

# The Role of Turkish TV Series in the Formation of Perception about Turkey and Turkish People: The Cases of Bosnia and Herzegovina, Jordan and Kyrgyzstan

Erhan HANCIĞAZ<sup>1</sup> , Himmet HÜLÜR<sup>2</sup> 

## ABSTRACT

We can say that television still plays an important role in the area of visual media. TV series, commercials and entertainment programs occupy a large place in the daily life of viewers. In particular, the perception, attitude and, accordingly, attitude change in viewers resulting from television series is a phenomenon that gives rise to curiosity in researchers. Therefore, this study aims to measure the level of perception about Turkey and Turkish people in viewers created by Turkish TV series broadcast abroad. The main claim of our research is that Turkish TV series can lead to a country and nation perception in viewers, while the viewers might develop an interest in and affinity with Turkey and Turkish people. In the framework of these arguments, a fieldwork was conducted in Bosnia and Herzegovina, Jordan and Kyrgyzstan, which was the research universe of the present study. In the light of the data obtained, the perceptions of the viewers about the personality traits of Turkish people, their perceptions of Turkey's power, life in Turkey and Turkey's active role were influential on the wish to have an affinity with Turkey. Increased interest in Turkey was found to have resulted in increased wish to have an affinity with Turkish people and Turkey.

**Keywords:** Turkish Soap Operas, Audience Researches, Intercultural Communication, Cultural Diplomacy, Soft Power.

**JEL Classification Codes:** Z00, Z10, Z11, Z13, Z19

**Referencing Style:** APA 7

## INTRODUCTION

Societies and history are products of communication. Living in a particular place is not just about spending time there. Living means to understand and share the discourses of the society in which one lives. Mass media, on the other hand, enables the formation of new and different cultural structures. Surely, in this process, people can generate a different structure by making use of their culture (Lundby & Ronning, 1991). Media plays an important role in the formation of the political sphere, the mediation of economic relations, the definition of the cultural sphere, i.e., the building of a societal structure as a whole. Therefore, when the audience doesn't directly contact with another culture, it relies more on the information coming from the media (Hall, 1989). Therefore, mass media is an important source of information for different cultures. When people cannot experience the information, they accept the messages delivered through the media as true (Zhang, 2015). Intercultural communication, which gathers pace through the media, has an extremely effective role in the recognition and conveyance of identities. The rapid

change in technology, especially in communication technologies, makes it a necessity to communicate with other cultures. Therefore, the media provides people with information and ideas about different cultures, resulting in awareness of different societies about each other (Shuter, 2012).

The ability of the media to convey its message to large masses directs societies. It is easier for people to be influenced by an event given through the media. Despite technological developments, especially television is still highly influential (Dimbley & Burton, 1998). Television is the source of images and messages shared the most in history and the mainstream of the common symbolic environment into which people are born. Although new media technologies have come into play, the mass impact of television productions still continues (Gerbner et al., 2002). In addition to this, television series have also become a part of people's daily routines. Continuously presented to the audience every day, TV series affect the audience in many ways. Therefore, the level of perception of the relationship of fiction in TV series with reality is an object of interest.

<sup>1</sup> Erzincan Binali Yıldırım Üniversitesi, Yalnızbağ Yerleşkesi/ ERZİNCAN, erhanhancigaz@gmail.com

<sup>2</sup> Ankara Hacı Bayram Veli Üniversitesi, Yenimahalle/ ANKARA, himmethulur@yahoo.com

The TV series "Dallas", aired in the early 1980s, had a huge impact worldwide. Wondering why Dallas is watched, "Ien Ang" referred to readers' letters in his research on this issue. He sees the interest in the series as the ability for people to relate their own lives to the life of a Texas millionaire family. Saying that we may not be rich, but we may have more basic or human common denominators such as illness, health, happiness, sadness, he also emphasized the importance of the connection of the series with reality for himself (Storey, 2009). The audience, who spends their time having fun with the series, is also exposed to various messages. However, the messages that the audience receives from the TV series, such as getting rich quickly and living a luxurious life, make these productions even more attractive to the audience (Rohd, 2013).

