge can be a type of social capital that affects a person's social mobility and rank in society. When viewers choose to watch certain Indian TV serials, they can distinguish themselves by showing that they share the values and customs that are shown in the programmes. The consumption of Korean dramas by individuals with knowledge of Korean culture can indicate a person's cultural sophistication and possibly act as an indicator of their cultural capital. Thus, the cultural capital theory, thus, provides a prism through which we may comprehend how people with various levels of cultural awareness and knowledge interact with and interpret Korean dramas and Indian TV shows.

Social learning theory by Albert Bandura places a strong emphasis on the value of reinforcement, imitation, and observation in the learning process. According to the social learning theory, people pick up behaviours, attitudes, and norms by watching and copying media representations. TV series frequently feature individuals and circumstances that viewers may relate to, which promotes observational learning. According to this hypothesis, media can affect behaviour by offering examples to imitate.

According to Stuart Hall, media texts are produced and encoded by producers with a range of signals, which viewers then decode to comprehend. Therefore, what we see is just a "re-presentation" of what the creators intended for us to perceive. This theory also postulates that the audience actively negotiates and interprets the intended meanings provided by the media text based on their social positioning and cultural background rather than passively accepting those meanings as given. The reception theory of Stuart Hall offers a helpful framework for comprehending how audiences react to and interact with media messages. Korean dramas and Indian TV shows frequently include distinctive cultural features that are unique to both societies. One can discover the cultural codes present in these shows and investigate how the audience perceives them by examining the encoding and decoding process. One can also examine how different segments of the audience based on age, gender, class and ethnicity, interpret the meaning of these shows. For instance, for some viewers, the class dynamics presented in TV shows may appear boring, while for others it can be entertaining.

The aspect of class dynamics is quite repetitive in both Korean dramas as well as in Indian TV serials. This can be best understood by Karl Marx and his work on class hierarchy. According to his class theory, there exists a class hierarchy, within which an individual's position is decided based on their role in the production process. His theory states that there are two classes – bourgeoisie (capitalists) and proletariat (workers) in the society. Both the above-mentioned shows often depict stark differences in the lifestyles of wealthy characters and other 'poor' characters. The themes of inheritance, wealth accumulation, and social mobility can be understood through the lens of class struggle and exploitation. The Marxist class

ideology further helps in understanding how these TV shows reinforce or at times challenge the class structure in both societies.

FINDINGS

- The highest number of respondents which is around 40%, are in the age group of 20 to 25 years.
- From the sample of 20, 90% of the respondents are females.
- The majority of the respondents of this study, which is 45%, are undergraduates.
- Out of the sample size of 20, the highest number of the respondents belong to the working category, i.e., 45% of the respondents are working.
- As per the data collected, the highest percentage of respondents, i.e., around 30% fall under the 60k to 80k monthly income bracket, which is around 7.2 lakhs to 9.6 lakhs yearly.
- From the sample size of 20, 80% of them use both Cable and Smart TVs as well as 'Over the Top' (OTT) platforms for watching TV shows.
- Around 35% of the respondents, from the sample size of 20 watch TV shows whenever they are free.
- Majority of the respondents, around 40% prefer to watch romantic comedies.
- Majority of 35% of respondents watch Indian TV serials because they are very dramatic and entertaining.
- Out of the sample size of 20, 30% of the respondents don't like how lengthy and extended the storylines for Indian TV serials are.
- The majority of the respondents, out of the sample size of 20, around 25% like Korean dramas because they have good quality production.
- From the sample of 20, many of the respondents i.e., around 35% also find Korean dramas to be cliché at times.
- Majority of the respondents, around 30% find that both the Indian and Korean cultures, as displayed by the TV shows, place a lot of importance towards families.
- Out of the sample size of 20, many of the respondents, i.e., around 50% find both Indian TV serials and Korean dramas to be quite relatable to an extent.
- Majority of the respondents, around 30% of them, find shows and serials in OTT platforms to have overall more interesting plotlines.
- While 25% of the respondents claim that Indian TV serials and Korean dramas represent their culture through the depiction of food and cuisines, another 25% claim that they do so through the portrayal of their respective languages.
- Majority of the respondents, around 30% say that in Indian TV serials, women are often portrayed as hardworking and 20% of them claim that they are often portrayed as housewives. Around 35% of the respondents claim that females are shown to be hardworking
- From the sample size of 20, 25% of the respondents, state that female lead characters are often portrayed as fair-skinned and attractive and the other 25% claim that they are typically shown to have traditional roles. And the highest number of respondents, i.e., around 25% claim that female lead characters in Korean dramas are portrayed to be very attractive and pretty. A lot of respondents also agreed that the reason why they started watching these K-dramas was because of how good the actors and actresses looked.

- The highest percentage of respondents, around 25%, claim that male lead characters in Indian TV serials are often portrayed to be attractive and from wealthy families and around 35% of them also claim that Korean male lead characters are similarly shown to be very attractive, wealthy and romantic. It is also pertinent to note that the viewership of these TV shows has a lot to do with an aspect of appearance as well.

