

Journal of Peace, Development and Communication



Volume 04, Issue 3, October-December 2020
 pISSN: 2663-7898, eISSN: 2663-7901
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-02>
 Homepage: <https://pdfpk.net/pdf/>
 Email: se.jpdc@pdfpk.net

Article:	Effects of Dubbed Turkish TV Series on Youth’s Adoption of Fashion Trends: A Case study of Lahore and Islamabad
Author(s):	Raza Waqas Ahmad Ph.D. Scholar, Department of Media and Communication Studies, International Islamic Islamic University, Islamabad
	Ali Hassan Lecturer, Department of Media Studies, The Islamia University of Bahawalpur
	Lubna Qasim Visiting Lecturer, Department of Communication Studies, Bahauddin Zakariya University, Multan
Published:	30 th December 2020
Publisher Information:	Journal of Peace, Development and Communication (JPDC)
To Cite this Article:	Ahmed, Raza Waqas, et al. (2020). “Effects of Dubbed Turkish TV Series on Youth’s Adoption of Fashion Trends: A Case Study of Lahore and Islamabad.” Journal of Peace, Development and Communication, vol. Volume 4, no. Issue 3, 2020, pp. 19–37, https://doi.org/10.36968/JPDC-V04-I03-02 .
Author(s) Note:	Raza Waqas Ahmed is a Ph.D. Scholar at Department of Media and Communication Studies, International Islamic Islamic University, Islamabad
	Ali Hassan is serving as Lecturer at Department of Media Studies, The Islamia University of Bahawalpur Corresponding Author’s Email: alihassan@iub.edu.pk
	Lubna Qasim is serving as Visiting Lecturer at Department of Communication Studies, Bahauddin Zakariya University, Multan

Abstract

Present study explores the rather new phenomenon in Pakistan, dubbed Turkish TV series and their effects in the form of fashion trend on the youth of two major Metropolitans (Islamabad and Lahore) of Pakistan. Literature reveals that dubbed Turkish TV series reached to the Muslim world and significant part of the world. Turkish TV series are raising the image of Turkey as soft power because of their significant cultural cultivation effects on the above said societies. For this, a purposive sample of 400 respondents is taken under the age of 18-23 years males and females equally from Islamabad and Lahore. The findings of the study divulge that significant cultivation effects of dubbed Turkish series observe on the youth. This cultural cultivation is dominant in the form of visual culture and fashion trends. The study also reveals that these significant effects are more persistent on the youth of Islamabad as compare to Lahore. This study has theoretical and corporate implications.

Key words: Dubbed Turkish TV series; Cultural cultivation; Fashion trends; Perception analysis; Cosmopolitans of Pakistan

Introduction

Drama is drawn from fiction with great power to control audience mind and perception considering major sources of entertainment. In comparison to contemporary perception Industry, It became transformational medium that widened its role to the culture (Falero, 2016; Wang, 2009; Jenkins, 2006). Studies (Gibson et al., 2016; Aubrey and Smith, 201; Kottak, 2016; Gerbner et al, 2002) explore the reality about the effects of television drama viewing either adverse or positive. Turkish drama is relatively new phenomenon in Pakistan TV entrainment industry. Turkish and Indian dramas have become wide popular in Pakistani society and are rated high on media rating scales. The study focuses on the effects of Turkish dramas on the youth of Pakistan more precisely the youngsters living in cosmopolitan areas (Islamabad and Lahore) of Pakistan. It is common understanding that cultural invasion in Pakistan is on full swing with Urdu dubbed Turkish TV dramas which are very popular. These dramas are affecting the life style and fashions industry of Pakistan that adoption rate of fashion reflect in dramas are significantly increasing with the period of time. The culture of Pakistan has been greatly influenced by the surrounding cultures of Afghanistan, India, Middle East and Central Asia. Geographically, Pakistan had been a region of connectivity between Middle East, Central Asia and South Asia. Whereas, the traces of cultural link are also find with China through ancient Silk route trade. Cultural significance of this region where currently Pakistan is located is always remains pivotal. Cultural sensitivity of Pakistani society considered significant since its independence in 1947. Now with the advent of entertainment media private ownership, the lines between cultural values and visual culture seems faded out in teenagers through variety of programs i.e. dramas, cultural shows and music programs. Popular notion for this aspect is known as cultural invasion. Although, Turkey has religious similarities with Pakistan but civilization differences are prevailing. A trace of influence on Turkish dramas is observed from Europe. Huntington (2000) asserts

