Infiltration of Western Culture in Pakistani Society: A Study of Urdu Dubbed Turkish Dramas on Pakistani TV Channels
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**ABSTRACT**

Turkish dramas are quite popular in Pakistan, with females preferring them to other television programs. Studies suggest that Turkish dramas are influencing the cultural values of our society and introducing western lifestyles. This study is an effort to understand the influence of Urdu-dubbed Turkish dramas among Pakistani educated youth and to analyze the role of Urdu-dubbed Turkish dramas in the penetration of western culture in Pakistani society, particularly among the youth. The amount of penetration was evaluated using a quantitative survey. Applying a simple random technique, a sample of 300 male and female students from four public and private sector universities was selected, the results show that Turkish dramas are promoting western culture and attempting to penetrate hybrid culture in Pakistan, but their effects on the youth of Pakistan aren't alarming, and this could be due to the low cultivation effect of television among respondents, as only 1/3 of the respondents watch television for more than an hour. Although our houses are being infiltrated by their attire, makeup, and style of life, lack of education can be the reason because the influence among Pakistani students is not huge.

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1. Introduction

Following Mustafa Kemal Atatürk's nationalist indoctrination in Turkey, the majority of individuals, regardless of ethnic heritage, identify as Turks. Regardless of their formal self-identify as Turks, the majority of Turks come from non-Turkish ethnic backgrounds, which leads to a number of persons expressing dual identities. Kurds, Arabs, Laz, and Georgians are ethnic groups that dwell in Turkey. The Turkish language, which is influenced by Arabic and Persian languages, is similar (Ozfidan, et al., 018).
Now day turkey is a multiethnic and multilingual empire. After World War 11, the Republic of Turkey started its efforts to make turkey a modern and western style secular nation. To make Turkey a western nation Kemal Atatürk disestablished state religion and made people adopt the western code of life. Kemal Atatürk established a single secular education system (Turkish as the official language) in which all the Muslims regardless of their ethnic focus had to take education. The reason behind this educational system was to establish a single Turkish nation. And after centuries of Turk intermarriages with other ethnic groups they created a Turkish state which has more physical resemblance with the European nation instead of Asia. Even architecture also has a great influence on foreign ideas. Islam and Byzantine representation in architecture to express culture is proof of the imperialist past of Turkey. But the leaders of the Republic of Turkey always wanted a secular, western and modern nation-state. So, the Historical background of Turkish culture tells us that Turkey doesn’t have their very own culture and it’s already hybridized. Even it’s been clear from the efforts of historical leaders of Turkey that one of the major goals of the Republic of Turkey is to catch up on the technological and material culture of the west as done by Mustafa Kemal in the past that was why they created a new capital in Western Europe which is Ankara. Turkey uses the same method to take benefits from the western world as Italy did in the past. Italy sought legitimacy by serving the interest of western civilization and colonial development in the past (Doumanis, 1997) and now Turkey is doing the same so turkey needs to serve the interest of the western world through dramas in Pakistan.

But Pakistan is a country that took the freedom to become a Muslim state. The country’s media from its origin played a vital role in practicing and promoting Islamic values. But the day cable TV came into Pakistan; the culture of Pakistan was greatly influenced by foreign media. First Bollywood kept people crazy and now Turkish Media making people adopt modern Islamic values.

The current account of media in Pakistan is based on the experience of media practitioners over the last three decades. The Idea of the researchers is to make a small contribution to the growing literature on Pakistan through this study, understanding the need to recognize the strengths of the Pakistani media industry which is a non-western world could be a narrow approach, but it will make a difference and will provide some empirical evidence that Pakistani media industry and culture is the absorbing western cultural (Amire, 2016). This shows that hybrid culture is penetrating Pakistan. This study will provide a true picture of the cultural impact of Turkish dramas on Pakistani society. The objective of this research is to investigate the success rate of immunization of western culture in Pakistan society through Urdu dubbed Turkish dramas.

2. Literature review
The process of cultural mixing is known as cultural hybridization or global mélange.it is normally defined as the mixing of American, Asian, African, and other cultures to develop a global mélange (Pieterse, 2013). The actual cycle of hybridization demonstrates the distinction to be relative and, with a slight shift of viewpoint, the relationship can likewise be portrayed as far as an insistence of likeness. Hybridization as a point of view has a place with the liquid finish of relations between societies: the blending of societies and not their separateness is underscored (Wang & Yueh-yu Yeh, 2005).

