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THE IMPACT OF TURKISH SERIES ON PAKISTAN SOCIETY



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ABSTRACT

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Television series and entertainment shows are the representation of society. A society displays its culture, ethics, lifestyle, and traditions in such shows. However, when these television series are transmitted to other societies with different cultures, it impacts society. The merge of new social values and familiarity with other cultures draw an impact on the daily social life of a society. Understanding this impact, the present work will highlight the impact of the most frequently watched Turkish series and dramas on Pakistan. The present work will also give special attention to the content of series

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Television series and entertainment shows are the representation of society. A society displays its culture, ethics, lifestyle, and traditions in such shows. However, when these television series are transmitted to other societies with different cultures, it impacts society. The merge of new social values and familiarity with other cultures draw an impact on the daily social life of a society. Understanding this impact, the present work will highlight the impact of the most frequently watched Turkish series and dramas on Pakistan. The present work will also give special attention to the content of this series (Clark, 2013; Ashton, Kusch, McKenna, & Sodoma, 2020).

Turkish Series and Education in Pakistan

Turkish series is becoming a new source of education in Pakistan. In the last few years, translated Turkish series has widely captured the attention of the Pakistani nation. The audience of these Turkish series is not limited to any specific age group. For example, teenage boys and girls have shown a tendency towards the modern Turkish series, which includes "Kala Paisa Pyar and Pyar Lafzo main Kaha". Somehow, we have also noticed that people represented a very enthusiastic response for the historical series "Ertugrul" during the last years. This Turkish drama was highly appreciated and watched by the Pakistani audience, which includes all age groups from teenagers to adults. Critical analysis of Turkish series, we have found such series had a significant role in providing informal education to the audience. For example, the knowledge of historical wars and Muslim society in "Ertugrul" was not in the audience's minds before watching this series. Other than this, Turkish series have also changed the passive watching behaviour of young audiences who now prefer to watch series with English subtitles instead of waiting for the translated episodes. Thus, by watching Turkish Series with English Subtitles Pakistani audience is improving their English and enriching their vocabulary. In short, we can say that such series have an impact on the education of the Pakistani audience to some extent. (Images.dawn.com, 2020).

Turkish Series and Social Impact in Pakistan

According to the research studies conducted on this topic, Turkish series have a different culture and social lifestyle from the culture and lifestyle of Pakistan. The difference between cultures and social lifestyles attracts the audience to watch these dramas and series. However, such consistency to watch Turkish series can negatively impact the social lifestyle of Pakistan. In general perception, Turkish culture is highly influenced by western culture; therefore, the content of their series also Criticism from the audience. For example, the family structure presented in these dramas and series is not acceptable as divorce and extramarital affairs are commonly presented by these dramas and series, which is not good in the social lifestyle of Pakistan. However, by watching these series continuously, Pakistan's society may get negative influence from Turkish society and their culture. In this situation, we can say that the social impact of these Turkish series is highly expected by the Pakistani audience (Rehan & Raza, 2017)

A research study specifically designed to identify the social-ethical impact of Turkish dramas on an educated woman of Pakistan found that Turkish societies' cultural and ethical values are different from the cultural and moral values of Pakistani societies. A combination of western culture with the traditional Turkish culture is mainly presented by the Turkish series, translated into the Urdu language. In this research, researchers used different themes as components of the conceptual framework. The theoretical framework of this research project is based on two theories: cultivation theory and social learning theory. Based on the collected responses of 100 research samples (participants of this research project) from Pakistani societies

in Gujranwala, a considerable threat exists for Pakistani societies' ethical values and social values because of the Turkish series transmitted on the Pakistani channels. The Turkish series, rich with the cultural values of western societies are directly affecting the social lifestyle of Pakistan. Based on the obtained research findings, 47% of respondents agreed that the transmission of Turkish dramas is a threat to Pakistan's ethical and social values.

While on the other hand, 56% of respondents agree that the Turkish dramas reshape overall social concepts regarding marriage and divorce. Regarding another question, the respondents' claims implied that decreasing Sanctity of family relations in Pakistan is highly influenced by the excessive watching of Turkish series and dramas in Pakistan's women and young generation. The following table is representing the information regarding decreasing Sanctity of family relations in Pakistan and responses of selected research respondents regarding Turkish series and dramas impact.

Table-4: Turkish dramas are resulting in decreasing the sanctity of family relations.

