

## THE IMPACT OF KOREAN DRAMAS ON TEENAGERS

Selfitrida A.yani<sup>1)</sup>, Silvina Mutia Afrianda<sup>2)</sup>

Permanent Lecturer's of Polytechnic Unggul LP3M Medan  
Student's of Public Health Studies Program, State Islamic  
University Of North Sumatra

bundaarfi76@gmail.com, silvinamutia88@gmail.com

**ABSTRACT-** *Korean drama is the result of the spread of Korean culture or commonly referred to as hallyu. Korean drama lovers themselves have viewers from all kinds of backgrounds, but generally from teenagers. This study aims to analyze what impact is generated from watching K-Drama, especially teenagers, will it have a positive or even negative impact. The method used in this research is descriptive quantitative method by describing the data that has been collected. The results of this journal review show that watching K-Drama will have an impact on the economic, socio-cultural, psychological and health fields for adolescents.*

**Keywords :** *Korean Drama, Youth Education, Hallyu*

### INTRODUCTION

The " Republic of Korea (or South Korea)" is a country in "East Asia" located in South Korea, between the "people's Republic of China and Japan". North Korea occupies the " northern part of the Korean Peninsula". South Korea's cuisine, fashion, music, media, and television shows are as diverse as the country itself. The proliferation of advanced forms of communication and mass media has ensured the population on earth to experience and appreciate South Korean culture, resulting in what is known as the "Korean Wave". Hallyu, Cheonosa, is another word used to describe the global influence of "South Korean " popular customs (in Khairunnisa, 2019: 2).

After the South Korean government established diplomatic relations with China in the mid-1990s, Korean drama and music began to gain popularity in the country. This is the beginning of Hallyu. What Is Love, a popular Korean drama, aired on CCTV to over 150 million Chinese viewers in 1997. Seoul Music Room, a radio

program broadcast from Beijing in 1997, is credited with popularizing Korean music in China. In 2000, Beijing hosted a concert of the boy band H.O.T, produced by SM Entertainment. After that, the term "Hallyu" began to become a common language.

The wave of popularity of Hallyu throughout East Asia and beyond has spread to other parts of the world, and along with it, Korean dramas. Dramatic works are written works intended for staging on stage (Rohmanto, 2014:11). Meanwhile, Korean drama is a cultural term for miniseries-style television dramas in Korea that are mostly presented in Korean. Korean dramas feature human interest stories taught in Korean.

Coinciding with the advancement of Science and technology brought from globalization, Korean dramas have now been screened in the form of films and can be enjoyed on television screens around the world. Korean dramas are famous all over the world thanks to the export of Korean dramas and movies. The popularity of many of these shows has spread throughout Asia, helping to spread the Korean Wave and drama Fever to many countries.

Adolescence is the time when humans make changes from childhood to adulthood. Teenagers will experience a change not only in their bodies but also in their minds. They may look mature, but they will not act according to their age if treated as such (Putro, 2017: 25). Teenagers often want to test the waters and don't like to be held back. Therefore, Korean dramas are much sought after as a means for teenagers to rest and unwind when faced with a variety of school assignments.

Today's teens are all about Korean dramas. Korean Drama is a popular pastime for teenagers. Teenagers' busy lives, including many classes and mountains of homework, can make them feel drained and uninspired, so they try to relieve boredom by watching movies when they have free time.

Many young people see "Korean dramas " not for no reason but to spend the duration and avoid boredom, but for some people, watching dramas is a daily ritual. Teenagers who spend too much time absorbed in Korean dramas risk losing touch with their peers and with society at large. Indeed, a large number of students choose entertainment over study.

The selection of the review Journal entitled "The Influence of Korean Drama impressions on adolescents" was motivated by the fact that Korean dramas are very popular among Korean drama fans, have an interesting plot, and make the audience feel the emotions depicted on the screen. In addition to the stunning cinematography and storyline, especially the ending, fans of Korean dramas often cite the quality of the actors as the main reason for the genre's widespread popularity. improved the ability of reviewers to make meaningful comments. Comments in scientific journals.

