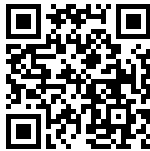


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Turkish Dramas and its Effects on Culture of Pakistan

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Abstract

Pakistan, even though a developing country, has a very rich and diverse culture. Due to foreign content transmitted via satellite channels and cable TV, foreign cultures are getting its place among Pakistani audience. This study aims to explore the cultural impacts of Turkish dramas particularly on adults of Pakistan. The culture represented in Turkish dramas is not actually its pertinent culture. The dramas are influenced from western living style. The present study aims to study the cultural effects of Turkish dramas on youth in Pakistan. It is a survey research, in which, data is collected from the students of Punjab University to explore the change in the mindsets of the youth. Independent T- test has been applied to measure the impact on the base of gender. It is found that female viewers are more influenced from these dramas. The results of the study proves that youth are watching Turkish dramas with keenness and interest and are influenced from the fascinating depiction of their appealing culture. Moreover, the study proves that dubbed Turkish dramas are gradually changing the minds and lifestyles of youth. This phenomenon is of great importance and requires attention in order to save the cultural identity among youth in Pakistan, who is already facing cultural invasion from Indian drama industry. The analysis has been done on the basis of viewers' perception towards dubbed Turkish dramas.

Keywords: cultural imperialism, cultural impacts, Turkish dramas, youth

Introduction

The mass media of Pakistan is promoting foreign culture in Pakistani society via cable TV and satellite transmission. The foreign content has huge impact on the moral values, norms and living styles of youth. In this regard, Turkish dramas have rapidly become so popular that everyone

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seems to be talking about them. Currently, these dramas are being aired by different channels of Pakistan and have high rating of viewership. The viewers are attracted by fascinating depiction of their appealing culture, expensive cars, villas, outfits and the blond artists.

TV viewing builds the opinion and understanding on different issues. Being a developing nation, we are also affected by TV programs. Due to globalization, the culture invasion has taken place and nations are affected from media, cultural and economic imperialism. Although there are many advantages of globalization but in return, confused culture identities are emerging and people are losing their personal identity. Nowadays, the Pakistan channels are airing the dubbed dramas of Turkey. The rise of *Dirilis: Ertugrul* on PTV, *Mera Sultan* and *Kurulus Osman* on Geo TV, *Manahil Aur Khalil* on Express TV, *Alif* on See TV are most popular among viewers (Isani, [2020](#); Amir, [2021](#)).

These dramas are broadcast on prime-time hours. It is an alarming issue. If the foreign dramas will replace Pakistani locally produced dramas, then the local drama industry will be demolished within coming years. Pakistan is already facing the economic losses of Film industry. The Turkish dramas are destroying local drama industry in Pakistan along with the talent of Pakistani actors, producers and technicians. Moreover, these dramas can be taken as a catalyst agent for societal and cultural at a very vast level. Usually, these dramas are just based on glamour with weak script. The viewers are easily inspired from the foreign culture. Keeping in view the popularity of these dramas, Pakistani producers are following the same trend as set by the other countries. So, in this way Pakistani media and local production are also under change which will consecutively add up to the long-term impacts of foreign dramas.

Turkish dramas are directly affecting culture values in real life as well as the drama productions in Pakistan. Culture is the identity of every nation which makes it unique from other nations. Culture is a huge concept which covers almost all parts of our lives. It is a complete way of living. It deals with the values, language, art, literature and customs mutually shared by the members of society. Pakistan is blessed with a rich cultural diversity in different areas of the country (Muiz, [2020](#)).

MacBride Commission focused on the cultural domination of developed nations on peripheral nations and its threat to the cultural identity of different countries. The commission highlighted that the cultural identity of nations is in endangered because of the influencing of dominant cultures. (MacBride, 1980).

Auter, (2008) conducted a transnational in the United States and Egypt to examine the effects of viewing television dramas on the perception of social reality and concept of family. The study compared the effects of an important mass medium such as television on the family and social lives of two basically different cultures- American and Egyptian. They found that with the massive rise in the quantity and type of television programming offered for viewer consumption, it is only pertinent that effects of such programming be examined in context to its effect on individuals. It is only then that the positive can be shifted from the negative and be used to help families and society.