that cultural civilization has strong hold on people rather economics, prosperity or political system. He focus that language and religion are having distinctive features that influence the other civilization. Turkish dramas that are dubbed in Urdu language and bold enough in their visual presentation that their effect on native viewers is hard enough to denied. The Turkish dramas are already proliferated in the Arab world, Germany and Eastern Europe and other parts of the World and the scholars observed their effects from liberalization, hegemony, ethnicity and image evidence (Bilgin et al., 2016; Yörük at al., 2013; Bucciante, 2010; Akgün at al., 2010). However, Turkish TV series broadcast in Pakistan has the significance to explore the effects on youth. This study explores this new phenomenon reality about the effects of Turkish TV drama viewing and its cultivation in the form of visual culture.

This article explores the effects of Turkish TV series on adolescence perception and adoption trends of fashion with comparative analysis of youngsters living in two cosmopolitan Lahore and Islamabad of Pakistan.

Literature Review

Television effects on youth are not recent phenomena. The Television effects sparked in the United States on the reports of violence in the youth during 1969, On the letter sent by the Senator John Pastore to the health department of United States, A commission of inquiry was setup under the leadership of American Surgeon General that gave a report of relationship between the televised reality and the violence. Then to onward, the television effects are the centre of attention to the scholars of communication across the world (Cater and Strickland, 1975: p.7). Television soap opera or drama is one of the important aspects of air time that catch enormous amount of advertising revenue to the television companies. Such dramas consist on series that sometimes last to several hundred episodes. Drama is based on fiction or historical social facts of life, carried positive and adverse characters and moved on with curiosity. Dramas contain certain cultural contexts that teach young viewers cultural

norms, values, traditions and expectations. It is the source of imitation in young viewers, information, education, social learning and relationships. So, the youth gradually learn and imitate values, behaviors and attitude from foreign drama (Kaplan, 2016).

Wang, (2009) observes that media is depriving youth from their ability to think and act independently. It affects its audience in unconstructive ways that leads to desensitize from social life. Turkish soap operas conquered the Arab World. The Arab countries started telecast of dubbed Turkish soap operas from the year 2008. Before that, the viewers of Arab countries were experience of Syrian dubbed soap operas but after the arrival of Turkish soap operas in Arab countries, the viewer become edict of these dramas. These adopt alienation culture and aware about social liberation. These dramas also give boom to some specific business and manufacturing industry. Enormous sales of such products create revenue for the Turkey (Buccianti, 2010). Philip (2008) argues that media consumption and perception of family values differ from society to society and region to region in his comparative study on Egyptian and American youth on the perception of family. The fact cannot be ignored that media spread information through new technology and this lead to evolution in social concepts. He finds a relationship between media consumption and social concepts and values. Philip noted that Egyptian women had more traditional concepts of family and culture than Egyptian men. In the United States gender roles have changed remarkably over the few years. American women feel themselves self-inferior than men at home as well as on commercial media. The study also indicates that the Egyptian families perceive television like real life families than the American families.

Fashion and Turkish Drama

Several studies have been conducted on the impact of drama and television on the life of people. Bogart (1972) investigates about the TV viewing habits of Americans and discusses the impact on the life of audience. He finds that the life of people is changing

because of exposure to the television. It reveals that not only adults, but the children are also affected by the television. Following the findings of the other studies, Kaiser (1990) argues that TV motivates youngsters to adapt new dressing and fashion. The viewers desired to change their life style according to the life style of the characters shown in the television dramas. The viewers observe the dressing and fashion trends of leading characters of television program and adopt them. Television media is very affective to create social portrayals of men and women in society. It portrays body appearance of women as slim and men as muscular that now become the standard of attractiveness. However, when the viewers compare themselves with these standards, they feel low self esteem (Carlson, 2002). However, peer comparison social and intercultural factors are the major cause of dissatisfaction than TV effects on body image dissatisfaction.