The question then becomes what effect it has on the lives of students who spend a lot of time watching korean dramas rather than focusing on their studies. When she chooses to postpone schoolwork and avoid her responsibilities to watch the next episode of one of these Korean movies or dramas, it's natural to wonder what effect it has on her academic performance.

## **METHODS**

This study uses Journal Review Design. Articles used in the form of research articles conducted in indonesia on the impact of Korean drama impressions among adolescents. The article search inclusion criteria are :

1. research articles published from 2017-2022
2. research articles in Indonesian
3. research articles can be downloaded in full text and free

The first stage is done by selecting the year of publication of the journal so that the Journal obtained more updated data and using the latest research methods.

The second stage is the selection of the title of the journal by reading the entire contents of the Journal and see the methods used in this study.

The third stage is the election. At this stage, the articles that have been selected in the second stage are re-selected by selecting articles that are only available in full text form and using the latest data. Then the articles are re-selected and selected good ones for reference. Based on the results of the selection, obtained through Google Scholer

that meets the research eligibility is appropriate when viewed from keywords, titles, abstracts, and methods.

## **RESEARCH RESULTS**

Participants in this study were S1 students at UNESA, and their ages ranged from 18 to 20 years. All the interviewees know and enjoy watching Korean dramas in their spare time. Almost all informants have heard of Hallyu and consider Hallyu to be one of their main cultural interests in connection with the current epidemic. In their spare time, all of our informants preferred to watch *drakor*, the Korean term for television dramas. The impact of Korean dramas on the education of 12 informants is discussed, and each informant expresses his unique point of view on the topic in his own way. Some informants have shared their thoughts, and researchers have drawn conclusions that there are both positive and negative impacts of this hobby. According to the first source, hallucinations appear as a negative effect of watching Korean dramas. Many respondents blamed their shyness on Korean dramas. "Halu" is an adolescent slang term for hallucination or imaginary experience. Although many people associate Halu with actor in Korean drama due to their attractive appearance and the fact that they meet audience expectation, the actor do not aspire to be Halu ' life partner. As expected, this will hinder their mental processes during psychotherapy sessions. Whereas fantasizing can also increase the level of creative ability that is as tall as the brain, but will be wasted and cause problems in everyday life, including in the realm of education, if not used constructively.

Adolescents, according to Elkind and Bowen (quoted in Herlina, 2013), often rely on their imagination in terms of hearing. Where they will imagine that they are constantly performing for one audience. Furthermore, anecdotal stories reveal that adolescents have confidence in the love and care of adults. Therefore, adolescents will unconsciously and consciously hallucinate that they are the closest person to an idol when the Idol meets the criteria they set for a partner or when the idol becomes a role model. If they don't get what they want, they may commit destructive acts because of

emotions and the false belief that no one else understands their feelings. This is a factor in the rise of the phenomenon of young people who are obsessed with their hero on the Internet and then harm themselves by spreading gossip and spreading hate speech. In doing so, they will be distracted from their studies by things that do not require significant mental effort.

Difficulty sleeping is the second problem. Adequate sleep is known to be a factor in how well a student stores information. According to Kompas.com, adolescents need between 8 to 9 hours of sleep per day. Young adults are more prone to depression and lack of concentration if time is shortened. According to online interviews taken, several participants mentioned that they had to rush through the drama at once to satisfy their insatiable curiosity and turn a blind eye. Because they don't get enough or consistent sleep, their scores decrease. One of the side effects of staying up late watching Korean dramas is falling asleep in class and skipping important lectures.

One of the shortcomings of this third Korean drama is its broadcast addiction. The stories told in Korean dramas, according to many informants, are very interesting and unique from those in electronic cinema and domestic soap operas. A wide variety of storylines from melodramas to law and order to slices of life to mystery and horror and fantasy and even historical reenactments can be found in popular Korean dramas. This South Korean Drama stands out among other things for mixing so many different styles. Regardless of its uniqueness, "Korean Drama" has an alluring energy that does not exclusively make the audience addicted. Teenagers, once introduced to Korean dramas, will be more interested in the resolution of the story than in watching the drama itself. As an added bonus, the variety of drama genres available makes the teenage audience even more hungry for Korean dramas. For this reason, teenage viewers can be completely absorbed in Korean dramas.