Indeed, although the audience uses the media to escape from political and social reality (Katz, 1959), they confuse fiction with reality and are likely to react to the things they watch as if they were real. According to Van deen Haag, the audience wants to be influenced by fiction but doesn't want to lose touch with reality. Therefore, people are aware that the person they watch in a television series is an actor, and the movie they watch is a fictionalized production. The problem here is that people try to live this situation, which they know is fiction (Haag, 1963). In reality, series and similar entertainment programs are escapades in daily life. These materials reflected on the screen are substitute satisfactions for the viewer that cannot be obtained under normal conditions. What is important here is the narrative style of the series, which has something both disturbing and comforting for the viewer. It is repressed individuals who respond more creatively and interpretively to this process that has an impact on their lives. However, despite all this, individuals still distinguish between what they watch and evaluate the situation on their own terms (Giddens, 1991).

The series' effects in relation to cultural transformation are also a matter of discussion. McNeil and William Cran, who conducted research on the teen drama "clueless", set in a Los Angeles high school, reported the impact of the series on cultural transformation not only in the USA but also in many parts of the world. The slang speech that the girls, who are depicted as elite in the series, consciously use, began to be effective in the daily language, life, fashion and culture of California. After a while, this manner of speech and lifestyle became influential among young people in New York and London. In fact, California English has become the most spoken dialect not only in the USA but also in different English-speaking geographies. Yet another study shows that many hip hop artists in the

USA have an influence on their white fans in the suburbs. It is determined that these people, who are under the influence of black masses in daily speech, imitate them with their gestures and facial expressions (Bolton, 2010).

Media and television series have a strong influence on identity and partnership building. For example, the audience attributed a strong meaning to Edgar Reitz's movie shot in 1984 "Heimat" and his following movie "Die zweite Heimat". These series turned into a television event at that time. Moreover, because they had a wide audience, people have watched these series in order not to be left out of discussions in their daily lives (Morley; Robins, 1995). Therefore, it is necessary to state that the influence of the media in the determination of people's cultural identities is undeniable. Media and series in it appear before the audience as an important factor in the formation or transformation of identity at the collective, cultural, individual and social levels and have an important potential. This potential is shaped in relation to the social, political, economic and cultural contexts.

In this context, the main view of our study is that there may be a relationship between TV series and the perception of the producer country and nation. In other words, it is the claim that Turkish TV series can create a concrete perception of Turkey and Turkish people on the audience, thus creating an interest and affinity towards Turkey and Turkish people. In particular, we can talk about a cultural affinity in nations that had common denominators in the past, despite the differences in social, political and economic fields. In this way, the study also tried to evaluate the cultural interactions between the nations through the TV series. Our aim was to try to understand the audience's perception of interest in and affinity with Turkey and Turkish people in Bosnia and Herzegovina, Jordan and Kyrgyzstan through Turkish TV series, and to determine the extent to which different and common aspects are effective in the formation of this perception.

## TURKISH TV SERIES

The concepts of globalization, culture and cultural production have been recently defined in various ways. The concept of globalization, which can be defined as the movement and circulation of capital, people, products and services, symbols, meanings, has also entered the research field of intercultural communication studies after the 1980s (Barnett & Lee, 2003). In the 1980s, the world of communication began to transform with new technologies. Many things that were considered simple in social life today were considered a major developmental leap for that day. In the 1990s, with the

development of satellite broadcasting, media products became global at a faster pace (Castells, 2009). One of the products of this rapid change that started in the 1980s is the American series that have been circulated globally. Then, Latin American and Mexican TV series began to have audiences in many different countries. Chalaby emphasizes the importance of the geo-cultural region in the development of television on a global scale, drawing attention to the fact that global channels worldwide broadcast for groups that do not live in the same geographical area but show cultural unity (2005). For example, when it comes to television, Latin America is a country with its own characteristics. We can say that Spanish and Portuguese were dominant in this first region where colonialism began. Therefore, we can attribute the success of Mexican and Brazilian TV series to the influence of Spanish, as in the case where we can attribute the influence of American films to the fact that English is spoken in a wide geography. One of the reasons why Latin American TV series are popular in different regions is the common denominator of language, besides, we should add geocultural affinity (Sinclair, 2009). The fact that similar items attract people's attention, the quality of the productions, the effect of political influence in the international arena, the level of identification of the audience with the characters can also be shown among the reasons for the interest.

