

C1

English language TV programmes in my country

Introduction

The purpose of this report is to clarify the effect of imported English-speaking TV programmes on local culture.

Budget-dependent popularity

Nowadays, English-speaking programmes are equally if not more popular than domestic TV shows. American and British shows are better quality because of their high budget enabling higher attention to detail. Many old Serbian programmes are unrealistic because their production had low resources. This is repelling for so many viewers that it only turns them towards other programmes.

Side-effects

Their influence can be seen on local culture. People are thriving towards the global way of thinking which is promoting a corrupt value system. Not counting the few exceptions, almost all imports are only entertainment oriented and not even a bit mind-challenging. People watching these types of shows have a decrease in their IQ.

Recommended changes

Broadcasters should start to choose programmes more carefully while at the same time being more public oriented.

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