Studies (Roy et. al, 2016 ; McNeill and McKay, 2016; Danielson, 2009; Peter, 1989) indicate television as medium have influence on youth's fashion choices in clothes, shopping behavior, fashion, dress, attires, accessories and body piercing. TV has a visual support for credibility. When audiences watch different fashion and dresses that wear by their favorite characters on TV. They accept and adopt these fashions. Moreover, viewers on TV increase the credibility and create real life environment that ensure the adoption of fashion trends, and they adopt characters dressing style in spite of designer shop. Shafizan (2011) investigates *The Impact of TV and Magazine on Fashion and Dressing of Urban Women of Different Ages* that the urban women are having significant influenced through media presentation. The findings reveal that young women are particularly influenced through western ads and fashion trends. The media fashion is penetrating in Urban and Malaysian women of various age groups. The data of research collected through 639 urban Malaysian women. Study finds that magazines are associated with the adult fashion trends while television is associated with the youngsters' in the fashion of dressing. Alankuş and Yanardagoglu (2016) argue that

Turkish dramas have increased its market not only at regional level but also it ensures its reach to the 75 countries across the world. They find that it transforms Turkey into the soft power, and cross culturally the significance influence of these dramas observe on women. Soap operas have great impacts on Arabic women. The Arab women feel proximity through soap operas on Arabic transnational television. The research reflects that soap operas/dramas are important source of the creation of hegemonic discourse (Georgion, 2012). Turkey used Turkish soap operas for the promotion of tourism in Turkey. Turkish government changed foreign policy and used Turkish soap operas for tourist gravity. The popularity of Turkish dramas boosted in the Middle East and Eastern Europe change in visa policy also increased foreign visitors (Balli et al., 2013). Effects of TV series reach to the audience or rating. The more the viewership the more significant effect will be visible on the viewership. Fashion is the first visible indication of any foreign culture presence in any society. Studies (Faas, 2016; Qudah, 2013) find that ratio of information getting increased by (47.3%) in those people who rely on satellite television while decrease in those people who rely on books to obtain the same information by (5.3%). The viewership of dubbed series increased to (94.9%) among males and females (84.9%). The intensity of exposure also increased to (34.8%) while (35.1%) respondents viewed dubbed series continuously. Qudah and Tahat (2013) find the significance of effects of Turkish series on the adolescents. They find these effects on girls and prevailing effects on fashion trends. Hence, Dubbed TV series have the potential that it can influence visible, cognitive and cultural traits of their viewers. The very apparent effects can be seen in the form of changing fashion trends in youth.

Turkish TV Series Effects in Pakistan

Turkish TV series in Pakistan is fairly new phenomena in Pakistan. Earlier, Indian drama series were quite popular in Pakistan because of language and some cultural similarities. Pakistani populations have access of more than 80 channels through satellite.

The wide range of access of information affected Pakistani culture in different ways, all institutions under gone dramatic changes with the advent of satellite. It affects different age groups, social and political scenarios. Anthropological methods gauge the impact of Turkish television series from cultural perspective (Rana and Iqbal, 2008). Turkish dramas are on airing to overcome the impact of Indian dramas. Turkey is a Muslim country and its drama's impact is not as strong as Indian dramas on Pakistani women. Most of the people watch Turkish dramas just for entertainment and to know about Turkish culture whereas some people do not take these dramas seriously. Turkish drama *Ishq-e-Mamnoh* in the dubbed Turkish TV series was the trend setter. However, Pakistani dramas are also getting popular and have a better competition with the foreign drama market. The competition in local market is also evident (Nasir et al., 2016 ;Yesil, 2015).