At the beginning of the 2000s, Turkish TV series, which gained momentum and popularity with the increase in the number of channels, the expansion of the internet network, and the emergence of digital platforms, began to be exported in a way that would create an area of influence on a global scale, especially in the Middle East and the Balkans. In addition to geographical proximity, historical partnership, political and diplomatic relations, it is noteworthy that even in societies where these partnerships do not exist, the perception of Turkey and Turkish is formed through Turkish TV series. It would not be wrong to say that Turkish TV series today have more influence than American and Latin American TV series of the 1980s and 1990s.

Series are also considered as a soft power element. Soft power is the ability of the attractive party to have the power of persuasion to establish a partnership. It can be said that a country that has this power is superior and effective in values, culture and politics (Gilboa, 2008). Local cultural products, such as art, music, and literature, which have their own characteristics, impress people with the attraction they create. Turkish series also create a soft power effect on the audience in the countries where

they are broadcast (Nye, 2004). In terms of soft power, countries that have a cultural claim on a global scale, have an international influence on the media through their communication network, and inspire confidence in their national and international policies are considered to be in a more advantageous position (Nye, 2008).

The effects of TV series have also a significant repercussion in the popular media. For instance, evaluating the concept of soft power in the New York Times through Turkish TV series, Michael Kimmelman mentions that Turkey has had an impact on every aspect of Arabs' lives, from Morocco to Iraq, through TV series in a way that America could not even imagine (2010). Likewise, in her article entitled "How Turkish television is taking over the world" in the Guardian, Fatima Bhutto describes the impact of Turkish TV series in the world. Expressing that in terms of exports and global audience, Turkey comes after the USA, she mentions that Turkey has a large audience rate in Latin America, Korea, China and Russia. Talking about the popularity of the TV series entitled *Muhteşem Yüzyıl*, Bhutto states that the series, watched by 500 million people, caused an Arab tourist boom in Turkey (2019). The fact that Turkish TV series is a major export product means that the culture is brought to that country along with TV series.

Turkish TV series show some similarities with soap operas and productions of countries such as Egypt, Brazil and India, unlike America (Yanardağoğlu & Karam, 2012). Despite their similarities, Turkish series have their own characteristics and cannot be described as soap operas, telenovelas or period dramas. Turkish TV series is a popular genre that uses special places and music and has its own unique style of narration.

İzzet Pinto<sup>1</sup> states that Turkish series can be characterized as melodramas, unlike soap operas produced by Latin America and dramas produced by America, and that they are in great demand abroad. Saying that he first took the representation of the TV series "Binbir Gece" and began to sell it to the world, he states that "Binbir Gece" served as the locomotive in the start of the Turkish TV series frenzy in many countries. According to Pinto, "Gümüş" (Noor) series started this business in the Middle East (İnan, 2017).

When the TV series "Gümüş" aired in 2008, it received a great deal of attention in the Arab community. The majority of the followers of the series, which reached 85 million viewers, were women. According to Mazen Hayek, head of

<sup>1</sup> Founder and chairman of the board of Global Agency, one of the largest exporters of Turkish TV series.

commercial affairs, marketing and public relations at MBC, a Saudi private channel, 50 million of the 85 million viewers were women. In the second new Arab women's forum in Beirut, in relation to the viewer's trend described with respect to the TV series "İhlamlar Altında", it was stated that 39 million of the 76 million viewers were women. The modern lifestyle depicted in Turkish series attracts the Arab world and especially Arab women. The elements that most attracted the attention of the audience in the series were the modern and luxurious life and the free and modern female characters in this life (Aljammazi & Asil, 2017).

At the same time, the TV series *Gümüş*, which is claimed to cause many divorces due to the inappropriate behavior of Arab men, has been called the "Noor" (*Gümüş*) craze by many journalists. Some journalists, from a different perspective, changed the size of the event, seeing the existence of TV series as an effort by Turkey to<sup>2</sup> oppose the Shiites in the Arab world, and interpreted it as "The Return of the Ottomans" (Anas, 2014). The reason for the interest in Turkish TV series is not only the lifestyle of women. The cultural similarity and religious unity of the Arab society and the Turkish society, the similarity of the family structure due to the fact that they are patriarchal societies, are thought to be the reasons for the adoption of the TV series (Aljammazi & Asil, 2017). We also see that this cultural similarity is reflected in the names of the series characters. Arabs were able to easily change the names of the serial characters. "Mehmet" became "Muhannat"; "Gümüş" became "Nur"; "Polat Alemdar" has been changed to "Murat Alemdar" in many places. Even this is an indication of cultural similarity. The change was not considered strange by the audience.