It is evident from the history of colonization on never the central power system colonized a nation; they made the people of a colonized nation learn their language and made them believe that they will be among the superior ones if they will learn the language of the central power.
system. In the subcontinent, the British introduced their language by publishing different newspapers in English and stop publishing local newspapers in Hindi and Urdu. During the 2nd world war, Hitler uses the radio to convince people. Now this is the era of the digital age in which every person has access to the media through mobile, TV, internet, etc. So to colonize a nation is way a lot easier. Before that central power system uses language and voice to promote their culture but now, they can show their culture through TV and make people believe whatever they are showing is the best thing to adopt by realizing that they are underprivileged and they should adopt their supreme culture. All these dramas are playing an effective role. International and cross-class bonds are used to create dramas to send the audience an illusion. A false intimacy and fictional link are created through images on TV, especially through dramas and this linkage propagated problems among spectators (BENNETT, 1988). Spectators used to blame for their problems and desensitized them by stimulating them that success only happens through individual efforts. This message of individual consumption among the poor is part of cultural colonialism or cultural imperialism. The central power system shows their culture in the target audience’s language and when they listen to their language and this thing creates mutual feelings. For example, the Promotion of global culture through Netflix.

As a country’s language and customs are rapidly dominated by foreign media content, that’s why the concept of cultural imperialism or hegemony should have localized understanding. Indeed, it can be seen that within Pakistan, after 1947 media was Indian imperialized but from the last few years Indian imperialism seems to be dominated by Turkish imperialism which is more or like western imperialism, which means local culture is getting shabby as Tunstall argued (Sonwalkar, 2001). Now it seems the west has changed its route of the cultural flow of products from Hollywood to Turkey and then to Pakistan instead of Hollywood to Bollywood and then Pakistan.

Over the years literacy rate has increased due to which media has also consolidated internationally but shown fewer signs of growth locally. Apart from literacy diffusion of cable TV from 1999 in Pakistan has also enriched the mediascape. Due to this the local culture of Pakistan becomes more susceptible to new sources of entertainment: the content of the entertainment industry of one country has a great influence on another. Turkey, with cultural blends of Asia and Europe, is an attraction for international marketers, and both Pakistan & Turkey are among the nations that are normally thought similar due to the proximity in their religious beliefs, geographical territory, and economic interest (Öztürk, 2018). Most importantly efforts of historical leaders of Turkey show that turkey itself wants western recognition. So according to the dependency theory of media Turkey being a part of the center of peripheral nations of the world is willing to serve the interest of the central power system and periphery of the center. And it seems Turkey promoting western values in Pakistan to serve the interest of the western world so that turkey can get its status in the western world. The reason why these emerging markets have been chosen for this study is global economic power seems to be shifting from west to east; So, Pakistan is an interesting case study.

Cultural globalization is a phenomenon that signifies the transnational flow of culture which helps to increase the acceptance of products of other cultures and increase the consumption of those products in neighboring countries (Ryoo, 2009). Hence the end product of cultural hybridization is globalization. This is media that played the role of transmission and in the name of entertaining people, it transfers the culture from one nation to another to fulfill the needs of
In completing the process of globalization, the process of cultural hybridization takes place automatically therefore there is hardly any culture that is isolated and pure (Athikho, 2017). That is why cultural hybridity has become a widely discussed issue of the century in the sphere of media, cultural and critical research domain (Kraidy, 2002).

2.1. Impact of Turkish dramas on Pakistani culture
Different researchers have studied the impact of Turkish dramas on Pakistani society according to Rehan (2017), people watch these dramas mostly for entertainment purposes but sometimes they emotionally attach themselves to the characters and try to copy them. Another study suggested that such dramas are highly impacting the culture of Pakistan and damaging the social fabric of the society (Zafar et al.). The culture and values promoted in Turkish play are incompatible with Pakistani society's current cultural values. Through their clothing and fashion choices, these dramas are influencing cultural ideals. Female teenagers watch these videos to learn more about new fashion trends. These entertainment aspects are also perceived as encouraging vulgarity and anti-Islamic culture in Pakistani society, which has been widely criticized (ibid, 2017).