A Gallup Pakistan's study of 2012 (Gillani, 2012) finds that (10%) Pakistani watch Turkish dramas from local channels while (60%) from *Urdu one* and (33%) from *express entertainment*. Survey also shows that the most popular drama of Turkey is *Ishq-e-Mamnoh* as (41%) respondents watch this drama. The sample size of this survey is consisted on 2510 rural/urban male, female. In another survey, findings reveal that (26%) people like the telecast of Turkish dramas on Pakistani TV channels, while (67%) answered the mix feeling. The survey also explored that (22%) Pakistani's have positive views about Turkish dramas while (42%) have negative opinion regarding the impact airing of Turkish dramas. Turkish soap operas are really a big problem for Pakistan's local drama industry as well as local TV. It is the source of inspiration for Pakistani Muslims and for the whole Islamic world because these dramas are coming from a Muslim country with new trends. Turkish dramas are crept in Pakistani society, in spite many difference of culture and liberal stories which are based in our local television station, these dramas are invading day by day in Pakistan. There is an immense critic but the viewers are gaining interest in these dramas and viewership is

increasing. Pakistani mothers accepting the effect of Turkish dramas and they calling their children with their favorite actors and characters names, not only this but also some of them are behaving like these characters (Ansari, 2013; blog). This impact is visible in different cities of Pakistan that Turkish schools and serials are bringing Turkish culture in Pakistan. Most of the Pakistani TV channels are airing dubbed Turkish dramas and these dramas are affecting Pakistani culture. While, 3000 students are studying in Pak-Turk schools in Multan, Lahore, Islamabad, Karachi, Khairpur, Quetta and Peshawar which are also the source of invasion of Turkish culture in Pakistan (Haq, 2013). Gillespie (1995) argues that soap/drama is tool of negotiation with different cultures and identities. This tool is also said be *soap talk* that is gender specific. Through dramas of other cultures and identities, gender bias and inequalities can be addressed. In spite of the fact that these dramas have certain effects on youth of Pakistan but it is evident that persisting effect of these series are in the form of changing trends of fashion in youth.

Methodology

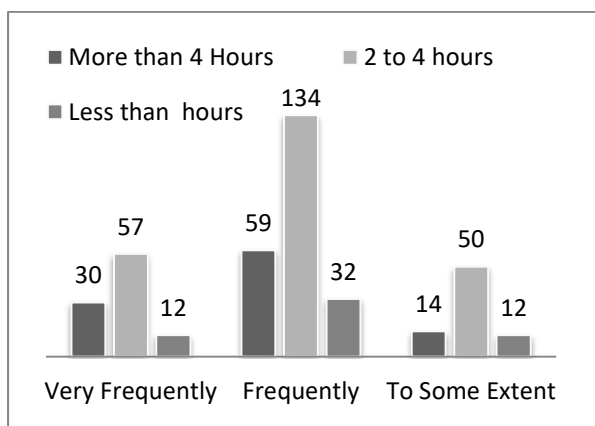
This study is explores the effects of Turkish dramas on teenagers of two cosmopolitan cities of Pakistan with the perspective of cultivation of fashion trends. This research is conducted through survey method. The Researchers use the instrument of questionnaire to investigate about set statements designed to the subject of the study from teenagers of Lahore and Islamabad. In this study teenagers of Lahore and Islamabad considered as the universe of the study. Lahore is the capital of the province of Punjab where Islamabad is the capital of Pakistan. These both cities considered as the cosmopolitan cities where ethnic and cultural diversity among residents can be observed. The population of this research study includes youth age of 18 to 23 years of both cosmopolitan. Purposive sampling is used in this research

as sampling technique for gathering data. The sample size is 400 with equal gender representation in research. Whereas, the reliability instrument is ($\alpha = 0.76$).

