

Journal of Peace, Development and Communication



Volume 04, Issue 2, July-September 2020
 pISSN: 2663-7898, eISSN: 2663-7901
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I02-21>
 Homepage: <https://pdfpk.net/pdf/>
 Email: se.jpdc@pdfpk.net

Article:	Turkish Television Drama in Pakistan: Effects on University Students
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Published:	30 th September 2020
Publisher Information:	Journal of Peace, Development and Communication (JPDC)
To Cite this Article:	Hameed, Muhammad Basharat, et al. (2020). " Turkish Television Drama in Pakistan: Effects on University Students." <i>Journal of Peace, Development and Communication</i> , vol. 04, no. 02, 2020, pp. 396–417, https://doi.org/10.36968/JPDC-V04-I02-21
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Abstract

This study attempts to investigate the effects of Turkish drama on University students. Drama plays influential role in changing life style of its audience. Through drama viewers come to know the diverse values of different cultures and it has a different effect on different audience. University level students are more expose to media especially with television drama and current study is an attempt to gauge the effects of Turkish drama on youth. The students of Punjab University Lahore, GC University Faisalabad, University of Gujrat and The Islamia University of Bahawalpur are selected as respondents. The study is qualitative and quantitative in nature and non-probability sampling technique is used for data collection. Questionnaires were distributed in 400 respondents and hypotheses were also constituted to envisage the general perception. The data collected through questionnaire accepted two hypothesis while one of the hypothesis was rejected. The study finding states that Turkish dramas are good source of entertainment but these dramas are not challenging basic teachings of Islam and it has made no effects on our norms. On the basis of findings, suitable recommendations are suggested.

Keywords: Turkish dramas; University students; Adaptation; Celebrities style

Introduction

It is believed that Media is the ‘mirror’ of the contemporary social order as it shapes our lives. It helps the audience to get information about things and to make opinions about different issues. It keeps the people informed about what is happening around them. The basic function of the media is providing information, education and entertainment (Baran et al., 2004). Dwivedi and Pandey (2013) emphasized that in the current decade of knowledge and awareness, media has a large role. From watching television and listening radio to reading books, magazines and newspapers, everywhere people connect to the media to collect knowledge and information especially young people mostly use television for dramas, educational programs, news and movies. Similarly, in shaping views about gender, media is considered the most influential tool. In our daily routine, the media inculcate its messages into the viewer’s mind in many ways. Therefore, the media’s role in representing gender and gender issues is considered critical.

Dramas are measured a powerful tool for propagating specific attitudes, ideas and different cultural beliefs in society and at the same time, these are the biggest source of educating, informing and amusing their audience. From the start of the broadcasting media industry, television is considered to be an effective tool for influencing and changing the attitudes of viewers. As we see in daily lives, consumers follow and adopt different words, actions, feeling and living styles of their favorite actors who are shown in different dramas. After the proliferation of cable television and dish antennas in Pakistan, over one hundred channels in all genres are successfully working where a healthy competition between Pakistani and foreign channels has been generated. After the popularity of Turkish Drama *Ishq-e-Mamnoon*, the local production industry considered these dubbed Turkish dramas as a threat for local and in reaction they did many strikes for banning these foreign contents but

unfortunately, no serious action was taken by Pakistan Electronic Media Regulatory Authority (PEMRA).

In Pakistan, there are various drama channels after the growth of the media industry in the last few decades, but the dramas of Turkish TV are reported best by the Asian Viewers Television Awards, 2015 and won the award of Best Urdu channel (Best Urdu Channel, 2015). This channel was launched in 2005 and got the 11th position among the best 20 top highest viewed channels in 2013 (Gallup Pakistan, 2013). Shabir et al. (2013) stated that Geo TV dramas are not depicting Pakistani culture, whereas Turkish TV dramas are representing the cultural and traditional norms of Pakistan. Therefore, after reviewing researches and, considering the importance of Turkish TV dramas and its popularity, the researcher has selected a Turkish TV channel for the present study to know the perception of university students about Turkish TV dramas and to examine the impact of dramas on university students of Southern Punjab.

