**EXPLORING THE IMPACT OF KOREAN DRAMA CONSUMPTION ON COLLEGE STUDENTS**

**INTRODUCTION**

* **Korean Wave- Hallyu**
* **Korean Drama**
* **Popularity of K drama**
* **Cultural Influence of Korean Dramas**
* **India & Korean Culture**

**METHODOLOGY**

Qualitative research design with In depth interview

**Sampling Technique**: Purposive sampling to select participants

**Sample size** -10

**Data Collection**

In-Depth Interviews: Semi-structured interviews with open-ended questions to allow for exploration of individual experiences and perspectives regarding Korean drama consumption.

**General Objective**

Explore the influence of Korean drama consumption on college students

**Specific Objectives:**

1. To analyze the viewing patterns of Korean dramas among college students .

2. To explore the motivations driving the consumption of Korean dramas.

3. To examine the influence of Korean dramas on cultural perceptions.

4. To investigate the social implications of Korean drama consumption.