The fact that students sacrifice duration while studying as well as breaks to watch "Korean dramas" suggests the show once had a negative impact on academic achievement. They will get distracted in class and waste time watching unfinished plays even though they are entertaining. In addition, the majority of respondents



thought that participating in Korean dramas would result in decreased motivation and achievement in school.

## RESEARCH CONCLUSION

Based on the data collected through surveys, focus groups, and interviews mentioned above, it is determined that “Korean Drama” does have a good and bad impact on the learning development of young people. Information collectors reported that their interest in watching korean dramas had a positive effect on learning motivation, knowledge gained, familiarity with the characteristics of “South Korean” learning, the desire to imitate scholarship programs to “South Korea”, and mastery of etiquette. Teenagers worry that they will imitate the violence and adult themes they see on television and in movies. This threatens their study and rest time, as well as their health when participating in extracurricular activities. Parents and guardians should watch korean dramas with their teenagers, either on television or online, because of the various potential effects these shows can have. And it is ideal to provide an event that educates teenagers and entertains them when they are going through a difficult time.

## JOURNAL RIVIEW :

Name Of Resear cher	Original Publi c year	Locati on	Title	Purpose	Methods	Result
Tabitha Angeli cha	2020		The Impact Of Watching Korean Dramas On	Providing informati on to teens about the impact of	By reading books, taking notes, and reviewing reports	Influences on clothing, makeup, language use, emotional expression,

			Adolescent Behavior	Korean drama shows	related to the problems encountered, library research methods are carried out.	willpower, and perseverance are just a few examples of how Korean dramas have influence in the real world.
Rahmad Ramadhan, Ridwan Hadi, Galuh Septian Fajri	2022	Faculty of Social Sciences UIN North Sumatra	Drakor's influence on" Ethics and lifestyle " of sixth Semester students of Communication Studies Department of Faculty of Social Sciences UINSU	This study aims to find out how students in the Communication Science Department of UIN North Sumatra responded to a survey about the impact of Korean drama on	Field Research or direct research spaciousness in order to obtain and collect all the necessary data and information on the field related exclusively using the object of research.	Students majoring in Public Relations UIN North Sumatera Medan and the influence of Korean Drama on their values and outlook on life. "It has been determined through testing SPSS 21 that the value of GIS.- (2 tailed) of both variables X and Y is 0.3044. When comparing

				their personal values and practices during the sixth Semester.		rtable and rcount, the former has a smaller value. In addition, Cronbach's alpha value of 0.933 which is a value $> 0.06$ indicates that the survey questions are well designed, which is determined by the reliability test. The results of the coefficient of determination test summarized in SPSS showed a value of R2 of 0.659, which shows that the independent variable explains 66% of
--	--	--	--	--	--	--