3. Methodology
The quantitative research method Survey was used to document the responses of youth and their inclination toward Turkish dramas. The level of penetration of hybrid culture among Pakistani youth was analyzed through the survey method. The population of the study consists of Students from two public and two private universities in Lahore ranging from 18-to 26 years old. Punjab University, Government University Lahore, University of Central Punjab, and University of management & technology have been selected for this study. To select the sample stratified random sampling technique has been used. The sample size is 300 university students, 75 students from each university without any gender preferences. The questionnaire was filled through Google forms due to the lockdown in the country because of the Corona crisis. The scale used in this study to develop the questionnaire is reliable as Cronbach’s Alpha value for the 25 items of the questionnaire is .935.

Hypothesis

H1. Frequent viewers of Turkish dramas are more likely to have a desire of implementing hybrid culture in Pakistani Society.

Research Questions

Q1. What is the acceptability level of western behaviors shown in Turkish dramas in Pakistani society?
Q2. What kind of culture Turkish dramas are promoting in Pakistani society?
Q3. Does gender influence the acceptability of culture shown in Turkish dramas?
4. Findings

The researcher collected the data through Google forms as due to the corona pandemic all the institutions were closed; data collection took more than expected time decided for the data collection of the study. Data was collected from the students of the four universities of Lahore, Two private and two public universities. The sample was 300 students from the universities of equal division which means 75 students from each university filled the question without the preferences of their gender. However, among 300 respondents of the survey, 54.3% were male and 45.7% female students. To understand the effects of Turkish dramas on the youth of Pakistan who watch Turkish dramas, the researcher asked the following question from the respondents, and the following are the results.

Table 1: Questions and their Answers from Respondents

<table>
<thead>
<tr>
<th>Questions</th>
<th>Yes%</th>
<th>No%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  Turkish dramas are promoting the true values of Islam or not</td>
<td>80</td>
<td>20</td>
</tr>
<tr>
<td>2 Are you satisfied with the Islamic values promoted through Turkish dramas</td>
<td>83</td>
<td>17</td>
</tr>
<tr>
<td>3 Do you think Islamic values promoted through Turkish dramas are not manipulated</td>
<td>56</td>
<td>44</td>
</tr>
<tr>
<td>4 Do you like modern Islam promoted through Turkish dramas</td>
<td>58</td>
<td>42</td>
</tr>
<tr>
<td>5 Are you mesmerized by Turkish models (Male &amp; Female?)</td>
<td>16</td>
<td>84</td>
</tr>
<tr>
<td>6 Do you want to try Turkish food</td>
<td>96</td>
<td>04</td>
</tr>
<tr>
<td>7 Are you impressed with the interior used in Turkish Dramas</td>
<td>82</td>
<td>18</td>
</tr>
<tr>
<td>8 Have you ever tried to adopt the dressing of Turkish dramas</td>
<td>24</td>
<td>76</td>
</tr>
<tr>
<td>9 Do you like wearing a skirt and sleeveless clothes</td>
<td>19</td>
<td>81</td>
</tr>
<tr>
<td>10 Do you think the promotion of Turkish Dramas in Pakistan is a good thing</td>
<td>87</td>
<td>13</td>
</tr>
<tr>
<td>11 Do you think the culture promoted through Turkish dramas is western culture</td>
<td>46</td>
<td>54</td>
</tr>
<tr>
<td>12 Do you think freedom provided to the women in Turkish dramas is the liberty that must be given to the women in Pakistan as well?</td>
<td>65</td>
<td>35</td>
</tr>
<tr>
<td>13 Do you think the portrayal of women in Turkish dramas is the actual representation of Islamic values?</td>
<td>54</td>
<td>46</td>
</tr>
<tr>
<td>14 Are you satisfied with the live-in relationship of lovers in Turkish dramas</td>
<td>13</td>
<td>87</td>
</tr>
<tr>
<td>15 The concept of marriage and divorce in Turkish dramas is the true nature of Islamic values?</td>
<td>53</td>
<td>47</td>
</tr>
<tr>
<td>16 The concept of marriage and divorce in Turkish dramas is a kind of western culture</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>17 Do you think Islamic and social values represented in Turkish dramas can be implemented in Pakistan?</td>
<td>67</td>
<td>33</td>
</tr>
</tbody>
</table>

1: When it was asked the respondents that Turkish dramas are promoting true values of Islam or not, then 80% of respondents said yes Turkish dramas are promoting the values of Islam while only 20% said Turkish dramas are against the true values of Islam. So, from the results, we can predict that Turkish dramas promote Islamic values.

2: Are you satisfied with the Islamic values promoted through Turkish dramas?