The foreign content affected the local culture and mind of people in different ways. Wang (2009) found during his study regarding the impact of foreign programs on Taiwanese Youth and the significant role of Media Education. In his study, he explored the related literature and examine whether college students engage in critical thinking when viewing foreign programs. He conducted survey method and used famous Korean series shown in Taiwan to examine various related to the issue. He found that college students pay serious attention to the script, character, plot and cultural differences. In relation to dogmas and cultural identity issues they are less responsive on the educational impact of the program. It confirms the claim that Taiwanese youth view television as an entertainment medium.

The foreign dramas are directly affected the culture of society as well as the making of local productions. Papandrea (2008) explained the preferences of Australian TV stations for imported drama programs with descriptive statistics analysis. He found that although the successful domestic drama series are admired by audiences and is beneficial to broadcasters but the high risk associated with production of new series. To a broadcaster, the charges of domestic drama represent a higher jeopardy than the purchase of imported replacements whose market appeal has

already been experienced in overseas markets. The demand of audience for domestic dramas will not be remain same so the broadcasters should have flexibility to alter their program scheduling.

Foreign media with the cable network and satellite transmission established media imperialism in the world. Khan and Arif, ([2009](#)) conducted a survey and content analysis regarding Americanization and cultural invasion due to the foreign channels on satellite transmission and cable TV network. He found that as Pakistan is a developing country so it is suffered media imperialism due to the accessibility to the foreign content via satellite transmission and Cable TV. The foreign content is affecting the minds of youth by influencing Pakistani channels.

The economists used literature and Drama to manipulate the public opinion. Business people are represented the economic ideas and issues in fiction and has considerable effect. The literary writers criticize on market economics and it comes to be interpreted as criticism written on a humanistic or egalitarian context while the original context was unnoticed. A main apprehension with that possible trend, at a very large level, is that in presenting ideas to the public at large or to academics in other disciplines, economists probably have more to gain or lose in using or challenging what literary writers and critics are saying about economic ideas and issues than the literary authors and critics have at stake in using or challenging what economists have written (Wattsee, [2010](#)).

The females particularly watch foreign dramas where their problems are highlighted. Mahsud, et al. ([2005](#)) explore in their study the consumption pattern of Urdu dramas of Geo TV and Star Plus. They conducted interview and found that female viewers watched more Star Plus dramas as compared to Geo TV dramas. The result also shows that both channels portray the females more in ascribed then in achieved roles. The Star Plus dramas portray females more in ascribed roles than the Geo dramas.

Eijaz ([2011](#)) states that since the invention of the communication technology, it has expanded the circle of influence and the world become the Global village. Globalization challenges the normative theories of media. With the extension of media, the world divided in to centers and peripheries. “Economic disparities and class difference are increasing as

the richest 20% of world's population are controlling 82.7% of the world income, while the poorest 20% of World's population earn only 0.2% of the world's income."

Though, NWICO and MacBride commission recommended measures, but the effect of globalization is multipart. The developing countries are susceptible and defenseless in this regard. This situation has been explained in CNN effect theory as well. Wilbur Schramm recommended six points for communication in developing countries which are mainly focused that the people should play role as nation among nations.

When the imported content is broadcast in local media channels then the issues related to translation can be raised to avoid bias. The foreign content particularly dramas can be translated with the help of verbal and nonverbal communication. Mateo (2002) found in his study regarding power relations in drama translation that it may be perceived as the relationship between two cultures. The translation can be prepared with the description of verbal and nonverbal communication that makes semiotic analysis of the drama text.

The dramas are a popular and the most effective genre of electronic media. The dramas have been taken as the most important psychological tool for viewers. Foreign ideology has been prevailed in the societies with this form of media. Howell (2000) found during his study *Global-local Dramas: Silence or Synthesis* that the competing dramas of globalization and local provided pace for development. The dramas exemplify contradictory hierarchical associations and structure of authority and visions related to the free speech and expression. After cold war, two different dramas have been rising to define the curve of political and economic life. The first established power structure, political interests, presents a vision of global trade and international economic growth as the keystone of development. The second rose from the pockets of resistance to the global development. These contrasting dramas symbolize differing hierarchical relationships.

