

## ABSTRACT

This study explored how television soap operas impact on adolescent in Kumasi Secondary Technical School (KSTS) in Kumasi. A quantitative research approach was used as it allowed the study to obtain rich data from the participants who were between the ages of 13 and 24 and were enrolled in forms one to three.

Although the area of how television has impacted on the adolescent behaviour and identity has been widely researched, there appears to be not much of information concerning the impact of soap opera on the Ghanaian adolescents. The researchers investigated adolescents' experiences with the use of questionnaires and the data were critically analysed.

The results of this study indicated that adolescents from KSTS felt that television soap opera does influence their attitudes, behaviour and identity as respondents indicated how they consciously copy some of their favourite characters. According to them they copy how their favourite characters dress, talk, carry themselves etc.

Furthermore, the participants indicated that depending on where they watch their favourite soap opera, it gives room for discussions with their peers and family members.

There was a split in response in whether the soap opera genre was real to life. Half of the respondents think it is far from real life situation where as the other half think it relates to their lives. So with this assertion, people relate what they see on soap opera to their real life.

This study exposes that television soap operas are among the most watched programmes by adolescents and most especially the female adolescent. The soap operas are a unique form of entertainment, different from other television drama and are especially significant because the target audience appears to be predominantly women and adolescents.

Majority of respondent would not do any other thing while watching the soap opera genre in order not to be interrupted. This shows how important people perceive soap opera.

Frequent television soap opera viewing was mentioned as resulting in adolescents changing their behaviour and adopting behaviours seen on the soap genre.