**Table 1.** Scales Used in the Study

Name of Scale	Number of Questions	Reference
Personality Traits of Turkish people	16	(Akyürek, 2012; Akyürek & Bilgiç, 2012; Verlegh, 2001).
Turkey's Image of Power	6	(Akyürek 2012; Akyürek & Bilgiç, 2012).
Perception of Life in Turkey	13	(Tuna, 2017; Akyürek 2012; Akyürek & Bilgiç, 2012).
Turkey's Active Role	7	(Akyürek, 2012).
Interest in Turkey	7	(Önder, 2017).
The Wish to Have an Affinity with Turkish People and Turkey	8	(Akyürek, 2012; Akyürek & Bilgiç, 2012).

<sup>2</sup> Similar comments were made by researchers in Iran. Iranian viewers follow Turkish series with high participation from Turkish channels via satellite or Persian channels broadcasting from outside Iran. At this point, a certain segment in Iran thinks that Turkish serials, which have a large audience, degrade cultural values in Iran, negatively affect religious and sectarian beliefs and the official language spoken in the country. Although the idea that TV series have a serious impact on Iranian society exists in society in general, there are also those who think that Turkey consciously pursues a political purpose through TV series, thus trying to establish a regional power in accordance with its historical background (Başar, 2020).

## AIM OF THE STUDY

The aim of the study was to measure the perceptions of the viewers of Turkish series from Jordan, Bosnia and Herzegovina and Kyrgyzstan in terms of some variables about Turkish people and Turkey. The main question of the study was to identify Turkish TV series viewers' (from three different regions (Middle East, Europe and Central Asia)) perceptions of Turkey and Turkish people through other thematic processes such as different roles, content, images, etc. in the TV series they watch.

Accordingly, perceptions of Turkish people's personality traits, Turkey's image of power, perception of life in Turkey, Turkey's active role, whether Turkey's active role influences interest in Turkey and the wish to have an affinity with Turkish people and Turkey were investigated through Turkish TV viewers' perceptions within the scope of the study.

## SCALES, MODEL AND HYPOTHESES USED IN THE STUDY

After a literature search was made in this study, the scales thought to be most suitable for the purpose are shown in Table 1.

5 point Likert scale was used to answer the scales applied in this study. Evaluation options in the scale were: 1- Strongly Disagree, 2- Disagree, 3- Undecided, 4- Agree, and 5- Strongly Agree.

The research model used in this study is given in Figure 1.

The variables comprising the study model were perceptions of the personality traits of Turkish people,

Turkey's image of power, perception of life in Turkey, Turkey's active role, the wish to have an affinity with Turkish people and Turkey, and the interest in Turkey. The hypotheses developed considering the aims of the study and the research model are as follows:

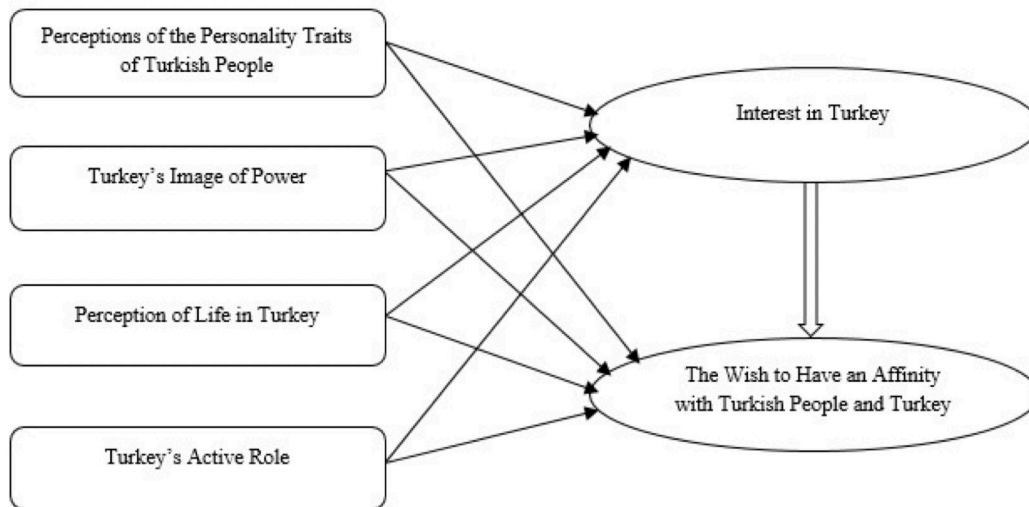


Figure 1: Research model

H1: Perceptions of the personality traits of Turkish people influence the interest in Turkey