Now a days Turkish Urdu dubbed drama have become the great source of entertainment in the Pakistani society specially university students. Through dramas, every country promotes its culture and traditions intending to get popular among the people of the society. The aim of selecting Turkish Dramas is to study and observe diverse influences of such dramas on the Islamic lifestyle of Pakistani university students that how these dramas withstand and catches the attention of students with special focus on female university students. In this research focuses on these influences that which kinds of impressions are accepted the university students by watching Turkish Dramas, especially in the Punjab. One must have basic knowhow about Turkish culture before going into a detailed discussion about the effects of Turkish dramas in modern life style and Islamic values of university students in Punjab. University students create the strong influence on the society and within the families therefore, this study to explore the effects of Urdu dubbed Turkish television dramas on the

university students with in Punjab in the context of Pakistani culture. The statement of the problem in this study to find out the effects of Turkish drama's on university students in Punjab, Pakistan.

Hypotheses

1. Turkish dramas had been affecting the Islamic values amongst the university students.
2. The style of Turkish dramas models was influenced by university learners.
3. University students were struggling hard to embrace their flairs.

Literature Review

Shabir et al. (2013) piloted the study titled "Cultural impacts of Urdu dramas of Geo and Hum TV on women: A case study of Bahawalpur, Pakistan". The investigators also analyzed that these Urdu dramas were endorsing the Pakistani culture. The research also indicated that the female population of Bahawalpur City took on the fashion of models that were exposed in Hum, ARY, and Geo TV channels. According to Baran stated that media has strong impact on our daily life, and people unaware about media influence. Media notify, entertain, and aggravated us. Media changes our emotions, state of mind, and abuses our intellect. Findings showed that these channels were endorsing Pakistani culture among society. "And also these dramas were altering the religious and social system of Pakistani society. Geo Kahani was the cause of promotion of Turkish dramas in Pakistani entertainment channels." Dramas were the key foundation to adopt or non-adopting the things those were offering in the TV dramas. More or less "Urdu Dramas" showed the rival among close relatives like sister that was entirely in contradiction to our ethical norms and values. Frequently females were dressing in western outfits. Mostly these dramas were offering the women concerns which were faced women in society. It is presented in Zaid bin Ismail, Rao (...) study titled "impact of Television on youth". He observed; "Owing to television programs the opinions of student of Punjab University had been rationalized. Their opinions

about diverse problems had modernized like parental authorities, women's liberty, coeducation etc.”

Shahbaz Aslam et al. (2015) led research titled “Socio-Ethical Impact of Turkish Dramas on Educated Females of Gujranwala- Pakistan”. Pakistani and Turkish culture are similar and “Turkish Dramas” had a great direct impact on the Pakistani culture and civilization. This study adopts survey research and selected randomly sample size of 100 viewers. The study showed Turkish dramas were the finest foundation of entertainment.

Madni et al. (2014) conducted a research on “Portrayal of fashion by Turkish and Pakistani dramas on private channels and viewers' perception”. TV was the main foundation of communication among the different cultures. World recognize the culture, values and existing style of other nations through TV. We interchange our culture and societal morals and livelihood of diverse nations and also accept the life style of western nations as per our choice. In this study size of 300 were selected. “Researcher collected data from 300 respondents with the help of stratified sampling and for this purpose used survey research method. The data collected from the female students of Sargodha University, working women and housewives of Sargodha city. For this purpose researcher selected two Television entertainment channels Hum TV and Urdu 1.” The results of this research showed that female like “Shalwar Kameez suits rather than miniskirts which were presented the dressing style of female in Turkish dramas”

Abbasi et al. (2011) led study on “Ethical issues in advertising in Pakistan: An Islamic perspective”. In this study the researcher want to explore the ethics involve in publicity promotions in Pakistan had a skirmish with Islamize Shariatic thoughts. Presently dramas and plays broadcasted through television were absolutely in contrary to Islamic norms. Distressing role of community, exhibited, advertised promotions, nakedness sensual pictures depicted adverse messages seemed to be vulgar in household get-together. People sitting in

domestic premises, everyone felt embezzlement from kinsfolk's. Social standards, norms of culture played a significant part in chalking out attitudes among masses. TV shows, Dramas, films were found devastating Islamic morals, standards. Other nation-stated displays were frequently sighting, sponsoring on private TV stations. Groups using offensive dialectal, bareness among commercials to advertise self-own goods within Pakistan were causing indecency among observances of customers due to self-own products.