To check the reliability of the question asked before, the researcher asked another question are you satisfied with the Islamic values promoted through Turkish dramas. Then 17% of
respondents said no while 83% of respondents said they are satisfied. So, the researcher can say
that more than 80% of students think that Islamic values promoted through Turkish dramas are
the true values of Islam.

3: *Do you think Islamic values promoted through Turkish dramas are not manipulated?*

Although more than 80% of students think that Turkish dramas are promoting the true values of Islam when it was asked that do they think that Islamic values are manipulated, then 56% of people said yes and only 44% of people said Islamic values are promoted through Turkish dramas are not manipulated. So, from this point of view research can say that most people believe that Turkish dramas are promoting Islamic values but those values are manipulated.

4: *Do you like modern Islam promoted through Turkish dramas?*

Just like students said that values promoted through Turkish dramas are manipulated, 58% of students said that we can say that Islam promoted through Turkish dramas is a kind of modern Islam while 43% said that Turkish drama is not promoting modern Islam.

5: *Are you mesmerized by Turkish models (Male &Female?)*

To understand the effects of the Turkish dramas on the youth of Pakistan researchers asked students of the universities that are mesmerized by the Turkish model, only 16% of students said yes while 84% said no they are not mesmerized by them. From this result, the researcher can say that the popularity of Turkish models among Pakistani Students isn’t large enough.

6: *Do you want to try Turkish food?*

To further check the popularity of Turkish culture or the culture promoted through the Turkish dramas, when it was asked the respondents that do, they to try Turkish food, then 96% of students said no while only 4% of students said yes. From this result, the researcher can say that Turkish dramas are not promoting enough Turkish culture, and students are not attracted.

7. *Are you impressed with the interior used in Turkish Dramas?*

When it was asked from the students that are impressed by the interior used in Turkish dramas, 82% said no while only 18% of students said that yes, they are impressed by the interior used in Turkish dramas.

8: *Have you ever tried to adopt the dressing of Turkish dramas*

To check the popularity of the dressing among the youth of Pakistan, it was asked from the students that have ever tried to adopt the dressing of Turkish dramas, only 26% of students replied yes while 74% said they didn’t try. So, the researcher can assume that either Turkish culture isn’t effective enough or maybe they are not showing enough Turkish culture to have their audience understand Turkish culture.
9: **Do you like wearing a skirt and sleeveless clothes?**

It’s been found that it’s very common in Turkey to wear skirts and sleeveless dresses like in western countries. When it was asked the respondents what do you like to wear or not, 81% said no and only 19% said yes. So, we can say that youth isn’t influenced by the dressing in Turkish dramas.

10: **Do you think the promotion of Turkish Dramas in Pakistan is a good thing?**

87% of respondents are in the favor of the promotion of Turkish dramas in Pakistan while only 13% of respondents are against them. So, we can say that the youth of Pakistan is in the favor of Turkish dramas of Pakistan and they didn’t feel badly influenced by them.

11: **Do you think the culture promoted through Turkish dramas is western culture?**

46% of respondents said that the culture promoted through the Turkish dramas is western while 54% think that this is not western culture. Again, we can predict that the youth of Pakistan didn’t feel like an invasion by foreign culture in their culture.

10: **Do you think freedom provided to the women in Turkish dramas is the liberty that must be given to the women in Pakistan as well?**

Instead of criticizing Turkish culture or feeling a bad influence from them, respondents feel that liberty provided to the girls in their society as shown in their dramas is a good thing. 65% of respondents are in the favor of the liberty of women and 35% are against it.

11: **Do you think the portrayal of women in Turkish dramas is the actual representation of Islamic values?**

54% of respondents said that the portrayal of women in Turkish dramas is the actual representation of Islamic values while 46% said it’s not the way described by Islam that Turkish dramas are showing. It’s been mentioned above that 58% of respondents are in the favor of the modern Islam shown in the dramas. So, it can be concluded that 54% of respondents who think that the values shown in the drama are true values of Islam are in the favor of modern Islam shown in the dramas.

14: **Are you satisfied with the live-in relationship of lovers in Turkish dramas?**

From the understanding of content analysis done by the research of Turkish dramas, it’s been found that live-in relationship is a common thing in turkey. When it was asked from the respondents that are they satisfied with the live-in relationships shown in the dramas, 87% said they are not in the favor of a live-in relationship while only 13% said that they are satisfied as they don’t mind if a lover is live-in with his/her love one without being married to him/her. Everyone is well aware of the fact that a live-in relationship is a western way of live-in but it’s getting its root in other countries as well with the exposure of media.
15: The concept of marriage and divorce in Turkish dramas is the true nature of Islamic values?