H2: Turkey's image of power influences the interest in Turkey.

H3: Perception of life in Turkey influences the interest in Turkey.

H4: Turkey's active role influences the interest in Turkey.

H5: Perceptions of the personality traits of Turkish people influence the wish to have an affinity with Turkish people and Turkey.

H6: Perception of Turkey's power influences the wish to have an affinity with Turkish people and Turkey.

H7: Perception of life in Turkey influences the wish to have an affinity with Turkish people and Turkey.

H8: Turkey's active role influences the wish to have an affinity with Turkish people and Turkey.

H9: Interest in Turkey influences the wish to have affinity with Turkish people and Turkey.

H10: Respondents' perceptions of research variables differ significantly by country (Jordan, Bosnia and Herzegovina, Kyrgyzstan).

## STUDY METHOD

The main population of the study was Turkish TV series viewers living in Jordan, Bosnia and Herzegovina and Kyrgyzstan. In other words, the basic prerequisite for participating in the study was to be a viewer of Turkish TV series. Our research was applied in these countries because

they are in different geographies and Turkish TV series have remarkable viewing rates in these countries. The surveys of the study were conducted in Amman representing Jordan, Sarajevo representing Bosnia and Herzegovina, and Bishkek representing Kyrgyzstan. People aged 18 and over participated in the study. The field application of the study was performed face to face. After the deficient surveys were eliminated after the field application, 387 surveys from Jordan, 316 from Bosnia and Herzegovina and 356 from Kyrgyzstan were arranged in such a way as to be suitable for the analysis. In cases where the population information was not known exactly, the sample size of the study was determined with the formula  $n = (\pi(1-\pi)) / (e \div Z)^2$  with a 5% margin of error and the lower limit of 384 at the 95% confidence interval (Kurtuluş, 1998). In this respect, it was seen that the number of samples was sufficient.

The questionnaire developed under the study contained 76 expressions. The questionnaire was prepared in Turkish and then translated into the languages of the countries where the field application would be made, i.e. Arabic, Bosnian, Russian. In the translation of the questionnaire, support was received from people who speak that language and experts. For the data collection process of the study, a face-to-face survey method was used and convenience sampling method was preferred.

Before the questionnaire was finalized, a preliminary questionnaire was administered to 20 people in each country. In line with the criticisms from the respondents, necessary corrections were made in the questionnaire for the intelligibility of the expressions, and then the questionnaire was applied. An ethics committee report was obtained that the study did not have any ethical objections.

## ANALYSIS AND EVALUATION OF DATA

Data obtained from the respondents after the field applications of the research in Jordan, Bosnia and Herzegovina, and Kyrgyzstan, SPSS 24.0 was used in order to realize the objectives determined under the study and test the hypotheses. Descriptive, frequency and crosstab analyses were conducted to determine socio-demographic characteristics of respondents in the study; reliability analysis, exploratory factor analysis were conducted to test the validity and reliability of the scales; regression analysis was used to detect the effects between variables, and Anova analysis and post hoc tests were conducted to determine differences in perceptions.

## DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

A total of 1059 people from 3 different countries (namely 387 from Jordan, 316 from Bosnia and Herzegovina and 356 from Kyrgyzstan) enrolled in the study. Countries and their rates are shown in the chart below.

Crosstabs analysis, one of the descriptive statistics, was used in order to determine demographic characteristics of the respondents from Jordan, Bosnia and Herzegovina and Kyrgyzstan. As a result of the analysis, country based demographic characteristics of the respondents in terms of gender, age group, education level, monthly income, occupation and place of residence are shown in Table 2 by giving frequency and percentage values.