Cerami (2013) led a study on "Rethinking Turkey's soft power in the Arab world: Islam, Secularism, and Democracy". Research executed a meaningful examination, stuffs, improvement, objectives, edge, and Turkey's capability of workout "soft power" associations with Arab world. Owing historic evolution progression the Turk soft powers arise Kemalism and Islamism were two symbolic parts of existing Turkey. Internal political, fiscal, and societal revolt commenced in 1970's- 1980's carried end of the cold war were origin of development. On foot of renewal Turkey cultivated fiscal, technical and industrialized development. Continuous fiscal development carried by development in societal renewal, inner monetary firmness.

Ali & Hassan (2014) witnessed daily routine of housewives in Hyderabad city with survey technique. The results revealed that media directly influence change in deeds and manners of women. The women who devote more time in viewing cookery shows and entertaining series are yes reposing and mimic the actions in their day-to-day practices.

Shahbaz (2004) tested influence of star plus plays, altering the social thoughts mid class early stages by surveys, lamented western as well as Hindu values were highly involved in cultivating culture of Pakistani, teenager group was extremely adopting rules and ethics of these states in style, broad-mindedness and modernization.

A content analysis was done in analyzing the soap operas programs of Star Plus in promoting Hinduism. It was discussed that these drams are highly promoting Hindu culture in using of

words and in generating a plot. Zia A (2007) described that the Pak-Indian religious and cultural presentation in dramas, films and music. Researcher involve survey method for quantifying the observations of females where he discovered that high viewers of these programs are directly affected by changing in their lives styles such as using Hindi words “Jija g, Chatta, chinta na kar, bagwan rikshaw karay, etc”.

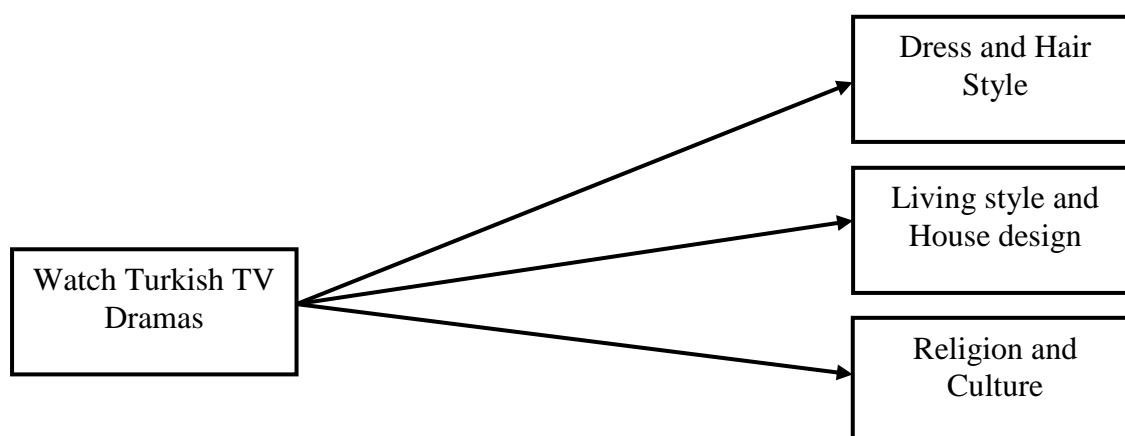
Theoretical Framework

- Cultivation Theory
- Uses and Gratification Theory
- Social Learning Theory

Research Methodology

The method applied for collection of information as well as statistics with purpose to make professional outcomes. The method might be including publication of research, interview, survey and other research technique, and might contain existing as well historical materials. Technique was planned, theoretic investigation means advantageous for the arena of research that contained the theoretic exploration of frame of approaches, doctrines linked with a subdivision of achievement. Quantifiable analysis technique would be applied to supposed study by meant of questionnaire, a tool of data assemblage. Population of study was University students of Punjab and data would be gathered from four Universities located in the Punjab to analyze the effects of Urdu dubbed Turkish drama’s on university students because now a days Turkish dramas are more popular in the Pakistani media entertainment industry which may cause to rapidly adopting the modernization by university students . This particular study was done by using survey method because and was meant to find out sound impressions of Turkish Television Drama’s on university students. Quantitative approach was used for this study because it is based on variables measured with numbers and analyzed with statistical procedures. Prepared questionnaire was distributed to the students of Punjab