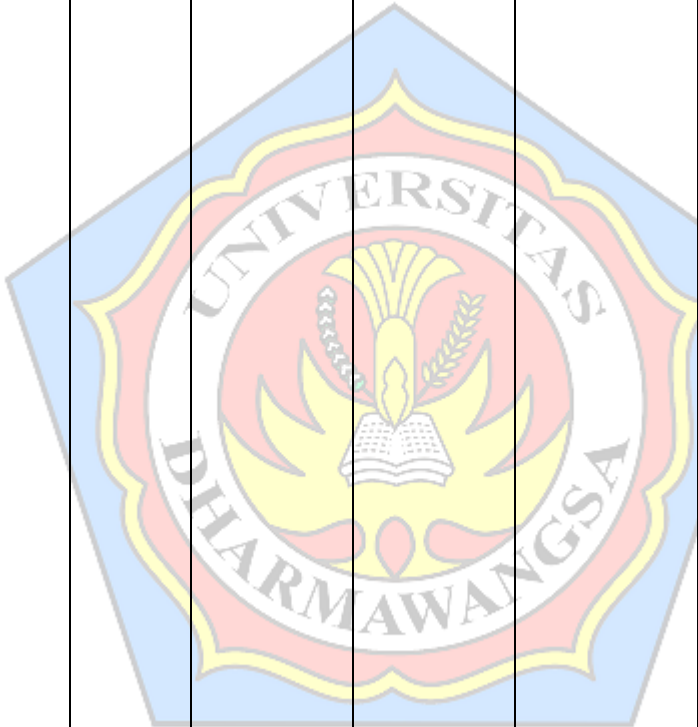


						the variation of the dependent variable. The remaining 34% of the variation in the dependent variable can be attributed to other variables or influences not included in the current investigation”.
“Mhd. Ichsan Nawaw i, Nurul Anisa, Nurul Magfir ah Syah, M. Risqul, Aidah Azisah, Taufik Hidayat”	2021	South Sulawesi	"The Importance Of Motivation In Learning”	“To determine the influence of Korean drama on high school students ' desire to learn”.	Regression analysis in quantitative studies (quantitative data analysis helps researchers determine whether there is a positive or negative correlation between the	Regression analysis in quantitative studies (quantitative data analysis helps researchers determine whether there is a positive or negative correlation between the dependent variable of the

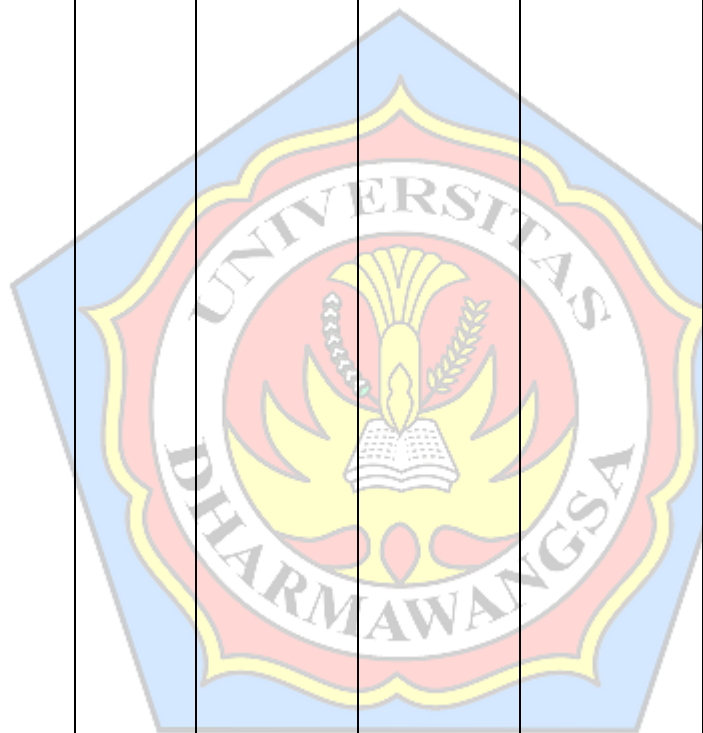
					dependent variable of the study and the independent variable.	study and the independent variable.
Diva Aulia Topan, Niken Febrina Ernungtyas	2020		Preference for watching korean dramas in teenagers	Find out if hallyu has donations to improve students "Drakor " goals in their daily habits and not interfere with their academic performance"	Penelitian kualitatif mendeskripsikan pertukaran kebiasaan orang indonesia pada masuknya budaya K-Pop Dikalangan siswa/siswi SMA/SMK . Di gunakan paradugma riset Interpretivism dalam penelitian ini.	All three respondents have shared their answers, which cover some of the reasons why they get carried away and regularly watch korean dramas: fascinating storylines, actors and actresses, sharing messages or guiding things. Based on my opinions and observations with two other high school

						students and myself, it seems that only one of us regularly watches Korean dramas (between three and five hours per day in total), while the two of us only watch them occasionally.
Ka Tian, Jerry M Logahann	2019	“Jakarta”	"The influence of Korean drama spectacle in the mass media to the behavior of teenagers in the city of Korean lovers in Jakarta”	With the awareness of how Korean drama shows on the internet have influence d the actions of young Korean couples in Jakarta.	Qualitative methods of Investigation. This strategy is a form of research that can characterize observable forms of communication such as verbal exchange, written	“The effects of watching korean dramas, good and bad, are very diverse. On the positive side, teenagers develop into independent young adults who believe in themselves and their abilities, and furthermore, teenagers as

					compositio n, and social interaction.	well as directly get the function of local learning about Korean culture, manners, and moreover encourage them to master the Korean language as a support system, if not fluent at first, at least for have a basic conversation. M eanwhile, the emergence of consumerist behavior is a shortcoming of this Korean drama series, with research showing that most teenage Korean Lovers give up their school lunch
--	--	--	--	--	--	--