Results and Findings

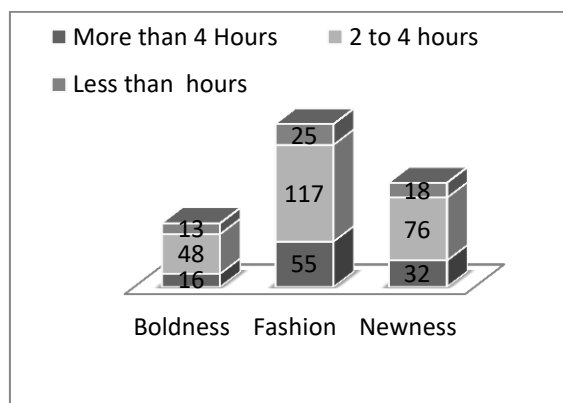
Figure 1 is the portrayal of exposure to TV and how often people watch Turkish Drama. The results of the study reveal that significant respondents spent 2 to 4 hours for watching Turkish dramas whereas it is slightly higher from the heavy viewers and seldom watch these dramas. The association between both the variable has not been proven. So if people watch TV, it has no association with watching Turkish Dramas. It can be said that people have a lot more content on TV to watch besides Turkish Dramas. The finding is in line to Gillani (2012).

Figure 2 shows the frequency of watching TV and its association with the role of Turkish dramas in changing public perception because of their boldness, newness and fashion. The significance finds in fashion and changing of public perception ($p > .037$). It is confirmed by the findings of (Kaiser, 1990).



$X^2 = 3.356, df = 4, p = 0.25$

Fig. 1: The time consume for watching of Turkish dramas



$X^2 = 1.89, df = 4, p = 0.378$

Fig. 2: Turkish dramas are changing public perception

The result of Turkish drama shape foreign culture is given in see Table 1. Whereas, X^2 indicate the association either it cause to change the foreign culture. The results support to Faas, 2016 and Qudah, 2013. Table 2 regards the extent of exposure to television in comparison with the statement “Turkish dramas are performing a conservable role in the shaping Turkish culture in our society”. Most of the people agreed to it and said there is a great role performed by Turkish dramas in amalgamating the Turkish culture with our one. Results are similar to Haq, (2013).

Table 1: Turkish drama shaping foreign culture **Table 2:** Shaping of Turkish culture in society

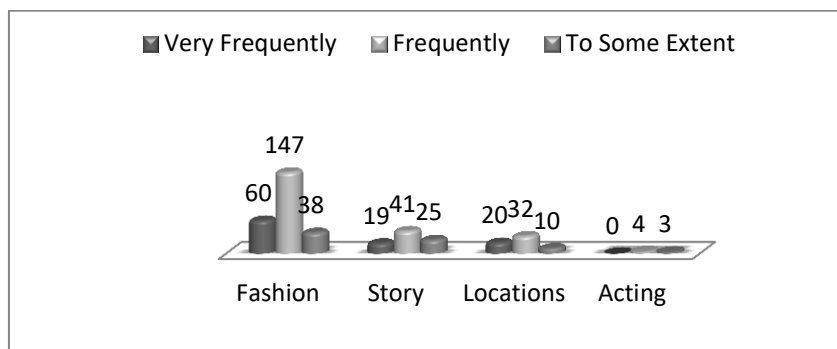
Turkish drama shaping foreign culture			Shaping of Turkish culture in society		
Very Much	Much	To Some Extent	Very Much	Much	To Some Extent
97	2	0	99	0	0
0	225	0	0	225	0
6	18	52	0	0	76
$X^2=618.98, df=4, *p<0.00$			$X^2=800, df=4, *p<0.000$		

Table 3 shows the frequency of watching dramas and reasons behind the failure of Pakistani dramas according to regular viewers of dramas. Most of the people are of the opinion that they don’t watch television dramas because they are old fashioned, repeated stories with different faces in different times and presentation of content is very poor.

Table 3: Reason of unpopularity of Pakistani Dramas

Poor Presentation	Old Faces	Old Fashion	Same Stories	Orthodox
16	5	34	18	26
38	15	78	34	60
19	4	20	22	11
$X^2=13.608, df = 8, *p <0.045$				

Fig 3: Watch Turkish dramas are popular because of following reasons



$$X^2 = 13.927, df = 6, *p < 0.015$$

Figure 3, the frequency of watching dramas and reasons of watching Turkish dramas according to regular viewers that it is surprising to see that people said they watch Turkish dramas because of fashion. Results support Roy et. al, 2016, McNeill and McKay, 2016.