University Lahore, GC University Faisalabad, University of Gujrat and The Islamia University of Bahawalpur. The population of this study is consists of all the 75000 enrolled male and female students (in the year 2020) of Punjab University Lahore, GC Faisalabad, University of Gujrat and The Islamia University of Bahawalpur studying in different departments. The sample of the study was 400 students, selected from the total population. Convenience sampling technique was used for this study. Convenience sampling is a form of non-probability sampling. Total 400 questionnaires were distributed among the male and female students of Punjab University Lahore, GC University Faisalabad, University of Gujrat and The Islamia University of Bahawalpur through the method of convenience sampling. Out of 400 questionnaires 367 were returned back. 33 questionnaires were not filled properly and excluded from the result. Remaining 367 questionnaires equivalent to 91.8% were coded and data entered in Excel 2010 and SPSS (version) 21. Babbie (1998) examined that response rate above 70% is considered very good, 60% ratio is good and equal to 50% is considered adequate.



Detail of Sampling

Sr. No.	Universities	Total students
1	Punjab University Lahore	100
2	GC Faisalabad	100
3	University of Gujrat	100
4	The Islamia University of Bahawalpur	100
	Total 4 Universities	400

Respondents' about Dressing and Hair Style

The dress style of Turkish drama actor's inspired you in selection of your own dressing

Option	Frequency	Percentage	Mean Score	Standard Deviation
SA	37	10.1		
A	120	32.7		
N	49	13.4	2.88	1.340
DA	83	22.6		
SDA	78	21.3		
Total	367	100.0		

It is shown in Table **Error! No text of specified style in document..1** that majority of the respondents (32.7%) were agree and (10.1%) were strongly agree with the statement that dress style of Turkish drama actor's inspire them while selection of their own dressing. On the other hand (22.6%) respondents were disagree and (21.3%) were strongly disagree with the statement. While (13.4%) respondents remained neutral with this statement. The mean score is (2.88) and standard deviation (1.340) gave a negative response about the statement that they dresses used in the Turkish dramas help them to select the designs of their own dresses.

Turkish drama actor's hairstyle really attractive

Option	Frequency	Percentage	Mean Score	Standard Deviation
SA	79	21.5		
A	192	52.3		
N	38	10.4	3.71	1.143
DA	26	7.1		
SDA	32	8.7		
Total	367	100.0		

It is shown in Table **Error! No text of specified style in document..2** that majority of the respondents (52.3%) were agree and (21.5%) were strongly agree with the statement that Turkish drama actors hairstyle really attractive. On the other hand (7.1%) respondents were disagree and (8.7%) were strongly disagree with the statement. While (10.4%) respondents remained neutral with this statement. The mean score is (3.71) and standard deviation (.1.143) gave a positive response about the statement that Turkish drama actor's hairstyle attractive.

Would you like to purchase the similar dresses used in Turkish dramas

Option	Frequency	Percentage	Mean Score	Standard Deviation
SA	103	28.1		
A	176	48.0		
N	29	7.9	3.84	1.077
DA	46	12.5		
SDA	13	3.5		
Total	367	100.0		

It is shown in Table **Error! No text of specified style in document..3** that majority of the respondents (48%) were agree and (28.1%) were strongly agree with the statement that they would like to purchase the similar dresses used in Turkish dramas. On the other hand (12.5%) respondents were disagree and (3.5%) were strongly disagree with the statement. While (7.9%) respondents remained neutral with this statement. The mean score is (3.84) and standard deviation (1.077) gave a positive response about the statement that they would like to purchase the similar dresses used in Turkish dramas.

