

# Impact of Soap Operas on Women (Study with special reference to Lucknow)

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**Abstract:** *Today Television is a major source of entertainment, information and education. Most of the women watch Television shows and get entertain and educate. Watching Television is a daily routine process for many women and it reflects their choices. There are many TV programs but Soap Operas are the most popular one. In this article researcher wants to find the impact of Soap operas on women of Lucknow. So the researcher selected target population females from the age group 18 to 46 above. The study revealed that the women use Television to watch Soap Operas for Entertainment purpose. Many women schedule their work to watch Soap Operas. Also, those serials have some positive changes in their lifestyle, food habits and cultural behaviour.*

**Keywords:** Soap Operas, Entertainment, Women, Television

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