



Global Culture and the Media undermine our Culture: A Case of Urdu-Dubbed Turkish Dramas Effects on Pakistani Society



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Abstract: *This study is about the effects of Urdu-dubbed Turkish dramas on Pakistani society: A case of the Foundation University of Rawalpindi. With the help of a questionnaire, data is collected from the students. The reason for selecting such students is that the youth is more exposed to such dramas and easily get influenced by the new trends. One hundred students are selected on the basis of age, gender and education and apply the Stratification sampling method. The result indicated that the people of our society are getting influenced by Turkish dramas. And Turkish dramas are significantly having effects on our society as they are directly undermining our national culture.*

Key Words: Urdu-dubbed Turkish Dramas, Effects, Pakistani Society, Youth, Influence, Impacts, Undermining of Culture

Introduction

Globalization

Globalization is the contact and integration of people, corporations, and governments from other countries, helped by information technology and propelled by international commerce and investment. According to Sparks, no media is genuinely global (2000).

Furthermore, the audience of the so-called global press is "too small, too wealthy, and too English-speaking to be considered inclusive," and it has ramifications for the environment, culture, political systems, economic development and prosperity, and human physical well-being in all societies around the world ([Hannan et al., 2011](#)). According to

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[Sonwalker 2001](#)), the foreign content isn't new to Pakistani media, but there have been instances when Indian channels were granted access to Pakistani television sets. However, it was later realized that having such simple and extensive access to Indian networks left Pakistani culture vulnerable to addiction to prominent Indian family channels, Star Plus and Sony. All of the Indian content was produced in Hindi, a language easily understood by Pakistanis. As a result, Pakistani society grew more open, absorbing and replicating features of Indian culture shown in dramas and television shows (Saleem, 2012)

Pakistan is a developing country with a large population exposed to media content. According to Saleem (2012). The majority of people believe it is the religion of Islam. Islam is more than a religion; it is a way of life or, to put it another way, a culture that dictates how a person should conduct themselves in all parts of life. Today, dramas from Turkey, another Islamic country, are telecast on Pakistani television. It was assumed that their lifestyles would be similar because Pakistan and Turkey are both Islamic countries. However, modern plays portray Turkey as a country with an entirely different culture, which is not the fact.

Turkey is portrayed as radically contrary to Pakistani society and culture regarding women's clothes, food, alcohol consumption (drink illegally by Muslims), illegitimate love patterns, community, norms, and all other aspects. These dramas depict an Islamic society that is vastly different from Pakistan's (Mumtaz, 2012). The study's purpose is to recognize the damage that the dramas mentioned above provide to Pakistani culture, as well as to educate Pakistanis to recognize and adequately view such things, as well as to

select what they should include in their lives and what they should avoid. The studies also assist media commentators and government officials in determining the cost-benefit analysis of disclosing the information. To such westernized content, the nation should devote more attention to content innovation, which must be developed locally, focusing on societal welfare.

Objectives

1. To investigate the viewership of Turkish dramas.
2. To find out the negative and positive influence of Turkish culture penetrated through dramas.
3. To check out the invasion of western culture into the national culture.
4. To examine the effects of the educated segment of males and females about Turkish culture and values.
5. To compute the threat effects about our family and social institution.

Research Question

Does the globalization of media just affect our basic cultural values and norms or influence and change the fashion or dressing style?

Hypothesis

1. It is more likely that the exposure to Turkish culture through Turkish dramas on Pakistani channels results in an effect on the socio-ethical perception of female viewers.
2. It is more likely that the Turkish dramas are focusing on our society's concepts

about marriage and divorce than on female education.

3. It is more likely that the Turkish Dramas are losing their modesty in the name of modernity.

Literature Review

[Morley \(1971\)](#), in 'Globalization and Cultural Imperialist Reassessed,' believes that present cultural imperialism patterns have progressed. New technology has displaced old trends that impacted civilizations in the past. Political, military, and economic domination, he believes, has a considerable cultural influence on lesser nations. He feels that Western cultural imperialism has an impact. One of the most well-known types of popular entertainment is dramas. The media's principal functions include providing information, education, entertainment, and cultural imperialism. These days, people are viewing more minor and less television. Television broadcast was prohibited for many years, but technology has advanced, and the golden age of Pakistani dramas has arrived ([Khalid, 2010](#)).

