



EXPLORING CULTURAL HEGEMONY IN THE SELECTED ASIAN DRAMAS

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ABSTRACT

This research paper delves into the intricate interplay between cultural hegemony and the burgeoning world of East Asian dramas. As these dramas gain global acclaim, their narratives and representations become integral components in understanding the dynamics of cultural influence on a worldwide scale. The research undertakes a systematic content analysis of a diverse selection of East Asian dramas, categorizing and dissecting narrative structures, character portrayals, and cultural elements. The study employs a case study approach, delving deeply into specific dramas to illuminate how cultural hegemony operates within each narrative, considering factors such as popularity, critical reception, and cultural representation. This research seeks to provide a comprehensive exploration of cultural hegemony in East Asian dramas, offering valuable insights for scholars in the realms of media studies, cultural studies, and global entertainment. The findings contribute to ongoing academic discourse and underscore the importance of fostering cultural diversity and authenticity in a rapidly evolving globalized media landscape.

Key words: cultural hegemony, Cultural Resistance, Cultural Appropriation, Cultural Diversity, East Asian dramas, OTT,

Objectives:

To Examine the Presence of Cultural Hegemony in East Asian Dramas.



To Investigate Instances of Cultural Resistance within East Asian Dramas.

To Explore the Role of OTT Platforms in Shaping Cultural Hegemony within East Asian Dramas.

To Evaluate the Global Success of East Asian Dramas in Relation to Cultural Hegemony.

To Examine the Challenges of Cultural Appropriation in East Asian Dramas.

What is Cultural Hegemony?

Cultural hegemony refers to the dominance or control exerted by one cultural group or class over others within a society. It extends beyond mere political or economic power and involves the subtle shaping of beliefs, values, norms, and societal structures to favour the dominant culture. This influence is often so ingrained that individuals from subordinate cultures may adopt the dominant culture's perspectives, reinforcing the existing power dynamic.

Cultural hegemony operates through various means, including media, education, language, and institutions. The dominant culture often uses these avenues to promote its worldview as the norm, marginalizing alternative perspectives. For instance, media representation, educational curricula, and language usage may all subtly reinforce the values and ideologies of the dominant culture, making them appear universal.

While cultural hegemony often involves the imposition of one culture's values on others, it's essential to recognize that not all aspects of it are inherently negative. Some argue that a shared cultural framework can provide social cohesion and a sense of identity. However, concerns arise when this dominance suppresses diversity, perpetuates inequality, and limits the expression of alternative viewpoints.

cultural hegemony is not static. Societal shifts, activism, and changes in power dynamics can challenge and alter cultural hegemony over time. Increased awareness, advocacy for diversity, and inclusive practices contribute to challenging the status quo. However, meaningful change requires a collective effort to dismantle systemic biases and create a more equitable cultural landscape.

Globalization can both challenge and reinforce cultural hegemony. On one hand, increased connectivity allows for the exchange of diverse ideas and cultures, challenging the dominance of any single culture. On the other hand, the spread of global media and economic structures may lead to the homogenization of certain cultural aspects, contributing to the dominance of a few powerful cultures on a global scale.



Individuals and communities can resist cultural hegemony through conscious efforts to preserve and celebrate their unique cultural identities. This may involve promoting inclusive education, supporting diverse media representations, and actively challenging discriminatory practices. Grassroots movements and cultural activism play a crucial role in fostering a more inclusive and pluralistic society.

East Asian dramas have emerged as a fascinating lens through which to examine the intricate dynamics of cultural hegemony. These television productions, originating from countries like South Korea, China, Japan, and Taiwan, provide a unique platform to explore how cultural influences shape narratives and audience perceptions on a global scale.

Connection Between Cultural Hegemony and East Asian Dramas

Cultural hegemony is particularly intriguing when examining its influence on the popularity and reception of East Asian dramas. These dramas, hailing from countries like South Korea, China, Japan, and Taiwan, have gained immense international acclaim. The connection lies in how these shows, despite originating from diverse cultures, often face the impact of global cultural hegemony.

Global Cultural Hegemony and East Asian Dramas

Global cultural hegemony, often led by Western influences, can shape the reception of East Asian dramas in several ways. It may impact the criteria used for evaluating these dramas, influencing what is considered 'good' or 'marketable.' Additionally, the dominance of certain cultural norms in global media may lead to the preference for storylines that align with Western expectations, potentially sidelining unique cultural elements present in East Asian dramas.

East Asian Dramas Challenge Cultural Hegemony

East Asian dramas have proven to be a potent tool for challenging cultural hegemony. The global success of shows like "Parasite" and "Squid Game" from South Korea exemplifies this. These productions, while rooted in East Asian culture, captivate global audiences, challenging preconceived notions about what makes a universally appealing storyline. The success of such dramas signifies a shift in the global entertainment landscape.