Categories	Frequency	Percentage
Strongly Agree	35	35
Agree	29	29
Neither Agree Nor Disagree	8	8
Disagree	15	15
Strongly Disagree	13	13
Total	100	100.0

Source: [Researchgate](#)

Turkish Series and Entertainment in Pakistan

According to an article published by the dawn.com website, Ertugrul Turkish series was viewed more than 250,000,000 times on youtube by a Pakistani audience. The highest views were reported for the Urdu translated version of this Turkish series. According to the views of the Pakistani audience, Turkish series provide them entertainment as well as opportunity to learn about the country of western societies. In accordance with the audience's views, Turkish series are based on creative and innovative ideas. The strong story plot it's quite different from Pakistani dramas here by the Pakistani television channels on television and YouTube. The difference between the typical stories of traditional Pakistani dramas and Turkish series is why Pakistani audiences are showing inclining behavior towards these series for entertainment. According to this article, the survey was conducted in public to obtain their views regarding the Turkish made series. From their interviews, a person said that he preferred to watch the Turkish series Ertugrul with his kids so they can have an idea of real-life superheroes instead of fictional ones. Turkish made series are highly common in the woman of Pakistan.

Comparing the response of both genders we can say that women have represented relatively a greater tendency towards Turkish series as compared to men. Interviews of women found that Turkish made series are admired by Pakistani women as the cheapest but valuable source of entertainment. The daily episodes of the Turkish series give them the opportunity to learn more about the external world especially Western countries and their lifestyles. In general, they believe that Turkish dramas provide them with the opportunity to learn about the modern world which is technologically advanced and economically stable but still has an emphasis on human rights. A research article was published on Turkish series and its impact on the educated female of Pakistan (Aslam, Ali, Ullah, & Munawar, 2015). In this article, the author collected the responses of 100 educated women from Gujranwala (A city of Pakistan). From the responses, researchers concluded that cultural and ethical values are their priority for entertainment. Women mentioned that any controversial and bold content is not compatible with Pakistani society therefore such Turkish series are not acceptable for entertainment purposes.

Turkish Series and Lifestyle of Woman in Pakistan

This section contains information regarding the impact of the Turkish series on the lifestyle of women in Pakistan. A research study conducted on the lifestyle of housewives in Pakistan found that Turkish series are bringing changes in the daily lifestyle of Pakistani women. In this research paper, researchers obtained original information from 220 respondents from different demographic profiles. The researchers developed three themes for the data collection and analysis: food habits, dressing and hairstyling, and lifestyle and house designs. According to the obtained data, researchers concluded that the Turkish series is causing an impact on the daily lifestyle of Pakistani women by changing their preferences and their views regarding culture. The impact of these Turkish series can be considered this positive impact to some extent.

However, the difference between the Islamic lifestyle and the Turkish lifestyle is causing a negative impact on women preferences at some levels. The researchers used different structured questions for the research questionnaire to obtain information regarding the dressing and hairstyle preferences of Pakistani women after watching the Turkish dramas and series. According to the research findings, Pakistani women believed that Turkish actresses and Turkish culture are rich in fashion and styling. Regarding this survey majority of women accepted that difference between the cultural both countries is very important to be considered in the social lifestyle. However, the majority of women were inspired by the dresses of woman in Turkish dramas. Other than the dressing and fashion of Turkish women, research also found that food items and eating styles are also impressed by the Turkish dramas in Pakistani housewives. The calculated frequency distribution and descriptive statistics regarding food habits concluded that the majority of women support the idea of Pakistani culture inspired by Turkish dramas. According to them, Turkish food recipes inspired them because they feel that Turkish food items were looking attractive to them in Turkish series and dramas. End response to the question whoever said food environment according to Turkish dramas majority of women accepted by selecting the option of agreeing and strongly agree. However, less than a quarter of women selected the option of disagreeing.

In addition to this, the respondents also represented a greater tendency towards adoption of Turkish food recipes and environmental dining in their daily lifestyle. Apart from this, information obtained regarding lifestyle and house designs preferences of Pakistani housewives found that majority of women selected the option of agreeing to the statements regarding the characteristics of lifestyles attracted by the Turkish lifestyle in the Turkish series. More than one-third of woman participants of the survey set that they have tried to bring changes in their house designs after watching Turkish series. A greater tendency was found for the response of women who prefer to change their lifestyles from traditional Pakistani lifestyle to the Turkish lifestyle if they get any opportunity (Rehan & Raza, 2017). The following table is representing the research outcomes of respondents' preferences towards Turkish lifestyle and house designs. See the following table.