Turkish drama actor's living standards have positive impact on your living style

Option	Frequency	Percentage	Mean Score	Standard Deviation
SA	133	36.2		
A	203	55.3		
N	13	3.5	4.21	.795
DA	12	3.3		
SDA	6	1.6		
Total	367	100.0		

It is shown in Table **Error! No text of specified style in document..4** that majority of the respondents (55.3%) were agree and (36.2%) were strongly agree with the statement that the Turkish drama actor's living standard had positive impact on their living style. On the other hand (3.3%) respondents were disagree and (1.6%) were strongly disagree with the statement. While (3.5%) respondents remained neutral with this statement. The mean score is (4.21) and standard deviation (.795) gave a positive response about the statement that the Turkish drama actor's living standard had positive impact on their living style.

I like to formally dress up and wear jewelry like different characters of Turkish drama.

Option	Frequency	Percentage	Mean Score	Standard Deviation
SA	51	13.9		
A	95	25.9		
N	49	13.4	2.81	1.419
DA	79	21.5		
SDA	93	25.3		
Total	367	100.0		

It is shown in Table **Error! No text of specified style in document..5** that majority of the respondents (25.9%) were agree and (13.9%) were strongly agree with the statement that they like to formally dress up and wear jewelry like different characters of Turkish drama. On the other hand (21.5%) respondents were disagree and (25.3%) were strongly disagree with the statement. While (13.4%) respondents were remained neutral.. Mean score

is (2.81) and standard deviation (1.419) gave a negative response about the statement that they like to formally dress up and wear jewelry like different characters of Turkish drama.

Turkish dramas are under discussion during Interpersonal and Group Communications

Option	Frequency	Percentage	Mean Score	Standard Deviation
SA	89	24.3		
A	153	41.7		
N	43	11.7	3.58	1.249
DA	47	12.8		
SDA	35	9.5		
Total	367	100.0		

It is shown in Table **Error! No text of specified style in document..6** that majority of the respondents (41.7%) were agree and (24.3%) were strongly agree with the statement that Turkish dramas were under discussion during interpersonal and group communications. On the other hand (12.8%) respondents were disagree & (9.5%) were strongly disagree in this statement. While (11.7%) neutral respondent with this statement. The mean score is (3.58) and standard deviation (1.249) gave a positive response about the statement that Turkish dramas were under discussion during interpersonal and group communications.

Do you think Turkish dramas present Islamic values

Option	Frequency	Percentage	Mean Score	Standard Deviation
SA	42	11.4		
A	104	28.3		
N	62	16.9	2.85	1.361
DA	74	20.2		
SDA	85	23.2		
Total	367	100.0		

It is shown in Table **Error! No text of specified style in document..7** that majority of the respondents (28.3%) were agree and strongly agree were (11.4%) with the statement that they think Turkish dramas present Islamic values. On the other hand (20.2%) respondents were disagree and strongly disagree were (23.2%) with this statement. While neutral respondent were (16.9%) with this statement. The mean score is (2.85) and standard deviation (1.361) gave a negative response about the statement that they think Turkish dramas presenting the Islamic values.

Do you think that Turkish dramas are promoting the liberalism among Pakistani Women?

Option	Frequency	Percentage	Mean Score	Standard Deviation
SA	159	43.3		
A	164	44.7		
N	17	4.6	4.22	.907
DA	20	5.4		
SDA	7	1.9		
Total	367	100.0		

It is shown in Table **Error! No text of specified style in document..8** that majority of the respondents (44.7%) were agree and (43.3%) were strongly agree with the statement that they think Turkish dramas are promoting the liberalism among Pakistani women. On the other hand (5.4%) respondents were disagree and (1.9%) were strongly disagree with the statement. While (4.6%) respondents remained neutral with this statement. The mean score is (4.22) and standard deviation (.907) gave a positive response about the statement that they think Turkish dramas are promoting the liberalism among Pakistani women.