East Asian Dramas Preserve Cultural Identity

East Asian dramas often serve as a medium for preserving and promoting cultural identity. They showcase unique traditions, values, and societal nuances that might not be familiar to a global audience. By presenting authentic narratives, these dramas contribute to a more



diversified representation of cultures, countering the homogenizing effects of cultural hegemony.

Risk of Cultural Appropriation in East Asian Dramas

While East Asian dramas aim to share their cultural richness, there is a risk of cultural appropriation. This occurs when elements of a culture are taken out of context or misrepresented. It is crucial for creators, both in East Asia and globally, to approach storytelling with sensitivity, avoiding stereotypes and ensuring a respectful portrayal of cultural practices to prevent perpetuating harmful narratives.

Viewers' Contribution to a Culturally Diverse Narrative

Viewers play a pivotal role in shaping the narrative surrounding East Asian dramas. By actively seeking a variety of shows that authentically represent different cultures within East Asia, viewers can contribute to breaking down cultural hegemony. Sharing appreciation for diverse storylines and advocating for accurate representation encourages the entertainment industry to move towards a more inclusive and culturally rich landscape.

Global Appeal Amidst Cultural Diversity

One striking aspect of East Asian dramas is their ability to captivate audiences worldwide, transcending cultural and linguistic barriers. Despite their diverse cultural origins, certain dramas have achieved immense international popularity. This phenomenon prompts an exploration of how these shows navigate and, in some cases, challenge the pervasive effects of cultural hegemony.

Cultural Hegemony's Impact on Reception

Global cultural hegemony, often dominated by Western influences, inevitably seeps into the reception of East Asian dramas. The criteria for evaluating these shows can be influenced by prevailing Western norms, potentially overshadowing unique cultural elements. This impact raises questions about whether the success of these dramas is measured against a global cultural standard rather than appreciated for their authentic representation of East Asian cultures.

Challenging the Narrative

However, East Asian dramas are not passive recipients of cultural hegemony. Some productions actively challenge prevailing norms, presenting narratives that deviate from Western-centric expectations. The global success of groundbreaking shows like "Parasite"

DR. SHARAYU O. SONAWANE

4 Page



and "Squid Game" exemplifies a shift in the narrative landscape. These dramas engage with international audiences while authentically representing their East Asian roots, challenging preconceived notions and breaking free from cultural hegemonic constraints.

Preserving Cultural Identity

East Asian dramas play a vital role in preserving and promoting cultural identity. Through nuanced storytelling, they showcase traditions, values, and societal intricacies unique to their respective cultures. This preservation acts as a counterbalance to the homogenizing effects of cultural hegemony, offering audiences a glimpse into the rich tapestry of East Asian heritage.

The impact of cultural hegemony is evident in the criteria used to evaluate and promote East Asian dramas on OTT platforms. There is a tendency for narratives aligning with Western-centric storytelling structures to receive more attention, potentially overshadowing the authenticity and uniqueness of East Asian cultural elements. This dynamic raises questions about whether the success of these dramas is measured against a global cultural standard or appreciated for their cultural specificity.

Global Success Amid Cultural Nuances

Notwithstanding these challenges, several East Asian dramas have achieved unprecedented global success. Dramas such as "Crash Landing on You" and "Squid Game" have garnered massive international audiences, challenging the hegemonic narrative that only Western content can achieve widespread popularity. The success of these shows signifies a shift in the global entertainment landscape, emphasizing the universal appeal of diverse cultural narratives.

Conclusion

Cultural hegemony is a complex concept that influences the way societies perceive and construct reality. Recognizing its presence and understanding its implications is crucial for fostering cultural diversity, promoting equality, and creating a more inclusive world. By questioning and challenging dominant cultural narratives, we contribute to a society that embraces the richness of its diverse cultural tapestry.

The intersection of cultural hegemony and East Asian dramas underscores the dynamic relationship between global influences and regional identities. As audiences continue to embrace the diverse storytelling from East Asia, there's an opportunity to challenge and reshape prevailing cultural norms, fostering a global entertainment landscape that celebrates the richness of cultural diversity.



In the realm of East Asian dramas, the interplay between cultural hegemony and cultural preservation is a dynamic and evolving narrative. These shows not only entertain but also serve as agents of change, challenging prevailing norms and offering a nuanced perspective on cultural identity. As the global audience continues to embrace the diversity presented in East Asian dramas, there exists an opportunity to create a more inclusive and culturally enriched global entertainment landscape.

The intersection of cultural hegemony and East Asian popular dramas on OTT platforms is a dynamic landscape that continues to evolve. As these dramas find a global audience, there exists an opportunity to challenge prevailing norms, celebrate cultural diversity, and foster a more inclusive representation of narratives on the global stage. The ongoing dialogue between creators, platforms, and viewers will play a pivotal role in shaping the future of East Asian content in the era of digital globalization.

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