

Adaptation of Slang and Western Culture in Recent Bangladeshi Dramas and Web Series: Cultural Degradation or Trend?

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Abstract

Slang words are considered informal expressions or uses of informal words. The use of slang is an informal linguistic behavior of a particular human being that varies from person to person. In Bangladesh, dramas and web series are considered a great source of entertainment for everyone. Usually, dramas and web series represent good content acceptable to all. These two categories are considered to be family-oriented media creations. However, in recent times, these two categories have been influenced by the cultures of other countries. More specifically, dramas and web series are being influenced by Western culture. While adopting Western culture, dramas and web series are getting their original glory or roots. Dramas and web series producers have recently rapidly adopted slang and other concepts. Three selected dramas and web series of Bangladesh, “Bachelor Point, Girls Squad, and August 14,” represent how to adopt slang from Western to Bangladeshi culture. These three media pieces examine the way and ratio of Western culture and slang in Bangladeshi culture and how it influences the people of Bangladesh. This study investigates the reasons behind adopting slang and the characteristics of Western culture. It also examines the rationale for randomly using slang and Western culture in the three selected media pieces. The current study depicts how all the characters are randomly adopting the use of slang and the tradition of Western culture. It shows that the adaptation of slang and Western culture is ruining the tradition and personhood of a particular person, as they are imitating things that are not parts of Bangladeshi culture.

Keywords: *Slang; Western culture; Web series; Drama; Personhood; Trend.*

Introduction

The media has become a vital part of the new generation. Media pieces are an excellent way to promote culture and its aspects. Drama and web series have significantly promoted culture and values in recent eras. At present, drama and web series have become significant sources of entertainment, along with the promotion of culture. Recently, the context of Bangladeshi dramas and web series has changed significantly. Producers of Bangladeshi dramas and web series are rapidly adopting the idea of slang from Western culture. Adopting slang has become a standard part of

Bangladeshi dramas and web series. Adopting indicates the idea of following or taking the idea of something. So, it can be assumed that while taking an idea of a word, the meaning of it can be changed. Herman [1] stated that slang is the diction that results from the game among young people and lively playing with words and remaining things.

As this problem is proliferating, examining the reason and source of the slang in dramas and web series is necessary. This study investigates the adaptation of slang in Bangladeshi dramas and web series. It tries to explore the core source and reason for the influence of slang based on three particular dramas and web series: Bachelor Point, August 14, and Girls Squad. From the analysis of these three media pieces, it is necessary to talk about the adaptation ratio of slang and how it is demolishing the culture of Bangladesh. These three media pieces randomly use slang, offensive scenes, and expressions that are unacceptable to all. These kinds of media pieces are destroying the sanity of the media. So, it is imperative to talk about cultural degradation in media studies. The topic mentioned above is highly influential for media studies. Drama and web series are a significant part of media. These two criteria should not be part of anything offensive. If we go through a few parts of these media pieces, we will get a good idea about the significance of this topic. All three media pieces continuously mislead the young generation by promoting Western culture and its aspects.

Background of the Study

Western culture and slang are connected. There was no rapid adaptation of Western culture in the past. However, with the rapid growth of satellite TV channels, the influence of Western culture, along with the use of slang, has increased significantly. The influence of Western culture reshapes the root culture of Bangladesh. Some previous studies have been conducted on the use of slang or the influence of Western culture.

Even though many of them know the impact of Western culture and slang, they worked on the same topic. Most previous studies focused on slang and how it misled the young generation. According to Hussain [2], digital culture is destroying the roots of Bangladeshi culture and promoting the culture of Bollywood and Hollywood. The internet and digital technology are reshaping the elegance of Bangladeshi culture [2]. Researchers point out that the influence of satellite TV channels and the availability of the internet are the core reasons for adapting to Western culture. Previous studies also point out that translation or remake of media pieces can occur through slang and abusive expressions. The translation of a movie is related to the idea of media studies.