Table 4: Reason of experiencing Turkish fashion

Turkish Drama	Friends	Fashion Designer	Boutiques	Status Symbol
37	10	10	8	34
99	21	11	15	79
24	9	3	1	39

$$X^2 = 14.598, df = 8, *p < 0.033$$

Table 4 shows the frequency of watching dramas and its association with the role of Turkish dramas in the experiencing of Turkish fashion because of friends, fashion designer, boutiques or as a status symbol. Results confer with Shafizan (2011).

Table 5: Reason of Turkish dramas watching in Lahore and Islamabad

	Fashion	Story	Locations	Acting
Islamabad	136	40	23	0
Lahore	109	45	39	7

$$X^2 = 190.597, df = 9, *p < 0.000$$

Table 5 table shows the association with respondents’ residence and causes (fashion, story, location & acting) of watching Turkish dramas. Respondents from both areas i.e. Islamabad and Lahore used to watch these dramas because of their fashion. Here, we once again get to the finding that our public is more interested in the fashion disseminated by media outlets.

Table 6: What kind of fashion cultivated in both cosmopolitans

	Hair Style	Jewelry	Makeup	Dressing
Islamabad	53	1	7	139
Lahore	44	2	12	142

$X^2 = 15.96, df = 9, *p < 0.034$

At this stage, the researchers are specific about what type of fashion is being cultivated by Turkish dramas so that the research gets a clear direction about the behavior of people. Table 6 shows the association with respondent’s residence and kinds of fashion (hair style, jewelry, makeup, dressing) cultivated in people. The Table portrays a very clear tilt of public towards the fashion induced by them. We see that people said that these dramas are changing the dressing of people of Pakistan. Another opinion of the respondents is that they get idea for their hair styles.

Table 7: Reason to Adopt Turkish fashion in both cosmopolitans

	Attraction	Newness	Boldness	Beautification	Islam
Islamabad	88	52	38	21	1
Lahore	90	52	34	23	1

$X^2 = 46.226, df = 12, *p < 0.000$

The researcher asked the respondents what are causes of adoption of their fashion. There were 5 options namely, Attraction, Newness, Boldness, Beautification or Islam. Out of 400 respondents, 178 agreed to Attraction that means their fashion is attractive that’s why our

people start adopting their fashion. People from both cities were agreed on this stance. These results are given in Table 7 which shows the association with respondent's residence and in adoption of Turkish fashion because of attraction, newness, boldness, beautification and Islam.

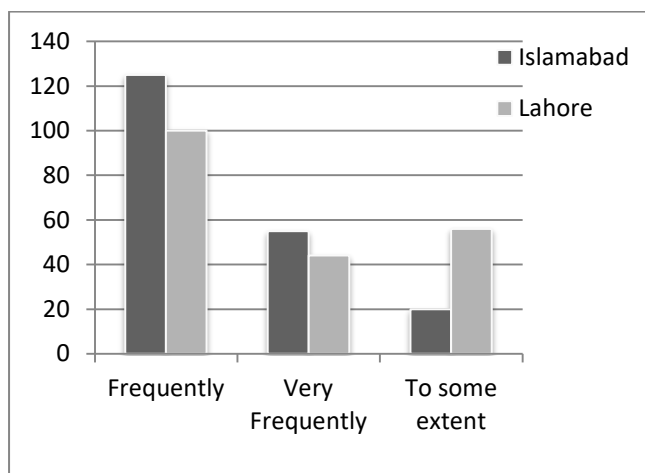


Figure 4: Turkish dramas are more popular in teenagers of Lahore than the Islamabad.