53% of respondents believe that the marriage and divorce culture shown in Turkish dramas is the true nature of Islam while 47% said that it’s not the true nature of Islam.

16: The concept of marriage and divorce in Turkish dramas is a kind of western?

50% of respondents agreed that the concept of marriage and divorce in Turkish drama is kind of western while 50% were against this.

17: Do you think Islamic and social values represented in Turkish dramas can be implemented in Pakistan?

To understand the kind of feeling Pakistani youth have towards Turkish dramas when it was asked if they do think that we can implement the social values shown by Turkish dramas in Pakistan, 67% of respondents said yes and 33% denied this idea.

Figure 1: Kind of the culture promoted through Turkish dramas

Apart from all of this when it was asked directly from the respondents which kind of culture they saw in Turkish dramas, then 56% said it’s Islamic culture, 26% said it’s Islamic, 18% said it’s western culture while no one said that they saw any kind of Indian culture in Turkish dramas.

Figure 2: How often do you watch Turkish Dramas?
The ratio and time spent by the people on a practical thing indicate their interest in that particular thing. So, to understand the popularity among the youth of Pakistan, when it was asked the respondents how often they used to watch Turkish dramas, only 14% said very often, 16% said often, only 12% said they seldom watch Turkish dramas, and 56% they prefer to do something else instead of watching Turkish dramas. Thus, we say that although the youth of Pakistan watch Turkish dramas, they spend much of their time watching them very often.

5. Results and discussions

The survey was conducted to understand the level of penetration of these Urdu dubbed Turkish dramas among the youth of Pakistan who watch Turkish dramas; the results are opposite to s. Although most people watch Turkish dramas and their ratio is 67.33% but only 14% of respondents watch Turkish dramas often. Among all the respondents 56% of respondents believe that the culture shown in the dramas is the actual Turkish culture.

When questions were raised about the Islamic values shown in these Turkish dramas 80% of respondents said they believe that Turkish dramas are promoting Islamic values, 83% were satisfied with Islamic values which are promoted through these dramas and 56% believe that there is no manipulation of Islamic values in these dramas. 58% believe that it’s modern Islam and they like it, 56% of them believe that freedom given to women is impressive and 54% believe that representation of women is very appropriate. Although respondents like modern Islam shown in Turkish drama what they don’t like is the live-in relationship. 87% of respondents said it’s not right to have a “Live-in relationship” and it shouldn’t be portrayed in the dramas as well.

58% of respondents are not impressed by the models shown in these dramas, 84% of respondents are not mesmerized, 9 of 6% of respondents don’t want to try Turkish food, 82% are not impressed by the interior of the houses, 74% said they don’t want to dress like them, and 81% don’t like to wear skirts like them.

Therefore, it can be said that although Turkish dramas are promoting western culture and trying to penetrate hybrid culture in Pakistan their effects on the youth of Pakistan aren’t great and its reason could be the low Cultivation effect of the TV among respondents as only 33.7% of respondents’ watch television for more than 2-4 hours in the day.

**H1. Frequent viewers of Turkish dramas are more likely to have a desire of implementing western culture in Pakistani Society as shown in those dramas.**

To test this hypothesis researcher conducted a Pearson correlation test using SPSS to know the frequency of the frequent Turkish drama viewers has a desire of implementing western culture in Pakistani Society as shown in those dramas. From the results, researchers came to know that there is a weak relationship between the frequent Turkish drama viewers and their desire to implement western culture ($r = 1.000$, $p = 0.000$, and $N = 300$).

**Table 2: Pearson Correlation Test**

<table>
<thead>
<tr>
<th>Do you think Islamic and social values shown in Turkish drama should be adopted in Pakistan?</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>FREQUENT</td>
<td>1</td>
</tr>
</tbody>
</table>
Q1. What is the acceptability level of western behaviors shown in Turkish dramas in Pakistani society?

To understand the level of penetration of western culture in Pakistani society researchers asked respondents if they are ok with the western behaviors shown in Turkish dramas. After analyzing the data collected from the respondents, researchers came to know that more than 70% of respondents are ok with the western live-in relationship, marriages & divorce culture, and Islamic values they are promoting as shown in Table.