Globalization affected the mass media of Pakistan via international channels. In the modern age, media has proved to be the most influential tool to guide the society and in this scenario media persons have

responsibilities to educate society in a constructive way. With the invasion of Turkish dramas people would leave their obsession for Indian soaps which are promoting their own culture and religion. However, Turkish plays are promoting western culture e.g., the use alcohol, inappropriate dressing, and drugs so in these cases it is the obligation on the channels to show the right stuff in their programs. Kheeshadeh ([2012](#)) found during her study Effects of Globalization on TV and Print media in Pakistan that international channel viewed in Pakistan and these channels have tremendous impact on Pakistani media. The foreign content has both positive and negative effects on media as well as society.

Significance of the Study

Pakistan is losing its own identity culture and suffered from cultural imperialism of developed nations. Pakistan even though a developing country has a very rich and diverse culture. Richness of the culture can be considered as one of the pivotal strengths of this country but with the increasing trend of transmitting Turkish dramas for the sake of higher viewership, the culture is going to attain certain changes. Initially Pakistani culture was struggling with the impacts that Indian soaps were rendering on the minds and attitudes of youth and now Turkish dramas has added up to it. Pure culture identity of Pakistan and people living in it requires a special attention from the academicians and researchers particularly. Hence current study aims to explore the cultural impacts of the Turkish dramas particularly on young adults of Lahore.

Objectives of the Study

The objective of this study is as follow:

- To study the impact of dubbed Turkish dramas on the contemporary cultural orientation of Pakistani youth

Research Questions

RQ1: Does the exposure to the dubbed Turkish dramas affect the living style of youth in Pakistan?

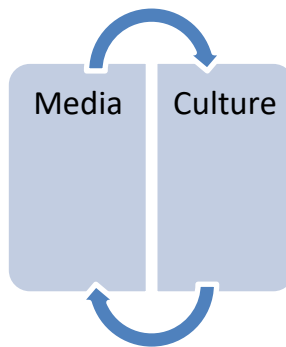
RQ2: Are Turkish dramas affecting the dressing style of youth in Pakistan?

Theoretical Frame Work

Culture is being reflected by media and also molded by media. Advertisements not only reflect that what is happening in culture and society but also have persuasive power to shape the behavior of viewers (Sayre & King, [2010](#)).

Figure 1

Turkish Dramas is Directly Influencing our Culture (High Viewership)



Mass Media is playing an important role in globalization. In this regard, Television is a main medium in the transfer of culture from one nation to the other nation. Theoretical perspective used in this study – Cultivation theory perspective. The cultivation theory is used to explore the effects of Turkish dramas on our culture.

Cultivation Theory

The cultivation theory is presented by George Gerbner in 1960 (Vinney, [2019](#)). In this theory, Television is considered responsible for viewers' perceptions regarding norms and reality. Heavy viewers are more vulnerable to be influenced by the content shown on TV while light viewers are less vulnerable to be effected.

Methodology

The present research is a quantitative study, in which survey method is used to measure the effects of media on youth in Pakistan. In this technique, following four steps has been carried out.

Sample

The population consisted of youth selected from Punjab University, Lahore for this research study. The age ranges from 18-24, having cable TV at home and particularly those who watch Turkish dramas. Convenience sample of 100 respondents has been taken consisting of 50 males and 50 females.

Survey Questionnaire

Closed ended questions have been designed in the questionnaire to obtain the required detail from the respondents.

Managing Survey Questionnaire

Written Questionnaire was personally distributed to the respondents.

Analyzing Survey Results

The results have been analyzed statistically after the collection of survey data.

Analysis

Results

All respondents of the survey watch dubbed Turkish dramas. According to the cultivation theory which is based on effects of TV watching majority of them are getting inspirations from these dramas. The data was collected through survey. The received responses comprised of total 50% males and 50% females. On the basis of survey following results have been found with SPSS.

