

Media-Induced Fascination with Chinese Cuisine: Adolescent Engagement and Social Trends through CDramas

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Abstract

This study delves into the intricate relationship between narrative engagement in Chinese dramas and adolescents' interest in Chinese food culture, as well as their engagement in social activities. It examines the hypothesis of no significant linear relationship between narrative engagement and various aspects of adolescent behavior and preferences. Employing the Narrative Engagement Scale to measure narrative engagement and a set of questions derived from The Quality-of-Life Scale to gauge interest in Chinese food culture, the research utilized purposive sampling targeting adolescents in Karnataka. Results indicated positive correlations between narrative engagement and interest in Chinese food culture, social engagement, personal development, and recreational activities. Linear regression analyses revealed significant predictive power of narrative engagement on these variables.

Keywords: Globalization, Cultural Exchange, Chinese Cuisine, Indo-Chinese Fusion, Adolescents, Narrative Engagement, Chinese Dramas, Social Activities, Personal Development, Recreational Activities

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