**Table 3: Level of penetration of western culture in Pakistani society**

<table>
<thead>
<tr>
<th>Statements</th>
<th>Options</th>
<th>Frequency</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you satisfied with the live-in relationship of lovers in Turkish dramas?</td>
<td>Yes</td>
<td>214</td>
<td>71.3%</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>86</td>
<td>28.7%</td>
</tr>
<tr>
<td>The concept of marriage and divorce in Turkish dramas is the true nature of Islamic values?</td>
<td>Yes</td>
<td>214</td>
<td>71.3%</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>86</td>
<td>28.7%</td>
</tr>
<tr>
<td>The concept of marriage and divorce in Turkish dramas is kind of western?</td>
<td>Yes</td>
<td>214</td>
<td>71.3%</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>86</td>
<td>28.7%</td>
</tr>
<tr>
<td>Do you think Islamic and social values represented in Turkish dramas can be implemented in Pakistan?</td>
<td>Yes</td>
<td>214</td>
<td>71.3%</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>86</td>
<td>28.7%</td>
</tr>
<tr>
<td>Islamic Values promoted through Turkish dramas are true values of Islam?</td>
<td>Yes</td>
<td>214</td>
<td>71.3%</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>86</td>
<td>28.7%</td>
</tr>
</tbody>
</table>

Q2. What kind of culture Turkish dramas are promoting in Pakistani society?

The researcher analyzed the perceptions of the role who watch Turkish dramas about the culture shown in these dramas and came to know that 64.2% role think that Turkish dramas are promoting western culture, 23% think that they are promoting Indian culture while only 12.3% think that they are promoting true Islamic culture.

**Table 4: What kind of culture Turkish dramas are promoting**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Per cent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian</td>
<td>69</td>
<td>22.8%</td>
<td>23.0%</td>
<td>23.0</td>
</tr>
<tr>
<td>Islamic</td>
<td>37</td>
<td>12.3%</td>
<td>12.3%</td>
<td>35.3</td>
</tr>
<tr>
<td>Western</td>
<td>194</td>
<td>64.2%</td>
<td>64.7%</td>
<td>100.0</td>
</tr>
</tbody>
</table>
Q3. Does gender influence the acceptability of western culture shown in Urdu dubbed Turkish dramas?

To understand the fact that if there are any differences according to the gender of the respondents in the acceptability of western culture as shown in Turkish dramas, the researcher conducted an independent sample t-test and found that there is no significant relationship in the acceptability of western culture based on the gender as it’s been clear from the table as for Male (N= 159, sig = .628, and t= .205) and females (N=140, sig= 0.628, and t=205).

Table 5: Does gender influence the acceptability of western culture shown in Urdu dubbed Turkish dramas

<table>
<thead>
<tr>
<th>Statement</th>
<th>Gender</th>
<th>N</th>
<th>Mean</th>
<th>St. D</th>
<th>t</th>
<th>df</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you satisfied with the live-in relationship of lovers in Turkish dramas?</td>
<td>Male</td>
<td>159</td>
<td>1.29</td>
<td>.455</td>
<td>.205</td>
<td>297</td>
<td>.628</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>140</td>
<td>1.28</td>
<td>.450</td>
<td></td>
<td>293</td>
<td>002</td>
</tr>
<tr>
<td>The concept of marriage and divorce in Turkish dramas is the true nature of Islamic values?</td>
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<td></td>
<td>293</td>
<td>002</td>
</tr>
<tr>
<td>Do you think Islamic and social values represented in Turkish dramas can be implemented in Pakistan?</td>
<td>Male</td>
<td>159</td>
<td>1.29</td>
<td>.455</td>
<td>.205</td>
<td>297</td>
<td>.628</td>
</tr>
<tr>
<td></td>
<td>Female</td>
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<td>Islamic Values promoted through Turkish dramas are true values of Islam?</td>
<td>Male</td>
<td>159</td>
<td>1.29</td>
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6. Conclusion

Researchers determined that Turkish plays are spreading western culture in a society where more than 60% agree that they like Turkish culture after closely reviewing the data collected from the respondents. The acceptability of western culture by gender, on the other hand, is not substantially different; males and females accept it on an equal basis. Similar to the regular Turkish drama watchers, there is a weak association between their desire to apply western culture (r = 1.000, p = 0.000, and N = 300). According to the findings, Turkish dramas are penetrating their culture in Pakistani society. Our houses are being infiltrated by their attire, makeup, and style of life. Even if there are considerable cultural and value differences between the two countries, the youth tend to be charmed by the manner of life shown in such programs. Even though they are both Muslims, they have considerable differences.
References