Table 1

Time Spent in Watching Turkish Drams

Purposes	Frequency	Percent
1 hour	27	54.0
2 hours	8	16.0
3 hours	10	20.0
4hours	3	6.0
More than 4 hours	2	4.0
Total	50	100.0

The data shown in table 01 elaborates the watching hours of respondents. The purpose of this question was to know the timings of viewers. It is found that majority of youth (27%) watched Turkish dramas for one hour.

Table 2

Descriptive Statistics of Dubbed Turkish Dramas on Youth Regarding their Living Style

Construct Items	Mean	Std. Deviation
Dramas are affecting our living styles	2.46	.930
Dragging our society away from austerity and contented life style	2.86	1.143
Turkish dramas are provoking status consciousness and materialism	2.44	.951
Dramas are changing our Eating habits and dinning culture	2.34	.872

The data presented in table 02 depicts the effect of Turkish dramas on respondents. The youth have opinion that these dramas are affecting our living style. The opinion has been taken on all the mentioned objectives as these dramas are dragging our society away from contented life style, provoking status consciousness and changing our dining habits. The highest rated information trend was found in changing contented life style with a (M=2.86, S.D=1.143). The next prominent factor was related to the effect of Turkish dramas on life style of youth with a (M=2.46, S.D=.930). These results indicate that youth is affected from Turkish culture via dramas.

Table 3

Descriptive Statistics of the Fashion Depicted in Turkish Dramas

Construct Items	Mean	Std. Deviation
Adoption of the fashion trends as depicted in Turkish dramas	2.60	1.010
Cultural dresses are gradually being westernized	2.26	.922
The dramas are corrupting our thoughts by popularizing the UN Islamic practices in the form of alcohol drinking and inappropriate dressing	2.38	.967
Turkish dramas are provoking materialism in terms of brand consciousness	2.44	.951

The data presented in table 03 explains the impact of Turkish dramas on youth's fashion sense. Most of the respondents agreed that these dramas are inculcating fashion trends among youth with a (M=2.60, S.D=1.01). Noticeable concern was found regarding the promotion of materialism in the minds of youth regarding brands with a (M=2.44, S.D=.951).

Table 4

Descriptive Statistics of the Content Represented in Dramas

Construct Items	Mean	Std. Deviation
Celebrations of events and festivals	2.58	1.052
Extinction of the shyness and moral values and promotion of boldness and blunt attitude	2.62	1.123
Influence on extramarital and marital relationships	2.26	.777
Engraving the race of materialism	2.44	.951

The data depicted in table 04 explains the content of Turkish dramas. The popularity of these dramas in youth is due to its content as well. Majority agreed that these dramas are the sources to promote boldness and blunt attitude among youth with a (M=2.62, S.D=1.123). Similarly youth also believed that celebrations of different events also get influenced with a (M=2.28 S.D=1.052). Significant number of youths perceives that Turkish dramas engraved the race of materialism. Overall, the results indicate that the content of dramas is used to inculcate their culture and ideology.

Table 5

Descriptive Statistics of the Effect of Turkish Dramas

Construct Items	Mean	Std. Deviation
Turkish dramas are better than Pakistani dramas	3.20	1.229
Turkish dramas should be banned in our country	2.50	1.216

The table 05 indicates the popularity of these dramas in our country. Most of the respondents agreed that these are better than our dramas with a

($M=3.20$, $S.D=1.22$). However noticeable concern is found regarding the ban on Turkish dramas in Pakistan with a ($M=2.50$, $S.D=1.216$).

Table 6

Independent Sample t-test of Gender wise Impact Regarding the Impact of Turkish Dramas on Youth

Variable	Male		Female		<i>t</i>	<i>p</i>	95 % <i>CI</i>	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			<i>LL</i>	<i>UL</i>
GPRI	.440	1.378	.440	1.378	-.319	.751	-3.21	2.332

Independent T-Test has been applied to see effects of dubbed Turkish dramas on males and females. The result is non-significant so there is no variance exists due to gender difference. It has been found that the dubbed Turkish dramas affected the both genders in the same way. The cause of insignificant differences is the same because all respondents have similar education level and watch Turkish drama with same frequency. The respondents' analytical aptitude is rational.

