

MASTER'S THESIS

The reception of global, regional and local TV dramas in Hong Kong: rethinking cultural proximity

Xie, Wenjing

Date of Award:
2005

[Link to publication](#)

General rights

Copyright and intellectual property rights for the publications made accessible in HKBU Scholars are retained by the authors and/or other copyright owners. In addition to the restrictions prescribed by the Copyright Ordinance of Hong Kong, all users and readers must also observe the following terms of use:

- Users may download and print one copy of any publication from HKBU Scholars for the purpose of private study or research
- Users cannot further distribute the material or use it for any profit-making activity or commercial gain
- To share publications in HKBU Scholars with others, users are welcome to freely distribute the permanent URL assigned to the publication

**The Reception of Global, Regional and Local TV Dramas in Hong Kong—
Rethinking Cultural Proximity**

XIE Wenjing

**A thesis submitted in partial fulfillment of the requirements
for the degree of
Master of Philosophy**

Principle Supervisor: Prof. Georgette WANG

Hong Kong Baptist University

September 2005

ABSTRACT

Inspired by the concept of cultural proximity, which was used to explain the local and regional cultural booming by Latin American scholars, a study was conducted in Hong Kong, a former British colony, to examine audiences' preference for local, regional and global TV dramas, with an emphasis on the prosperity of regional products.

We detect a hybridized choices pattern of TV dramas in Hong Kong. In general, local TV dramas gain an incomparable advantage over the imported ones and attract people across age and social status spectrum; compared with Western TV dramas, those imported from the regional countries are more preferable because of the cultural proximity. However, by virtue of the “symbol distancing”, American TV dramas also seem to be attractive, especially for those with greater economic and cultural capital.

We would suggest that such hybridized choices are rooted in the hybridized character of Hong Kong culture. On one hand, Hong Kong audiences strongly identify with Chinese traditional cultural values and local consciousness, which provide the base for the affinity of cultural proximity; on the other hand, the long colonial history also provides them with the numerous opportunities to contact Western world and helps them develop the inclination to American dramas. The hybridized choice and preference for TV dramas therefore is a reflection of the contradiction of these two aspects. Furthermore, this also demonstrates that the process of localization, regionalization and globalization interweave with each other rather than engaging in a zero-sum game.

TABLE OF CONTENTS

DECLARATION -----	i
ABSTRACT-----	ii
ACKNOWLEDGEMENTS-----	iii
TABLE OF CONTENTS-----	iv
LIST OF TABLES-----	vi
LIST OF FIGURE-----	vi
CHAPTER I INTRODUCTION-----	1
1.1 Research background-----	1
1.2 Significance of This Study-----	7
1.3 Structure of This Thesis-----	8
CHAPTER II LITERATURE REVIEW-----	10
2.1 Audience Research-----	11
2.2 Regionalization and Cultural Proximity in the Trade of TV Programs-----	15
2.3 Multiple Levels of Prosperity of Television Programs in Asia-----	22
2.4 Other Factors Influencing Audiences' Choice of Television Programs-----	27
CHAPTER III RESEARCH METHODOLOGY-----	32
3.1 Research Methodology Overview-----	32
3.2 Research Design of Quantitative Survey-----	36
3.3 Research Design of Qualitative Interview-----	42
3.4 Data Analysis Strategies-----	44
CHAPTER IV FINDINGS OF QUANTITATIVE SURVEY-----	47
4.1 Overview of Hong Kong Audiences' Viewing Pattern of TV Dramas-----	47
4.2 Predicting the Effects of Demographics on Audiences' Preference-----	48
4.3 Relationships between Dependent Variables and Other Predicting Factors-----	53
4.4 Predicting Audiences' Preference for TV Dramas-----	55
CHAPTER V FINDINGS OF QUALITATIVE INTERVIEW-----	67

5.1 Consuming the East: Resilient Appeal of Cultural Proximity-----	68
5.2 Differing Preference for Regional TV Dramas-----	76
5.3 Consuming the West: Fantasy of the Cultural Distance-----	83
5.4 From Local to Global: Globalization and Hybridization of TV Dramas-----	86
5.5 Where the East Meets the West-----	91
CHAPTER VI DISCUSSION & CONCLUSION-----	94
6.1 Discussion-----	94
6.2 Conclusion-----	101
6.3 Contribution-----	102
6.4 Limitation & Suggestion for Future Studies-----	103
REFERENCES-----	106
APPENDIX I -----	117
APPENDIX II-----	121
CURRICULUM VITAE-----	123