Do you think that life style presented in Turkish dramas is accordance to Islamic norms

Option	Frequency	Percentage	Mean Score	Standard Deviation
SA	79	21.5		
A	138	37.6		
N	54	14.7	3.45	1.264
DA	60	16.3		
SDA	36	9.8		
Total	367	100.0		

It is shown in Table **Error! No text of specified style in document.**9 that majority of the respondents (37.6%) were agree and (21.5%) were strongly agree with the statement that they think that life style presented in Turkish dramas are accordance with the Islamic norms. On the other hand (16.3%) respondents were disagree and (9.8%) were strongly disagree with the statement. While (14.7%) respondents remained neutral with this statement. The mean score is (3.45) and standard deviation (1.264) gave a positive response about the statement that they think that life style presented in Turkish dramas are accordance with the Islamic norms.

Correlations Analysis

	City	1	2	3	
Turkish dramas had been affecting the Islamic values amongst the university students	Pearson Correlation	0.024	1	.078	.093
	Sig. (2-tailed)	.673		.180	.110
The style of Turkish dramas models was influenced by	Pearson Correlation	-	.078	1	.702**
			.275**		

university learners	Sig. (2-tailed)	.000	.180	.000
University students were struggling hard to embrace their flairs	Pearson Correlation	-	.093	.702**
		.247**		1
	Sig. (2-tailed)	.000	.110	.000

**Correlation is significant at the 0.01 level (2-tailed).

The first hypothesis is “Turkish dramas had been affecting the Islamic values amongst the university students”, the second hypothesis is “The style of Turkish dramas models was influenced by university learners”, the third hypothesis is “University students were struggling hard to embrace their flairs” (Table 4.45).

Discussion

This research is to find out the effects of Turkish drama’s on university students in Punjab. For this purpose, four universities were selected from Punjab to get data i.e., Punjab University Lahore, GC Faisalabad, University of Gujrat and The Islamia University of Bahawalpur. This study proves that the effects of Turkish drama’s on university students are very strong. The first factors of the study indicate that majority of the respondents (32.7%) were agree and (10.1%) were strongly agree with the statement that dress style of Turkish drama actors inspire them while selection of their own dressing. Majority of the respondents (46.6%) were agree and (40.6%) were strongly agree with the statement that Turkish drama actor’s dressing and hair style always fascinate them to adopt. Majority of the respondents (48%) were agree and (28.1%) were strongly agree with the statement that they would like to purchase the similar dresses used in Turkish dramas.

The second factors of the study indicate that 55.3% were agree with the statement that the Turkish drama actor’s living standard had positive impact on their living style. Majority of the respondent (21.5%) were disagree and (25.3%) were strongly disagree with the statement that they like to formally dress up and wear jewelry like different characters of

Turkish drama. Majority of the respondents (41.7%) were agree and (24.3%) were strongly agree with the statement that Turkish dramas were under discussion during interpersonal and group communications.

The third factors of the study revealed that Majority of the respondents (28.3%) were agree and (11.4%) were strongly agree with the statement that they think Turkish dramas present Islamic values. Majority of the respondents (44.7%) were agree and (43.3%) were strongly agree with the statement that they think Turkish dramas are promoting the liberalism among Pakistani women. Majority of the respondents (37.6%) were agree and (21.5%) were strongly agree with the statement that they think that life style presented in Turkish dramas are accordance with the Islamic norm.

In this study the results prove that the effects of Turkish drama's on university students are very stronger. In Pakistani TV channels to promote channels and gain profit therefor local media houses and actors are facing many difficulties for their survival. Turkish dramas influence the university students and they look forwarded for more Turkish dramas and dress along with lifestyle influence them a lot consequently they tried to adopt them.

H1: Turkish dramas had been affecting the Islamic values amongst the university students

In this research the first hypothesis is Turkish dramas had been affecting the Islamic values among the university students. For this purpose, the correlation method was used and correlate it hypothesis. For this purpose 400 students were selected from four different Universities of Punjab and after analysis the data it is found that Turkish media is influenced by the western culture and their life style along with presenting portrayal of women is accordance to Islam but they are promoting the liberalism.

This hypothesis proves that Turkish dramas had not been affecting the Islamic values amongst the university students and this hypothesis was rejected on the bases of data collection for this study.