						<p>money to save for merchandise featuring their favorite idols. Although these young people enjoy saving, the truth is that they are saving for something that is not essential for their survival. Korean teenage fans not only engage in conspicuous consumption, but also exhibit impersonation behavior, as it has been established that all Korean fans aspire to someday achieve the status of their favorite</p>
--	--	--	--	--	--	--



						idol. Korea, and used in the real world”.
Lisa anggrai ni Putri	2020		"Korea wave effects on personality maturity in the age of globalization”	Knowing the effect of the " Korean wave” on the personality of children starting to mature in the age of globalization	Analytical descriptive research uses here; the author provides a detailed account of how the Korean Wave has affected young people in the modern era of globalization.	The positive and negative effects of watching korean drama series were found in this study. The growth of k-pop has had both positive and negative impacts. Influencing fans ' sense of style and providing financial independence by selling merchandise that fans crave are just a few examples of the positive effects kpop can have. Of course there are



						negative effects as well. These include the growth of Idol fanaticism, the practice of bestowing expensive items on one's idols, and, perhaps most significantly, the tendency to dress women in ways considered inappropriate by some religious groups, especially those who disagree with Islam.
Herpin a Amsal Amri	2017	Syiah Kuala Univer sity	The impact of dependen ce on watching korean dramas on the	To find out the impact of addiction dependen ce see "Korean Drama "	Qualitative pattern with exposure approach in which the researcher tried to describe	The effect of watching korean dramas on students affects the style of everyday speech, can be seen from the

			behavior of communication science students at Syiah Kuala University	on the behavior of I-kom students of Syiah Kuala University”	what the effect of dependence on seeing Korean drama on the behavior of communication science students at Syiah Kuala University”	answers given by students at the time of the question and answer.
Mendi Endritha Pristalisa	2022	Sidoarjo	Effects of South Korean exposure and twitter use on teens ' communication habits	The purpose of this study was to examine how the communication habits of young Indonesians change after they get to	(Publish or Perish) is a research strategy created to help academics and other researchers find and evaluate academic journals for use in their own work.	Without people who act as bridge makers, South Korean culture will be difficult to spread to other parts of the world, especially Indonesia. Here, the media serve as a container or framework for the generation

				know South Korean culture and start using Twitter.		of mass culture, which is also called Popular Culture. Because popular habits are habits that are driven from a pattern of seeking profit, and the media follow it, new habits have lifted the old habits or folk habits as the dominant force in the production and consumption of goods and forms of entertainment in Indonesia.
Ameyrista Perdana, Muhammad Firza		Fakult y of Econo mics and Busine ss	Study of the effect of Korean cultural consumer ism event : K-	To determine the impact of Korean behavioral	This method uses descriptive measured data where researchers	A total of 32 people between the ages of 18- 20 filled out the questionnaires we sent out. Korean

<p>Akbari, Rakha Gundawa Kusuma, Sovia Ardina</p>		<p>University of Brawijaya</p>	<p>Drama for students of Faculty of Economic and business Universitas Brawijaya”</p>	<p>consumerism phenomenon on Brawijaya University students</p>	<p>collect data using questionnaires or questionnaires and literature studies</p>	<p>drama fans among teenagers tend to be trend followers. Our study of Economics and business students at Brawijaya University found that there are financial, social, cultural, psychological, and health consequences to watching Korean dramas. They are willing to spend their own funds for products related to other Korean characteristic products. Korean dramas have a variety of educational,</p>
---	--	--------------------------------	--	--	---	---

						cultural, and professional benefits. As a result, there are quite a lot of student audiences who enjoy watching korean dramas. On the other hand, many teenagers are willing to stay up late to finish watching korean dramas, which can have negative effects.
--	--	--	--	--	--	---

**DISCUSSION**

Because adolescence is a time of identity search, it is quite easy to accept new things, and the results of Tabitha Angelica's first study conducted in 2020 showed that the preference to see "Korean Drama" shows had an impact that could affect them. What attitude they admire, "Korean Drama " has a true impact on the daily actions of viewers, including but not limited to: how they dress, how they put on makeup, how they speak, what words they use, how often they use them, how sad they are. , how angry they are, how happy they are, how determined they are, and how determined they are to achieve their goals.