According to McLuhan's beliefs, this is tied to expanding new communication technology (1968, 1964). On the other hand, others claim that globalization has failed to create a unified political and economic identity (Rajaei, 2001). On the other hand, cultural globalization has resulted in the obliteration of national identities. "We are experiencing cultural globalization that is not the net result of human activities and experiences, and it has not equitably gained from cultural diversity," one of the world's leading theorists contends ([Tomlinson, Skelton, and Allen, 1999, p. 23](#)).

Instead, it is a manifestation of the supremacy of a dominating culture. According to another author (Mia Consalvo, p118, 2006), cultural imperialism is a two-way street in which industrialized countries influence underdeveloped countries. She thinks that countries with more cultures and traditions have a higher ability to control even the most sophisticated and powerful nations.

Television shows include dramas, talk shows, comedy shows, sports shows, news, game shows, and chat shows, to name a few. Even though several channels are available, viewers do not watch all of them or even the majority; instead, they overlook two to five of the most popular ones. Each family receives an average of 36 channels, although only around half of them are seen (Beck, Huang, Pollard, & Johnson, 2003). It is widely accepted that children's and adolescents' mental and psychological patterns accurately predict their future. In this atmosphere, cable channel functions have become more lively than ever before. Increased emotional ties to entertainment programmes change the recipients' values and behaviour ([Ullah, 2003](#)). Television is widely considered to embody and strengthen patriarchy, which is currently the dominant ideology in Western civilization. Female television demos have changed dramatically in the last 20 years to accommodate the rising status of women in society ([Khalid, 2010](#)). Inverted colonialism refers to the impact of non-western countries on the development of western culture and economics ([Giddens, 1999a](#)). The year 2014 (Answer), Pakistani dramas are lovely because they are grounded in reality and more representational, whereas Western entertainment is a waste of time ([Muzaffar,](#)

2002). Global consumerism produces a single global culture, with indigenous South American traditions being replaced by Western civilizations.

Theoretical Framework

This research aims to learn more about how media globalization is eroding natural culture. The goal of the study is to understand more about the consequences and impacts of watching "Urdu-dubbed Turkish plays" on Pakistani culture and society and how such dramas influence audience ideas and perspectives on everyday life. This research is based on a single concept called Cultivation Theory. The theory is briefly discussed below in connection to the current investigation. In various situations, approaches are developed to explain, forecast, and grasp facts and to question and extend existing knowledge, all while maintaining within the confines of crucial restrictive assumptions. According to this hypothesis, television and the media have a minor but essential influence on society's attitudes and beliefs. Those who watch a lot of television are more likely to be affected. (Theory of Mass Communication, 2017).

Methodology

This research aimed to explore how media globalization is eroding natural culture. The

means and logical procedure for putting a research strategy or approach into action is methodology. The fundamental goal of this research is to see if cultivation theory is applicable. The survey method is seen as a promising approach for acquiring information and data analysis, given the nature of the investigation. Both men and women watch Urdu-dubbed Turkish programmes on Pakistani television stations. It comprises university students studying natural and social disciplines who have seen Turkish dramas. Male and female University students serve as the study's unit of analysis. To meet the study's needs, the procedure established population subgroups, used a stratified technique to define demographic data, and separated the population by age, gender, discipline, and education. A stratified target of one hundred respondents has been set for data gathering. The purposive sampling methodology will be used to collect data after the strata of the stratified technique have been identified.

Analysis

The findings are based on a poll of 100 students who were asked nine closed-ended questions about Turkish dramas. The purpose of this poll is to see how Turkish dramas influence our culture.

Table 1. Storyline of Turkish dramas?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Entertaining	51	51.0	51.0	51.0
	Thought provoking	18	18.0	18.0	69.0
	Boring	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

Furthermore, it concludes that 51% of people think that the storyline of Turkish dramas is entertaining rather than boring or thought provoking.

Table 2. The Society is Adopting Cultural Norms of Turkish Dramas?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	74	74.0	74.0	74.0
	no	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

It concludes that 74% of the individuals think that our society is adopting cultural norms of Turkish dramas, while 26% of people think that our society is not adopting cultural norms of Turkish dramas.

Table 3. Broadcasting Turkish Dramas in Pakistan Morally/ethically Right

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	25	25.0	25.0	25.0
	no	23	23.0	23.0	48.0
	To some extent	52	52.0	52.0	100.0
	Total	100	100.0	100.0	

Moreover, 25% of people think that Broadcasting Turkish drama in Pakistan morally/ethically right while 23% think that it is not right and 52% of people think that to some extent it is morally/ethically right to broadcast Turkish dramas.