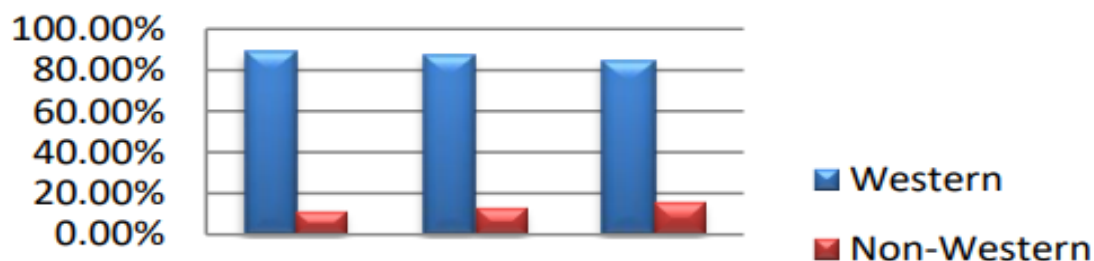
Items	SA	A	NA	D	SD	Mean	St. Dev
Q-20: the Living style of characters in the Turkish dramas always attracts you to adopt that style.	27	137	4	47	5	2.28	1.038
Q-21: Living environments of characters in the Turkish dramas are inspiring you positively.	66	92	19	36	7	2.21	1.136
Q-22: You would try to change your living style according to them if you got the opportunity.	19	136	27	26	12	2.30	1.009
Q-23: The house designs used in the Turkish dramas always attracts you.	48	114	7	45	6	2.30	1.107
Q-24: You had tried to change your house design according to the designs used in the Turkish Dramas.	60	98	19	36	7	2.20	1.136
Q-25: You want to adopt some living styles and house designs used in the Turkish Dramas.	46	112	20	37	5	2.24	1.082

Source: [Researchgate](#)

Re-imagining Western Culture

Turkish series are working as a driving factor for the reimagining of western culture in Pakistan. Researchers obtained information from the respondent by using a research questionnaire. The questionnaire was subdivided into 4 categories focusing on lifestyle, elements of romance, family structure, and structure of celebrations and ceremonies. The research data obtained from the additional responses of research participants analyzed that lifestyle shown in the Turkish dramas was highly influenced by western culture. On average 86.99% of respondents agreed that the Turkish lifestyle shown in the dramas and series is inspired by the western culture and lifestyles which may do not exist in the Turkish communities. The following bar chart is showing their responses to three Turkish dramas and the relevancy of these Turkish series with the western culture. (Abbas, Abbas, Rafi, & Asad, 2021)

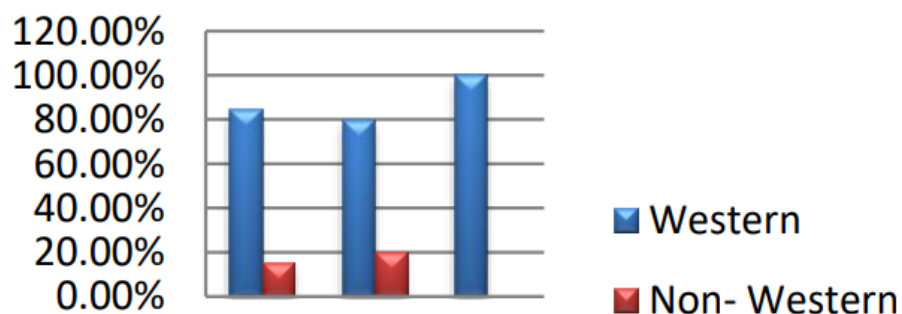
Figure 7.1 Lifestyle Shown in Turkish Dramas



Source: [Ijser](#)

The structure of living shown in the Turkish series and dramas translated to the Urdu language are mainly projecting western culture as the average response for the support western culture relevancy to these Turkish dramas is around 87.99%. Somehow, only 11.9% of respondents perceived that Turkish dramas are showing family structure unsimilar to the western countries. The following bar chart is containing information regarding their responses:

Figure 7.2 - Structure of living in Turkish Dramas



Source: [Ijser](#)

In accordance with the above graph, the Kala Paisa Pyar Turkish series had greater similarity with the western cultures as compared to the other two series (Pyar Lafzon Mein Kahan and Emergency Pyar).

Conclusion

The whole discussion concludes that a foreign culture-based television series and dramas can change a society when highly viewed by a specific demographical segment. The research emphasized the social lifestyle, culture, ethics, education, morality, fashion, entertainment, family structure, and western culture. The critical theme of education concluded that Turkish series have contributed to the enhancement of knowledge in Pakistani audiences. The social impact is significant. Women are intended to adopt their culture in food and styling. The majority of Turkish series most viewed in Pakistan were re-imaging the western culture and family structures.

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