Previous studies in this area focused on the source of Western culture and slang in Bangladesh. While doing so, they missed one of the crucial categories of media pieces: dramas and web series. Especially recent web series are highly responsible for degrading culture. The three particular dramas and web series portrayed the moral and cultural degradation of the young generation. Girls Squad is a web series that portrays the desperate lives of some girls who live in hostels. On the other hand, the drama Bachelor Point also portrays the lifestyle of some bachelor boys. Previous studies tried to investigate the core reasons for cultural degradation but missed some core aspects. This study will focus on the rationale for the adaptation of Western culture along with slang. It also investigates the reasons for normalizing different cultures in Bangladesh.

Problem Statement

All the characters in the three selected dramas and web series represent the lifestyle and culture of Western countries. Previous studies mostly talk about the cultural degradation of Bangladesh and how the young generation is losing their origins. The current study focuses on destroying one's self because of the adaptation of Western culture. The young generation of Bangladesh highly follows all the characters. These characters are misleading the young generation in the name of entertainment. This study investigates the reasons for adapting to Western culture and the slang language. The characters and the audience lose their personhood while adapting to different cultures, ultimately downing one's value in the name of trend.

Research Questions:

1. To what extent is Western culture responsible for the demolition of the values of Bangladeshi culture in the name of trend?
2. How do the producers normalize slang language to mislead the young generation in the name of entertainment?

Literature Review

Adopting Western culture and its aspects is highly visible in Bangladeshi media. In the era of globalization, everyone is busy adopting new trends, lifestyles, and things. While promoting the new trends, people are ruining their originality. When actors or actresses use slang in any drama or web series as part of their acting, they dishonor their language in the name of entertainment. Many researchers have studied the use of slang or the influence of Western culture over Bangladeshi culture. The current study reviews some existing studies about the use and influence of slang in Western culture. While analyzing the issue of slang, differences in accents, and the use of multiple languages in translation and films, Allison Rittmayer brings out some of the main

factors of slang, which are demolishing the glory of the Bengali language. He highlights the complexity of translation, which raises the issue of understanding the exact meaning. He emphasizes that translation from one language or culture to another may create different meanings for the same thing. This kind of idea raises the conflict between formal words and slang. According to Rittmayer [3], adaption indicates many degrees of fidelity to the original films in such productions. He highlights that the adaptation of media pieces is complicated. Adaptation can change the media pieces' tone, language, and gestures. Here, he indicates that adopting means changing something slightly. When one country adopts the media style of another country, they cannot fully adopt the style because of their geographical differences. In this case, they mix the adopted style with their tradition, leading to a mix-up culture with many issues. Using two languages together often has different meanings. These help spread slang in the mind of the human being. The use of slang is connected with original dialects [3]. This study focuses on using two or three languages in media creation, creating much slang. Though it has covered many significant reasons for adopting slang, it has missed the idea of Western culture and its influence over the original culture. This study is significant in exploring the idea of the adaptation of slang and Western culture.

While investigating the influence of satellite television over the root culture of Bangladesh, Shamsher and Abdullah [4] represent that people are adopting foreign cultures in the name of a new trend. She finds out that the rapid growth of satellite channels is one of the core reasons for adopting slang and Western culture. She explores how satellite channels manipulate young people to follow the traditions of another country. Both researchers focused on the influence of satellite channels and how they are reshaping the lifestyle of Bangladeshi people. According to them, human behavior is changing rapidly because of the influence of Western culture [4]. At this point, the term human behavior indicates the adoption of other traditions they are watching through foreign dramas and movies. People used to watch foreign culture in foreign dramas and web series. Nevertheless, in recent times, Bangladeshi producers have started to use those cultures of slang and other things in their media pieces. They point out that television has a great deal of influence over the people of a country. They indicate that satellite channels significantly spread Western culture in Bangladesh. Though her study covers an essential factor of adopting slang and Western culture, she missed out on specific media segments like drama and web series that spread Western culture rapidly.

To find out the actual influence of satellite culture on the teenagers of Bangladesh, Tanvir et al. [5] conducted a study on the rapid growth of satellite channels and their effects on adolescents. They highlight that foreign culture, or Western culture, is changing the lifestyle of teenagers. It influences their dress style and food habits. People are more likely to imitate others and their cultures. Other cultures easily influence teenagers, and they show that in their behavior. According to them, “adaptation of Western culture has a significant effect on the psychology of teenagers, which leads them to adopt the aspects of another culture [5]. This study brings out another side of satellite channels, which is significant for analyzing the adaptation of slang and Western culture.

