

ABSTRACT

Audience Interpretation of Mental Health Education Messages (Reception Analysis of the Korean Drama Series 'Daily Dose of Sunshine' by Neuropsychiatric Survivors and Informal Caregivers)

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The Korean drama series "Daily Dose of Sunshine" addresses issues related to mental health. The preferred reading of "Daily Dose of Sunshine" is to provide the audience with a depiction of the negative stigma attached to survivors of mental disorders and to offer education on handling mental disorders. In delivering the main message, this drama portrays 11 mental disorders. The research employs a qualitative descriptive method using Stuart Hall's encoding-decoding reception analysis model. The researcher uses criteria for informants, namely men and women in early adulthood 21 – 40 years old), who have watched "Daily Dose of Sunshine" at least once until the end, are survivors of mental illness, or informal caregivers of someone with one of the 11 types of mental disorders depicted in the series. The results of the study reveal two positions of interpretation: dominant hegemony and negotiation. Informants in the dominant position agree with the preferred reading of "Daily Dose of Sunshine". Those in the negotiation position respond positively but hold the perspective that not all mental disorder survivors experience the attached stigma and that the drama is overly dramatized. The study found no informants in the oppositional position. It can be concluded that "Daily Dose of Sunshine" is quite successful in conveying its message.

Keywords: *Mental Health, Korean Drama Serial "Daily Dose of Sunshine", Mental Illness, Caregiver Informal, Educational Message, Reception.*

References: 62

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