- Out of the sample size of 20, the majority of the respondents, around 40% state that foreign characters are often stereotypically biased in their portrayals.

- From the sample size of 20, around 35% of the respondents stated that family dynamics in Indian TV serials are often portrayed as patriarchal. And around 35% of them also stated that family dynamics in Korean dramas are mostly portrayed as patriarchal.

- Around 30% of the respondents, claim that TV shows usually tend to focus on upper/upper-middle class because it is like the fantasy of many come alive.

- On one hand, around 50% of the respondents believe that Indian TV serials are women-centric and are catered towards women, and on the other, 40% of them also believe that Korean dramas are women-centric, with a large audience amongst teens and young adults.

- While around 50% of the respondents claim that there is more focus on the upper or elite class rather than the other classes in Indian TV serials, the other 45% of them believe that Korean dramas aptly depict the other economic classes.

- Majority of the respondents, around 35% believe that they are wrongfully underrepresented. They claim that this can be since Northeast Indians are treated as foreigners in their own country.

- Around 35% of the respondents believe that Indian TV serials may have the ability to reinforce outdated norms and 25% of them believe that it can also influence views and opinions of the viewers.

- Majority of the respondents, around 35% believe that Korean dramas can influence the preferences of the viewers which can be in terms of fashion, beauty, etc.

- On one hand, the majority of the respondents, around 30% claim the portrayal of social issues in Indian serials is usually briefly touched upon and on the other, 25% of them believe that it is realistically portrayed in Korean dramas.

- Majority of the respondents, around 30% believe that lengthy pacing can make the serials boring and lose its essence.

- Majority of the respondents, around 25% claim that there are extended storylines and the other 25% claim that multiple subplots are added to it. Also, around 30% believe that there are proper storylines and another 30% believe that there is a set number of episodes which makes it easier for the viewers who want to watch and know the story.

- Majority of the respondents, around 30% state that Indian TV serials have a melodramatic presentation style and around 25% of the respondents, state that in Korean dramas, the cinematography is aesthetic.

- The majority of the respondents, around 45% stated that they prefer to watch both Korean dramas and Indian TV serials.

- Majority of the respondents, i.e., around 30% stated that TV serials can influence the preferences of the viewers and can also reinforce certain societal norms to an extent.

- Majority of the respondents, around 30% state that it can influence the perception of relationships. Also, 50% of the respondents, state that Korean dramas can also influence viewers in terms of adopting or copying certain behaviour, as well as influencing fashion trends.

- Majority of the respondents, around 40% state that watching Korean dramas does help spark an interest in learning the language. A total of 50% of the respondents claimed that watching Korean dramas has helped them to get familiar with some Korean words and try ramen noodles.
- Majority of the respondents, around 30% claim that after watching Korean dramas they have tried Korean beauty products.
- Majority of the respondents, around 40% state that the rise in the consumption of Korean products is highly related to the popularity of Korean dramas. It can also be due to good marketing and clever product placements in these dramas.
- Majority of the respondents, around 40% claim that the reason why they purchased Korean products is highly related to the popularity of Korean dramas.

CONCLUSIONS

- Indian TV serials and Korean dramas have a profound and wide-ranging socio-cultural influence on Indians, affecting social norms, forming views, and fostering cross-cultural interactions. Korean dramas and Indian TV series both serve as cultural representatives, showcasing the customs, values, and social norms of their respective nations.
- In the study, most of the respondents claim that Indian TV serials and Korean dramas represent their culture through the depiction of food and cuisines. Another way of doing it is through the portrayal of their respective languages. Cultural aspects including traditions, values, and societal norms are symbolically portrayed in Korean dramas and Indian TV shows through stories, characters, and visual signals.
- The viewers' perceptions of cross-cultural understanding and interest are stimulated by Korean dramas and Indian TV serials. The stories, customs, and everyday life shown in these programmes provide an insight into the subtle cultural differences between South Korea and India. The concept of 'cultural diffusion' helps to explain this better. The sociological notion of "cultural diffusion" describes how ideas, beliefs, habits, and technologies can transfer from one society to another.
- The study also shows that most of the respondents find that both the Indian and Korean cultures, in the TV shows are patriarchal and place a lot of importance towards families. The usage of family-centric themes can be better explained with the theory of 'Structural functionalism'. According to structural functionalism, society is a complex system made up of interconnected components that each have a specific role to play in preserving the balance and stability of the whole.
- Women are often portrayed as hardworking in both Korean dramas and Indian TV serials. Oftentimes times they are presented as housewives in Indian TV serials, mostly seen to be playing a traditional role. And on the other hand, the female characters in Korean dramas seem to play diverse roles. However, the female lead characters are frequently shown as attractive in both serial genres.
- A lot of respondents also agreed that the reason why they started watching these K-dramas was because of how good the actors and actresses looked.
- Most of the respondents are of the consensus that Indian TV serials and Korean dramas are mostly catered towards women. They also believe that Korean dramas have a large audience among teens and young adults. This can be understood from the fact that most of the respondents of this study have been females. This can be further explored with the help of 'Cultural studies and feminist theory'.