While analyzing the impact of Indian drama serials on Bangladeshi culture, Razu et al. [6] highlight that Bangladeshi people’s language, traditions, and lifestyle are being reshaped rapidly. The people of Bangladesh are losing their norms and traditions and adopting the Western lifestyle in every aspect of life [6]. People not only watch Western media pieces for entertainment but also watch for new trends. People watch Western dramas and series that manipulate their minds significantly. Bangladeshi dramas and web series are gradually adopting the norms and culture of another country. People are more likely to adopt another culture, so they think that adopting offensive words or lifestyles makes them more updated. This study brings out the effect of Indian dramas on Bangladeshi culture, which helps to measure the ratio of Western culture and slang in Bangladeshi media pieces.

To analyze the people’s perceptions about the impact of Indian serials on the Bangladeshi social system, Helal [7] points out that the negative consequences of Indian serials are destroying Bangladeshi culture. He observed that people spend more time watching these serials and like to spend their lives like the serials. He also mentions that several bad people are spreading the culture of another country in Bangladesh. This study makes a good point about cultural destruction, which is significant in analyzing the ratio of cultural degradation.

In another study, Ruwandeepa [8] highlights that attractive actors and actresses, along with their new fashion sense, attract the audience. The audience is likelier to adopt their lifestyle. They think they will be more charming and trendy by copying those actors and actresses. The author indicates that people are losing value by doing these activities, which is alarming for our culture.

Dattoo [9] reveals that people accept having two or more relationships simultaneously, which they have been learning from foreign dramas and web series. The author reveals

that people are trying to adopt media life as their lifestyle, which brings excellent moral degradation for them. Foreign cultures have a negative impact on destroying the culture of Bangladesh.

According to Morshed [10], Bangladeshi people leave their root culture because of Western culture. People are having significant problems owing to the mixing of two cultures. The author suggests that people should not follow Western culture in every aspect of life.

Though all the researchers focus on the influence of foreign culture on Bangladesh, it is ruining the original tradition of Bangladesh. While focusing on some specific aspect, the entire researcher missed the point of slang and its adaptation from Western culture, how it demolishes the personhood of oneself. The current study will focus on aspects of slang and Western culture ruining Bangladesh's root culture.

Research Methodology

This study follows the qualitative method for collecting data. The main topic is quite descriptive and exciting. So, the required data can be collected differently. The qualitative method relies on existing phenomena. It is also an analysis of existing data. This study is based on content analysis, which is also a part of the qualitative method. Content analysis indicates evaluating recorded materials to observe a particular phenomenon. The material can be any reordered documents, media pieces, social media accounts, etc. This study observes some particular episodes of a particular drama or web series. Those dramas and web series are the primary resources for collecting data. The secondary data source is the audience's reaction to these particular media pieces on the social media platform. From the data analysis, it will be clear why producers and actors are demolishing their selves or cultures to promote Western culture and its aspects. It will also focus on the way and the ratio of the adaptation, which is reshaping the culture of Bangladesh.

Data Analysis

Initially, the source of data was specific episodes of the three selected dramas and web series. The picture of the selected episodes will be attached to the main section along with the required data. The secondary data source shows the public reaction against Western culture and the slang adaptation. This study will focus on the content of the three selected dramas to analyze the actual conditions of Bangladeshi dramas and web series.

1. Firstly, this study will focus on the content and public reactions to the drama “Bachelor Points.”



The pictures mentioned above are parts of the drama Bachelor Points, one of the most popular dramas for the younger generation. It has a different fan base for different people. In the two pictures, there is some abusive language. The owner of the videos uses some slang in the two videos. The title of the first picture indicates an abusive word and relates it to food [11]. In the title, the owner uses slang from the drama. The title of the second photo indicates that one character is uttering slang for another character on Facebook Live, which is watched by many people [12], a general statement about both of the photos taken from social media platforms. This drama represents the lifestyle of some bachelors living away from their homes. In most of the scenes, all the characters use lots of slang, which is presented as a muted sound in the drama. In one scene, all of them are drinking alcohol and enjoying the view of the sea, which is not Bangladeshi culture. The concept of the drama might be taken from any Western media piece. In Western media pieces, they randomly use slang words like “bustard, motherfucker, fuck, bitch, etc., which is a common word for them. However, in Bangladesh, producers also use the same slang in translated form, which is disappointing for our tradition and culture. The lifestyle of the entire bachelor also indicates that they have adopted Western culture. In the drama, they use slang like their regular language, which sounds awkward to the older generation and misleading to the younger generation. From the two pictures and some episodes of the drama, it is evident that using slang highly attracts young audiences, which is visible by the number of viewers for every episode. In the drama, the rapid use of slang is obvious.