H2: The style of Turkish dramas models was influenced by university learners

In this research the second hypothesis is “The style of Turkish dramas models was influenced by university learners”. For this purpose, Correlation method was used to testing hypothesis. For this purpose 400 students were selected from four different Universities of Punjab and after analysis the data it is found that the university students wants to adopt the living style which is presenting in the Turkish dramas and the Turkish dramas were under discussion during their interpersonal communication but they disagree to formally dress up as actors wear in Turkish drama series. This hypothesis is approved on the bases of data collection for this research.

H3: University students were struggling hard to embrace their flairs

In this research the second hypothesis is “University students were struggling hard to embrace their flairs”. For this purpose Correlation method was used to testing hypothesis. For this purpose 400 students were selected from four different Universities of Punjab and after analysis the data it is found that the university students found these dramas very nice and the style of these characters fascinate them. They look forward for more Turkish dramas because the dressing design, living style and life style attract them and they recommend watching the Turkish dramas for their buddies and households. This hypothesis is approved on the bases of data collection for this study.

Conclusion

This study deals with the effects on the University students by the Turkish dramas. For collecting data, four Pakistani Universities were chosen: University of Gujrat, GC Faisalabad, Punjab University Lahore, Gujrat and The Islamia University of Bahawalpur. In

this research, it is proven that Turkish dramas have very strong effects/influence on University students. A large number of Pakistani audiences like to watch Turkish dramas on their Pakistani TV channels. University students are under the influence of Turkish dramas' models and their lifestyle. Another major effect of Turkish dramas is that they are promoting empowerment and liberty amongst Pakistani women as they are getting aware of how to make their selves independent in this era. Three hypotheses are developed for this research that University students are influenced by Turkish dramas' models and their lifestyle, and the hypothesis proved right because mostly respondents said that they are under the influence of the styles of Turkish dramas models. The next hypothesis is that University students are adopting Turkish dramas models' style and way of living and the common response by the respondents was that the style of Turkish dramas models is attractive and mesmerizing and that is why they are trying to adopt their styles. The third and last hypothesis is that Turkish dramas are affecting Islamic values because Turkey represents Islam but they do not represent Islam in their dramas and this hypothesis is rejected because they Turkish dramas had not been affecting the Islamic values amongst the university students.

After the deep analysis of all the dependent and independent variables and received responses it is clearly identified that there is a strong relationship between watching Turkish dramas and changes that occur in the cultural dimensions. There is a huge number of respondents who show their willingness to adopt a different style, lifestyle, and habits from the characters of the Turkish dramas. There are so many people who watch the Turkish dramas merely for entertainment purpose but on the other hand, there are a lot of respondents those get emotionally involved with the character of these dramas. Emotionally attached respondents were crazier to adopt the styles and habits of the characters from the dramas. According to the research study conducted by the faculty of Media and Communication and by receiving responses from 220 respondents, it is concluded that currently, the highest-rated

Turkish drama is *Ishq-e-Mamnoon*, furthermore, it is the first Turkish drama that is broadcasted on Pakistani TV channel. The publicity to foreign culture by broadcasting their dramas and programs on Pakistani media has weighty impacts on our youth particularly on the female viewers, hence these dramas and programs are affecting and influencing our cultural identity, norms, and values thus affecting everything. So there must be appropriate screening and balance for selecting such sort of dramas/programs broadcasting on television. Overall, this research demonstrates larger influences on respondents and shows that it is the need of the hour to control this situation to save our own culture from secularism and feminism.

Suggestions and Recommendations

- All Pakistani media houses may promote the Pakistani culture through TV dramas and regarding to this PEMRA should strictly observed rules and regulations.
- Pakistani media houses may show the Islamic values in their dramas and regarding to this they makes dramas on Muslims victories belonging to sub-continent.
- Pakistani media channels may promote only those TV dramas which are according to Islamic religion philosophy and regarding to this PEMRA should introduce their vision infrastructure for licensing.
- PEMRA should not allow TV channels to broadcast those content that's are not against Pakistani culture.
- Further research studies should be conducted on school students and teachers.

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