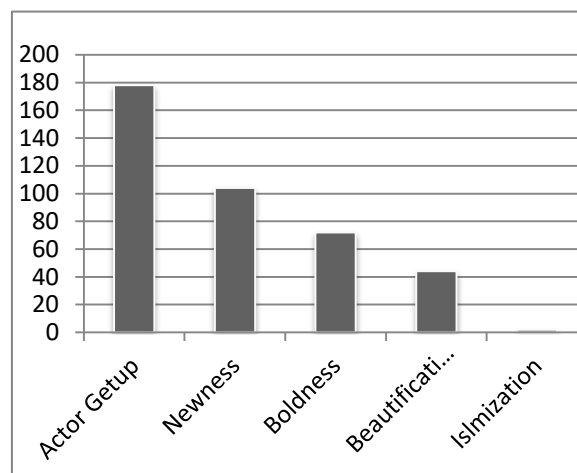


Fig. 5: Why youth adopt fashion from Turkish dramas

The figure 4 shows that Turkish dramas are more popular in teenagers of Islamabad as compare to the teenagers of Lahore according to the responses of respondents. The figure shows that the viewers of Islamabad those Turkish dramas very frequently compare to the viewers of Lahore. The figure 5 shows that the teenagers adopt Turkish fashion because of actor getup, newness, boldness and beautification. The results confirm the finding of Bilgin et al., 2016 and Yörük at al., 2013. Hence, the significant relationship exists between the Turkish drama consumption pattern and changing of fashion trends among the youth of two cosmopolitan of Pakistan.

Conclusion

This study concludes that Turkish soap operas are cultivating Turkish culture in Pakistan, and cultural cultivation effects are more persistent on teenagers of Islamabad and Lahore. These series are popular because it induces Turkish fashion. The true picture of

society may not depict from the Turkish series nor real social awareness or mobilization. These dramas are source of foreign cultural invasion. The youth taking inspirations of fashion from the characters of these dramas and value their fashion, hair style, dressing and attraction. The inspiration for fashion choice of youth is from dubbed Turkish TV series. The effect of cultural cultivation is significant on the youth of Islamabad as compare to Lahore. This study supports the Gerbner et al, (2002) cultivation effects. The corporate implication of this study is for advertising agencies, fashion Industry and garments manufacturers.

References

- Akgün, M., Perçinoğlu, G., & Senyücel Gündoğar, S. (2010). The perception of Turkey in the Middle East. *TESEV*.
- Alankuş, S., & Yanardagoglu, E. (2016). Shift or Stasis| Vacillation in Turkey's Popular Global TV Exports: Toward a More Complex Understanding of Distribution. *International Journal of Communication, 10*, 17. 3615-3631
- Ansari, N. (2013). Turkish Soap Opera and the Pakistani Mothers Who watch them. Retrieved on February 04, 2014 from <http://asiasociety.org/blog/turkish-soap-operas-and-pakistani-mothers-who-watch-them>
- Aubrey, J. S., & Smith, S. E. (2016). The Impact of Exposure to Sexually Oriented Media on the Endorsement of Hookup Culture: A Panel Study of First-Year College Students. *Mass Communication and Society, 19*(1), 74-101.
- Balli, F., Balli, H. O., & Cebeci, K. (2013). Impacts of exported Turkish soap operas and visa-free entry on inbound tourism to Turkey. *Tourism Management, 37*, 186-192.
- Bilgin, M. H., Demir, E., & Labas, D. (2016). The Impact of Turkish TV Series on Turkey's Image: Evidence from Eastern Europe. In *Entrepreneurship, Business and Economics- Vol. 1* (pp. 565-578). Springer International Publishing.
- Bogart, L. (1972). *The age of television: A study of viewing habits and the impact of television on American life*. Ungar Publishing Company.p.367.
- Buccianti, A. (2010). Dubbed Turkish soap operas conquering the Arab world: social liberation or cultural alienation?. *Arab Media & Society, 2* (1) 35-45.
- Carlson, J. (2002). Social Comparison and Body Image: Attractiveness Comparison to Models and Poor's among Adolescents Girls and Boys. *Sex Roles, 45*(9110), 645-664.