2. Secondly, this study focuses on the drama “Girls Squad,” which is slightly similar to Bachelor Points.



Bongo Boom posted a video to playlist **Girls Squad | গার্লস স্কোয়াড** • [Follow](#)
Aug 28, 2021 •

মামা আজ ধরা খাইছে!
'গার্লস স্কোয়াড' ড্রামা সিরিজ লিংক:
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ডেটিং করতে গিয়ে এক রুমে বন্ধি জারার সাথে গাঙ্গুয়া | Girls Squad | Drama series | bongob



bongob *Glow & Lovely*

22K 203 comments • 139 shares



Mahmud Hasan Sourov
gold digger er kopal amoni chowra hoy

1y Like Reply 1



Samia Khanom
আর একটু জন্য রিয়া সজিবের পেন্টটা খুলে দিত

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Shahinur Islam
ঠিক আছে বুঝে গেলাম। এই সব মেয়ে টাকা কে প্রেম করে মানুষ কে না।। তাই অই পোলা কাজ টা ঠিক করছে। কিন্তু সালার পোলা তুই মেয়ে পা দরলি কেন রাগ হইছে তোর প্রতি

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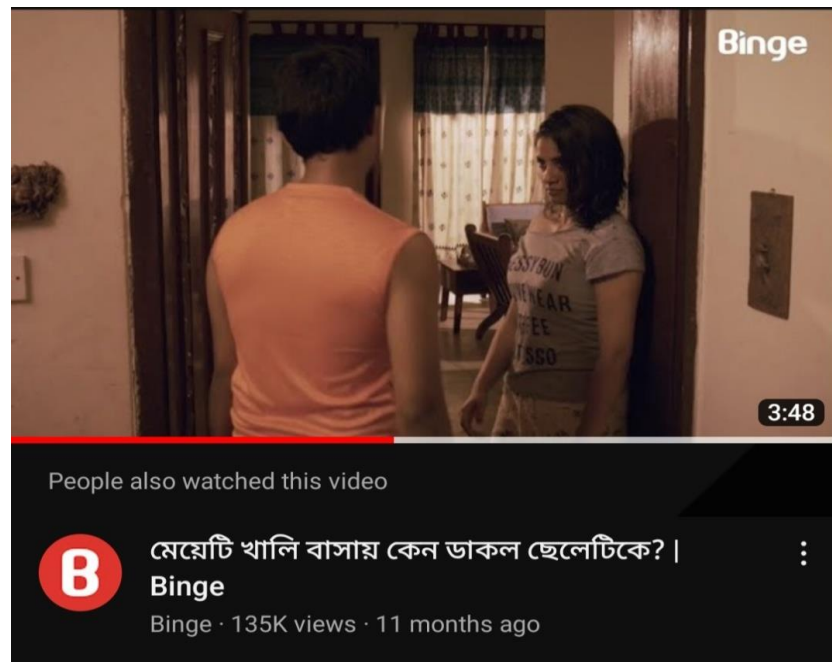
Nourin Ahmed