According to the second study by Rahmad Ramadhan, Ridwan Hadi, and Galuh Septian Fajri conducted in 2022 at the Faculty of Social Sciences of UIN Sumut, Medan, students of the Public Relations program at the University's sixth Semester location reported feeling affected by Korean dramas in both. ethics and their daily lives. indicates that the survey questions are well designed, which is determined by the reliability test. The results of the coefficient of determination test summarized in SPSS showed a value of R2 of 0.659, which shows that the independent variable explains 66% of the variation of the dependent variable. The remaining 34% of the variation in the dependent variable can be attributed to other variables or influences not included in the current investigation.

The third study findings from Mhd Ihsan Nawawi, Nurul Annisa, Nurul Magfirah Syah, M. Risqul, Aidah Azisah, Taufik Hidayat in South Sulawesi, 2021 based on the data, it is clear that Generation Z-interest in Korean dramas does not have much impact on their desire to learn. There is an interesting scope for further research on the use of English translation as a learning motivation, which is the practical implication of the findings of this study.

According to the findings of the fourth study conducted by Diva Aulia Topan and Niken Febrina Ernungtyas in 2020, all respondents agreed that watching korean dramas did not negatively affect their grades. Both intrinsic and extrinsic motivation play an important role in a person's success in school. Poor learning outcomes are the result of a lack of intrinsic motivation in students. As a result, he needs extrinsic motivation, namely encouragement from his peers (Fariastuti, 2018). "It can be concluded that the habit of seeing "Korean drama" often has an impact on changes in the daily activities of high school/vocational students because there are only puppet speakers who find modifications in habits due to seeing "drakor" while the other two speakers experience it. didn't find this.

The fifth study Ka Tian and Jerry M. Logahan, conducted in 2019 in Jakarta, provides conclusive evidence of the impact of watching korean dramas, both positive and negative. On the positive side, teenagers develop into independent young adults who believe in themselves and their abilities, and furthermore, teenagers reflexively



benefit from local expertise about Korean habits, manners, and can encourage them to understand Korean as a support system”, if not fluently at first, at least to have basic conversations. Meanwhile, the emergence of consumerist behavior is a shortcoming of this Korean drama series, with research showing that most teenage Korean Lovers give up their school lunch money to save for merchandise featuring their favorite idols. Although these young people enjoy saving, the truth is that they are saving for something that is not essential for their survival. Korean teenage fans not only engage in conspicuous consumption, but also exhibit impersonation behavior, as it has been established that all Korean fans aspire to someday achieve the status of their favorite idol. Korea, and used in the real world.

Research Study No. 6 by Lisa Anggraini Putri, 2020 release the positive and negative effects of kpop expansion. Influencing fans ' sense of style and providing financial independence by selling merchandise that fans crave are just a few examples of the positive effects kpop can have. Of course there are negative effects as well. These include the growth of Idol fanaticism, the practice of bestowing expensive items on one's idols, and, perhaps most significantly, the tendency to dress women in ways considered inappropriate by some religious groups, especially those who disagree with Islam. As a parent, I would like to emphasize the importance of keeping an eye on your children as well as commanding them if they have an unhealthy obsession with kpop. You can use distraction techniques such as taking your child for a walk, enjoying quality family time, or even bringing reading.

Herpina Amsal Amri found that watching korean dramas had an effect on the speech style of students at Syiah Kuala University in her seventh study there, conducted in 2017. often uses Korean words and phrases taken directly from dialogue in Korean dramas.

Mendi Endritha Pristalisa Sidoardjo's 2022 research shows that without intermediaries, South Korean culture will be difficult to spread to various parts of the world, especially Indonesia. Here, the media serve as a container or framework for the generation of mass culture, which is also called Popular Culture. Because popular culture is a motive-driven culture for profit, and the media follows suit, “mass culture

has replaced traditional or folk culture as the dominant force in the production and consumption of goods and forms of entertainment in Indonesia”.