Table 4. Is Influenced by the Turkish Fashion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very much	15	15.0	15.0	15.0
	much	39	39.0	39.0	54.0
	somewhat	29	29.0	29.0	83.0
	rarely	12	12.0	12.0	95.0
	never	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

15% believe that our society is very much being influenced by the Turkish fashion, 39% think that it is much influenced, while 29% think it is somewhat, for 12% it is rarely and only 5% believe that our society is never being influenced by the Turkish fashion.

Table 5. Turkish Dramas Play a Vital Role in Increase in the Rating of the Pakistani Channels

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very much	20	20.0	20.0	20.0
	much	53	53.0	53.0	73.0
	somewhat	18	18.0	18.0	91.0
	rarely	5	5.0	5.0	96.0
	never	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Turkish dramas are playing a vital role in increase in rating of the Pakistani channels, as it is clearly shown by the results that 53% people agreed to this, while 20% claims to very much, 18% to somewhat, 5% believe it is rarely a fact and for 4% it is never playing a vital role.

Table 6. Pakistani Media Channels are buying Foreign Dramas in order to

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	promote channel	22	22.0	22.0	22.0
	give entertainment	22	22.0	22.0	44.0
	gain profit	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

22% think that Pakistani media channels are buying foreign dramas in order to promote the channel. 22% think that giving entertainment is the reason for buying foreign dramas, while most of the 56% of people believe that Pakistani media channels are buying foreign dramas in order to gain profit.

Table 6. Turkish Dramas Should Ban in our TV Channels

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	42	42.0	42.0	42.0
	no	58	58.0	58.0	100.0
	Total	100	100.0	100.0	

Additionally, 42% of the individuals think that Turkish dramas should be banned from our TV channels while surprisingly 58% of the people think that Turkish dramas should not be banned from our TV channels.

Discussion

Overall, people have a neutral approach towards Turkish dramas. Some people think that they are entertaining, while others think that they are not ethically right. Some people think that people are adopting their culture,

norms and trends but at the same time, most people have a view that Turkish dramas should not be banned from our TV channels. People watch the famous Turkish drama *Ishq e mamnoon* and the survey got the highest rating of that drama. But on the other hand, some people do not prefer to watch Turkish dramas at all. According to them, Turkish dramas have a bad impact on our society. On the whole, people of our society are getting influenced by Turkish dramas. They have different views about Turkish dramas. And the results show that Turkish dramas have an impact on our society and it totally depends on the person that how he/she perceives it. First, the survey starts with the question about the most watchable Turkish drama i.e. *Ishq-e-mamnoon*, *Mera Sultan* and *Main Ayesha Gul*. For the reason that, the rating of these dramas are very high as compared to other Turkish dramas shown on different channels. Additionally, there can be several reasons for watching Turkish dramas so the survey includes the most important questions. And it is about the storyline of Turkish dramas in order to know if broadcasting Turkish dramas ethically or morally right? Some of the questions are based upon the influence of the trends and luxurious lifestyles shown in Turkish dramas. In this way, the survey can easily conclude the impact of Turkish dramas on our society. That survey also includes a comparison between the Pakistani and Turkish dramas in terms of ratings. Furthermore, many questions are designed to get the people's overall view about Turkish dramas in terms of

why our channels are buying foreign content. This questionnaire is intended on the basis of recent observation and changing trends in our society

Conclusion

The study was to check the effects of Global media on how it undermines the national culture. In the depth of this study, I came to know that these dramas are on aired in Pakistan to overcome the impact of Indian dramas like *Star Plus* and *Sony* dramas on Pakistan as Turkey is a Muslim country and its cultural impact is not as strong as of Indian dramas. It brings surprising results to the research as a conclusion that most of the people watch Turkish dramas just for entertainment and to learn about the lifestyles and cultures of Turkish people, but most of the people do not take them seriously. The most likeable Turkish drama as far as our research says is *Ishq e mamnoon* and this is probably because the trend of Turkish dramas in Pakistan started with this drama. And there is also a great ratio of people, who think that Turkish dramas should be banned in Pakistan, but on the other hand, people also take them as no big deal in showing them in Pakistan and there are also people who are highly influenced by foreign dramas and their culture, especially youth. The study also shows that the exposure to foreign culture has a great impact on our youth, thus effecting our cultural identity norms and values hence effecting everything so there should be a balance between media also

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