- Cater, D., & Strickland, S. (1975). *TV Violence and the Child: Evolution and Fate of the Surgeon General's Report*. Russell Sage Foundation.
- Danielson, S. (2009). The Impact of Celebrities on Adolescents Clothing Choices. *Undergraduate Research Journal for the Human Sciences*, 8(1), 40-55.
- De Bruin, J. (2001). Dutch Television Soap Opera, Ethnicity and Girls' Interpretations. *International communication gazette*, 63(1), 41-56.
- Faas, D. (2016). *Negotiating political identities: Multiethnic schools and youth in Europe*. Routledge.
- Falero, S. M. (2016). "The Industry": A Brief History of Audiences In and Out of Control. In *Digital Participatory Culture and the TV Audience* (pp. 29-52). Palgrave Macmillan UK.
- Georgiou, M. (2012). Watching soap opera in the diaspora: cultural proximity or critical proximity?. *Ethnic and Racial Studies*, 35(5), 868-887.
- Gerbner, G., Gross, L., Morgan, M., Signorielli, N., & Shanahan, J. (2002). Growing up with television: Cultivation processes. *Media effects: Advances in theory and research*, 2, 43-67.
- Gerbner, G., Gross, L., Morgan, M., Signorielli, N., & Shanahan, J. (2002). Growing up with television: Cultivation processes. *Media effects: Advances in theory and research*, 2, 43-67.
- Gibson, B., Thompson, J., Hou, B., & Bushman, B. J. (2016). Just "harmless entertainment"? Effects of surveillance reality TV on physical aggression. *Psychology of Popular Media Culture*, 5(1), 66.
- Gillani Research Foundation. (2012). *Pakistani Views on Turkish Dramas Part I, II*. Gallup International.
- Gillespie, M. (1995). *Television, ethnicity and cultural change*. Psychology Press. p.147

- Haq, R. (2013). Soap Operas and Schools bring Turkish Culture to Pakistan. Reterived on February 04, 2014 from <http://defence.pk/soap-operas-and-schools-bring-turkish-culture-to-pakistan.241481>
- Huntington, S. P. (2000). The clash of civilizations?. In *Culture and Politics*(pp. 99-118). Palgrave Macmillan US.
- Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. NYU press.
- Kaiser, S. B. (1997). *The social psychology of clothing: Symbolic appearances in context*. Fairchild Books.
- Kaplan, E. A. (2016). *Rocking around the clock: Music television, postmodernism, and consumer culture*. Routledge.
- McNeill, L., & McKay, J. (2016). Fashioning masculinity among young New Zealand men: young men, shopping for clothes and social identity. *Young Consumers, 17*(2).
- Nasir, N., Khan, S., Sabri, P. S. U., & Nasir, S. (2016). Celebrity Endorsement And Consumer Buying Intention With The Mediating Role Of Brand Performance: An Empirical Consumer Perception Study In FMCG Sector Of Pakistan. *Science International, 28*(1).617-624
- Peters, J.F. (1989). Youth clothes shopping behavior: An analysis by gender. *Adolescence, 24* (95), 557-580.
- Philip. (2008). Effects of Viewing Drama on Egyptian and American Youth's Perception of Family. Egypt: University of Louisiana Press.
- Qudah, M., & Tahat, Z. (2013). Dubbed series and their possible effects on adolescents. *International Journal of Scientific and Technology Research, 2*(2), 38-49.
- Rana, A. W., & Iqbal, S. A. (2008). Cultural Transformation through Satellite Cable T V in Pakistan: An Analysis of Audience Perspective. *Global Media Journal. 3* (1), 48-76

- Roy, S., Sethuraman, R., & Saran, R. (2016). The effect of demographic and personality characteristics on fashion shopping proneness: a study of the Indian market. *International Journal of Retail & Distribution Management*, 44(4), 426-447.
- Shafizan, M., & Wok, S. (2011). The Impact of TV and Magazine on Fashion and Dressing of Urban Women of Different Ages. *Malaysian Journal of Media Studies*, 1(1), 159-170.
- Wang, N. (2009). The Impact of Foreign Programs on Taiwanese Youth and the Significant Role of Media Education. *Journal of Asian Culture and History*, 1(2), 161-169.
- Yesil, B. (2015). Transnationalization of Turkish dramas: Exploring the convergence of local and global market imperatives. *Global Media and Communication*, 11(1), 43-60.
- Yörük, Z., & Vatikiotis, P. (2013). Soft Power or Illusion of Hegemony: The Case of the Turkish Soap Opera" Colonialism". *International Journal of Communication*, 2361-2385. p.25