Thirty-two participants aged between 18 and 20 years filled out questionnaires for researchers Ameyrista Perdana, Mhd Firza Akbari, Rakha Gundawa Kusuma, and Sovia Ardina” at the Faculty of Economics and business Universitas Brawijaya. Korean drama fans among teenagers tend to be trend followers. Our study of Economics and business students at Brawijaya University found that there are financial, social, cultural, psychological, and health consequences to watching korean dramas. They are willing to spend their own money on products related to other Korean cultural products. "Korean Drama" has a variety of educational, cultural, and professional benefits. As a result, there are quite a lot of student audiences who enjoy watching korean dramas. On the other hand, many teenagers are willing to stay up late to finish watching korean dramas, which can have negative effects.

## **CONCLUSION**

The adult period is the period in which a person goes from children to adulthood. At this time, they find that hormonal, bodily, psychological, and social exchanges make them vulnerable to environmental influences. Many modern teenagers today cannot function without some form of electronic media. As a result of globalization, people are encouraged to adapt in all areas of their lives, including their cultural practices. The economic, social, cultural, psychological, and health effects of watching korean dramas. They are willing to spend their own money on products related to “other Korean cultural products. "Korean Drama" has a variety of educational, cultural, and professional benefits. As a result, many young people enjoy watching korean dramas. On the other hand, many teenagers are willing to stay up late to finish watching korean dramas, which can have negative effects.

**BIBLIOGRAPHY**

- Angelicha, T. (2020). The impact of watching Korean dram shows on adolescent behavior. *EduPsyCouns: Journal of Education, Psychology and Counseling*, 2(1), 154-159.
- Herpina, H., & Amri, A. (2017). The impact of dependence on watching korean dramas on the behavior of communication science students at Syiah Kuala University. *Student Scientific Journal Of The Faculty Of Social & Political Sciences*, 2 (2), 1-13.
- Nawawi, M. I., Anisa, N., Syah, N. M., Risqul, M., Azisah, A., & Hidayat, T. (2021). The effect of K-Drama (Korean Drama) on learning motivation. *EDUCATIVE: JOURNAL OF EDUCATIONAL SCIENCES*, 3 (6), 4439-4447
- Prime, A., Akbary, M. F., Kusuma, R. G., & Ardina, S. ANALYSIS OF THE IMPACT OF KOREAN CULTURAL CONSUMERISM PHENOMENON: K-DRAMA FOR STUDENTS OF FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS BRAWIJAYA.
- Prasanti, R. P., & Dewi, A. I. N. (2020). Impact of Korean Drama (Korean Wave) on adolescent education. *Lecture: Journal Of Education*, 11 (2), 256-269.
- Pristalisa, M. E. (2022). THE IMPACT OF EXPOSURE TO SOUTH KOREAN CULTURE AND THE USE OF TWITTER ON THE COMMUNICATION BEHAVIOR OF INDONESIAN ADOLESCENTS. *SOURCE: Journal of Communication Sciences*, 8(1), 14-23.
- Daughter, L. A. (2020). Impact Of Korea Wave On Adolescent Behavior In The Era Of Globalization. *Al-Ittizaan: Journal Of Islamic Counseling Guidance*, 3(1), 42-48.
- Ramadhan, R., Hadi, R., & Fajri, G. S. (2022). The influence of Korean Drama on Ethics and lifestyle of VI Semester students of Communication Studies Program Faculty of Social Sciences UIN North Sumatra. *Tambusai Journal Of Education*, 6 (2), 14233-14242.

- Tian, K., & Logahan, J. M. (2019). THE IMPACT OF KOREAN DRAMA SHOWS IN NEW MEDIA ON THE BEHAVIOR OF KOREAN LOVERS TEENAGERS IN JAKARTA. *Journal Of Information Systems*, 1 (1), 15-26.
- Topan, DA, & Ernungtyas, NF (2020). Preference For Watching Korean Dramas In Adolescents. *Journal Of Communication Literature*, 3 (1), 37-48.