The photos and the link to the videos were taken from the social media platform. These photos are all about the drama Girls Squad, which represents the lives of some bachelor girls living alone in Dhaka, far from their families. The title of the first picture is about catching someone's boyfriend in a different place [13]. Moreover, the title of the second picture indicates that a girl is being caught by her friends with her boyfriend, which indicates that they are doing something unethical [14]. This drama and its characters do not portray the lives of bachelors. All the girls live together in a flat, smoking and drinking randomly. This kind of thing is usual for them because they consider themselves an updated generation. The dressing style of the girls indicates the adaptation of Western culture. In the drama, not a single character wears any Bangladeshi dresses. They are more likely to wear Western clothes. In one scene, a character is trying to send her friends out of the home so that she can spend some time alone with her boyfriend. All the characters randomly use slang for their purposes. In some episodes, it is visible that girls are going outside to party late at night. All the characters in the drama have highly adopted Western culture. Each character in the drama follows the culture of a foreign country. Western culture has influenced

everything, from dress style to food habits. In the comment sections of this drama, some people accuse these kinds of dramas of misleading everyone. This kind of attitude of girls is spoiling the other girls in society. All the comment sections show a great concern for the young generation, which is highly influenced by this kind of adverse media.

3. Finally, this study discusses a web series named “August 14.”



Links: <https://youtu.be/z1S3l5SSEV4> , <https://youtu.be/BeCxf2jf9J0>

The picture mentioned above is taken from the YouTube channel of a web series app named Binge. This app shows a web series. August 14 is a web series that shows a murder case. Apart from that, the web series promotes slang in a random way [15]. In the web series, the lead female protagonist uses so much slang, like “son of bitch, bitch, fuck you,” etc. The producers show that she utters all this slang when angry. The producers may indicate that this is her way of showing anger. In the web series, the leading female characters wear Western dress, which is unacceptable for people of all ages. It also shows that she randomly goes to the house of her male friend to spend a night; she regularly goes to the bar to party and to drink alcohol. She smokes randomly; she even uses slang for her parents. The makers use an attractive title to attract the audience to watch the web series. Western culture and its negative aspects also highly influence this web series.

The data analysis shows that all the dramas and web series adopt the same things. They show Western culture as usual. Furthermore, the audience also adopts the style of the actors and actresses in their practical lives. By doing this, they are just trying to copy others. While doing so, they are losing their individuality and culture/roots.

Results and Discussion

All three media pieces highlight different aspects of Western culture and slang. In all the selected media pieces, all the characters randomly use slang and informal words to address someone, mock something, and accuse someone of any activities. The producers show that some characters use slang as a word of joy, and others use it as a word of anger. Slang reflects the specific actions of a particular human being [16]. Slang is not a part of Bangladeshi culture. It is a part of Western culture. However, gradually, producers spread this idea of drama to the drama's characters. In all the dramas and web series, characters imitate Western cultures regarding their dress and lifestyle. In this sense, Bangladeshi actors and actresses are more likely to imitate other cultures that are not their own. In this way, they are just promoting a foreign culture. They are going way beyond their individuality. By doing so, they are demolishing their personhood, which they gain from their culture. Nowadays, people love to adopt Western culture and are more likely to use slang in their regular conversations. They think that all of these things make them updated or trendy. Actors and actresses might think that they are entertaining us. Sometimes, they will say slang is not something negative. All the characters played those roles because of money. For them, it is like a job that has a good salary. While doing so, they are losing their own identity. By copying others, they are just ruining their roots. Most of the actors and producers say that they are making such content to meet the demands of the viewers. The current generation lacks moral values and ethical standards. They think using slang and abusive words makes them modern and updated. They believe that using such words and leading a life by following Western culture keeps them updated. The data analysis section shows that young generations are more likely to adopt Western culture and its aspects. The actors and actresses highly influence their lifestyle in the selected dramas and web series. Though they inform us that it is a kind of entertainment, they are ruining the old tradition of Bangladesh. Bangladeshi people are losing their individuality and bringing about cultural degradation by adopting Western culture and being influenced by its aspects.

Conclusions

Adapting Western culture and slang is a curse for the culture of Bangladesh. People are rapidly adopting all the traditions of Western culture. People are not doing it by themselves. Producers and makers of media pieces are using the concept of another culture to manipulate the people of Bangladesh. Most producers think adapting ideas from different cultures might help them create attractive media pieces to attract a large audience. However, producers can attract the audience by creating good content in the context of Bangladesh. Media pieces can show the right way for the audience. It can promote Bangladeshi culture by creating content that is relevant to society. It is high time we took the proper initiative to stop cultural degradation. The adaptation of Western culture is always a threat to the root culture of Bangladesh.

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