- Foreign characters are stereotypically portrayed in Korean dramas. The way foreign characters are portrayed in Korean dramas stems from a process known as symbolic construction of meaning, in which people are given traits and behaviours based on their cultural upbringing. Stereotypes are symbolic shortcuts that make difficult social realities easier to understand.

- The respondents believe that TV shows usually tend to focus on the upper/upper-middle class because it is like the fantasy of many has come alive. When it comes to Indian TV serials, the respondents believe that there is more focus on the upper or elite class rather than the other economic classes of the society. However, respondents also believe that Korean dramas seem to aptly depict the other economic classes.

- Most of the respondents in the study believe that Northeast Indians are wrongfully under-represented in the Indian television industry. They claim that this could be because Northeast Indians are treated as foreigners in their own country. This is why, they also tend to look for those TV shows wherein they find familiarity. According to a study named, Cultural Proximity and Hybridity by Rubal Kanozia and Garima Ganghariya, Korean dramas have become very popular among the youths in Manipur. This can be also explained by the concept of the 'Mere Exposure Effect', which describes the tendency of people to develop preferences for certain things simply because people are familiar with them.

- Many respondents believe that Indian TV serials may have the ability to reinforce outdated norms and influence the views and opinions of the viewers. On the other hand, they also believe that Korean dramas can influence the preferences of the viewers. This could be in terms of perceptions, adopting a certain behaviour, fashion trends, beauty, etc. They also think that it could influence the perception of relationships.

- The way characters are portrayed in Korean dramas and Indian TV serials has a big impact on viewers' fashion and lifestyle preferences. Watchers frequently try to imitate the looks of their favourite characters, which makes outfits, accessories, and even hairstyles more common.

- Most of the respondents in the study believe that the rise in the consumption of Korean products is directly related to the popularity of Korean dramas in India. They also believe that it can be due to good marketing and clever product placements in these dramas. They also claim that after watching Korean dramas they have tried Korean products. This can be chalked up to the phenomenon of the Korean wave and how it has affected Indian consumers' willingness to buy Korean cuisine and cosmetics.

- Both Indian TV serials and K-dramas influence the use of language among the viewers. With Indian TV serials, the viewers also have the option of watching serials in different regional languages depending on the State. Many viewers incorporate lines and phrases from well-known serials into casual discussions. In the study, respondents state that watching Korean dramas does spark an interest in learning the language. They also claimed that watching Korean dramas helped them to get familiar with some Korean words and phrases.

- The themes and narratives presented in both formats contribute to shaping social perceptions and influencing norms. Indian TV serials often address social issues such as women's empowerment, caste dynamics, and familial expectations. Korean dramas, with their exploration of relationships, societal hierarchies, and cultural expectations, provide a different lens through which viewers perceive interpersonal dynamics and societal norms.

- Most of the respondents believe that the lengthy pacing of Indian TV serials can make it boring and lose its essence. They also claim that, along with the extended storylines, multiple subplots are added

to it. On the other hand, Korean dramas seem to have proper storylines and a set number of episodes which makes it easier for the viewers who want to watch and know the story.

- Many of them also stated that Indian TV serials have a melodramatic presentation style and that in Korean dramas it is a blend of different genres and so on. They also believe that the cinematography is aesthetic and visually appealing.
- The respondents mostly claimed that they prefer both Indian TV serials and Korean dramas as they find them to be relatable to an extent.
- In conclusion, Indians are influenced by Korean dramas and Indian TV serials in varied and extensive ways. These television shows serve as cultural representatives, promoting cross-cultural dialogue that advances knowledge of societal norms and values beyond enjoyment. Not only does it affect watching habits, but it also affects how people view and interact with their own culture, as well as with other cultures.

SUGGESTIONS

Based on the data analysis and conclusions, the researcher has mentioned below some suggestions to improve the overall quality of the television media content to enhance the experience of the viewers.

1. It is important to support real, diverse tales that capture the complexity of today's world.
2. TV shows should talk about current societal concerns, human relationships, and personal development while providing storylines that appeal to a wider range of readers.
3. Proper and careful character development should be the priority to produce multifaceted, likeable individuals.
4. Make sure that diverse social groupings, such as different ethnic groups, and backgrounds, are represented in a fair and nuanced manner.
5. It should be taken care that stereotypes are not reinforced in TV shows.
6. To improve TV serials' technical and visual elements, spend more on production qualities.
7. Enhancements to the production quality, set design, and cinematography can all lead to a more engaging and captivating viewing experience.
8. Unwanted stretching of storylines should be avoided. Short storylines keep viewers interested and don't allow the quality of the narrative to be compromised.
9. Put quality before quantity by considering intriguing stories and well-written tales.
10. Give cultural sensitivity the top priority when telling stories to prevent cultural appropriation and misrepresentation.

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