Discussion

Due to the globalization, the culture crosses the boundaries via media content and affected the culture identities of developing nations. In this regard, Pakistan is suffering from cultural imperialism due to latest trend as set by its media industry in the form of dubbed Turkish dramas broadcasting. Third world countries are watching western content with keenness which show their ways of living and discerning (Schiller, 1976).

Quantitative approach has been used to find the effects of dubbed Turkish dramas on youth. Close ended questions have been asked from youth of Lahore to know that how much they are affected from Turkish culture. Majority of the youth are affected from these dramas. Most of them are watching Turkish dramas with interest. Different questions have been asked to know about their favorite dramas. They like those drams which are full of glamour and depicted western way of living. They are inspired from the actors who are famous for their glamour (Khaliq et al., 2020).

Majority of the respondents are agreed that these dramas are affected our living styles. As culture is a broad term it covers the mind sets and living styles of community. More than 50% respondents are of view that dubbed Turkish dramas are influencing us in fashion trends, eating habits and in our moral values whereas only 10% are disagreed from this stance. However remaining respondents have neutral opinion regarding these dramas (Naeem et al., 2020).

Many respondents are of view that Turkish dramas are competing with Pakistani dramas so these should not be banned. But some people are of view that these should be banned in order to save our drama industry and culture. In order to measure the effects of these dramas on youth on the basis of gender, independent T Test has been applied. Non-significant result has been found as a result. So, both males and females are affected from the dubbed Turkish dramas (Khuhro et al., 2020).

Conclusion

This study explores the “Effects of dubbed Turkish Dramas on youth of Lahore.” The study provided the results that our youth are influenced from the appealing culture of Turkey. With the advancement in technology, the culture of nations crosses the boundaries and established the Culture Imperialism. In this regard, the Cable TV has affected the viewers as it is providing the affordable entertainment to the viewers. Mostly foreign programs are broadcasted by Cable TV. These programs may affect the viewers in their beliefs and life styles. Several findings have been proved that TV is directly affected the viewers by watching more TV. From the decade we are influenced from Indian soaps and now Turkish dramas are added up to it. The dubbed Turkish dramas have higher viewership. Dramas are all time favorite entertainment for all Pakistanis. They watched Indian and Turkish dramas consecutively and indirectly adopted their culture. This research actually explores the effects of dubbed Turkish dramas on the youth of Lahore, Pakistan.

The main purpose of this study was to explore the effects of dubbed Turkish dramas on our youth. As these dramas are penetrating in our society and affecting our drama industry as well. The Statistical Package for the Social Science (SPSS Version17.0) has been used for analyzing the data. Independent T Test has been applied to measure the effects on the basis of

gender differences. Therefore, study tells that how much males and females are influenced from these dramas. It also analyzes about the tendency of foreign celebrations among youth.

The study proves that dubbed Turkish dramas has an immense impact on contemporary cultural orientation of youth in Pakistan. The young adults (18-24 years) have been taken as sample. The survey result proves that the dubbed Turkish dramas affected the youth. In this way these dramas are affecting our native culture as well. Our youth are adopting their living standards, ethics and thinking from the Turkish culture. Only few respondents are of the view that Turkish dramas are not affecting us. Independent T test proved that both boys and girls are equally affected from these dramas.

Recommendations

This study proves that the exposure to the dubbed Turkish dramas effects the contemporary orientation of youth. It supports the cultivation theory of George Garbener that heavy viewers are affected more from TV content than the light viewers. It has been found that TV is a source in spreading culture and affecting native cultures. Culture is the identity of every nation so it should be saved from cultural imperialism. TV is a source to prevail culture in our society, so we should focus on the content to save our nation from the great loss.

To minimize the effects of Turkish dramas, the local channels productions should be strengthened. Pakistani channels should produce quality program that promote our traditions and values in the society. It is basically a baseline study on the effects of dubbed Turkish dramas. It has explored limited factors and analyzes the effects on youth of Lahore. So, it is suggested that the effects should be studied with other samples as well.

A combination of content analysis and survey research will make it more valuable. Research in this area needs inter-disciplinary methods as its effects may be social and psychological. Therefore, the researcher is interested in conducting such a study in future for publication in research journals.

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