**Table 2.** The Respondents' Demographic Characteristics by Country

Characteristics	Dimension	Jordan (N= 387)		Bosnia-Herzegovina (N= 316)		Kyrgyzstan (N= 356)	
		Frequency	Percentage (%)	Frequency	Percentage (%)	Frequency	Percentage (%)
<b>Gender</b>	Female	262	69.9	205	65.1	170	48.4
	Male	113	30.1	110	34.9	181	51.6
<b>Age Group</b>	18-24	213	59.0	130	45	106	30
	25-31	69	19.0	79	27	94	27
	32-38	28	8.0	35	12	80	23
	39+	49	14.0	48	16	71	20
<b>Educational Status</b>	Primary school	3	1.0	8	3	60	17
	High School	66	17.0	91	29	47	13
	Associate Degree	71	19.0	145	46	66	19
	Bachelor's Degree	205	54.0	53	17	104	29
	Master's Degree	30	8.0	18	6	59	17
	PhD	6	2.0	0	0	18	5
<b>Monthly Income</b>	USD 1000 and less	174	56.0	44	15	173	53
	USD 1001-2000	79	25.0	38	13	58	18
	USD 2001-3000	40	13.0	84	29	55	17
	USD 3001-4000	13	4.0	74	25	16	5
	USD 4001 and more	4	1.0	52	18	27	8
<b>Occupation</b>	Public sector employee	41	11.0	36	12	58	17
	Private Sector	46	12.0	47	15	30	9
	Self-Employed	21	5.0	1	0	54	15
	Tradesman	10	3.0	17	5	8	2
	Housewife	35	9.0	11	4	21	6
	Farmer	2	1.0	4	1	12	3
	Student	197	51.0	106	34	55	16
	Worker	8	2.0	19	6	37	11
	Unemployed	4	1.0	19	6	12	3
	Retired	7	2.0	8	3	11	3
Other	14	4.0	43	14	51	15	
<b>Localization</b>	Rural Area*	30	8.0	116	40	89	25
	City	224	58.0	77	26	136	38
	Metropolis**	132	34.0	100	34	131	37

**Notes** \*Small settlements such as a district, town, or village. \*\*Settlements with a population of more than 1 million

When the findings in Table 2 are examined in terms of gender; the proportion of female responders was higher in Jordan (69.9%) and Bosnia and Herzegovina (65.1%), whereas the proportion of males (51.6%) was higher in Kyrgyzstan. When examined in terms of age group; in all three countries, the group with the highest percentage was the respondents aged between 18-24. In terms of percentage, the second highest group was the respondents aged 25-31 in all three countries. When examined in terms of educational status; the highest percentage of respondents had a bachelor's degree (54%) in Jordan, an associate degree (46%) in Bosnia and Herzegovina, and a bachelor's degree (29%) in Kyrgyzstan. The group with highest number of participants with a postgraduate degree was in Kyrgyzstan (22%), while the group with the lowest number of participants was in Bosnia and Herzegovina (6%). When analyzed in terms of monthly income; more than half of the respondents in Jordan (56%) and Bosnia and Herzegovina (53%) had an income level of USD 1000 and below, while 54% of the respondents in Bosnia and Herzegovina had an income level of USD 2001-4000. When examined in terms of profession; the group with the highest percentage was students in Jordan (51%) and Bosnia and Herzegovina (34%), while it was the group of civil servants in Kyrgyzstan (17%). The groups that followed the highest group in decreasing order were

private sector employees and civil servants in the Jordan sample, private sector employees and the employees in other category in the Bosnia-Herzegovina sample, and students, self-employed and the employees in other category in the Kyrgyzstan sample.

When examined in terms of the settlements of the respondents; the country with the highest number of respondents living in rural areas was Bosnia and Herzegovina (40%), while the country with the highest number of urban respondents was Jordan (58%), and Kyrgyzstan (37%) was the country with the highest number of respondents living in a metropolitan area.

### TURKISH TV SERIES WATCHED THE MOST BY RESPONDENTS

Crosstabs analysis, one of the descriptive statistics, was used in order to determine the Turkish series watched the most by the respondents from Jordan, Bosnia and Herzegovina and Kyrgyzstan. As a result of the analysis, the TV series watched the most by country were Kurtlar Vadisi (20.93%), Gümüş (10.34%), Kara Sevda (8.01%), Aşk-ı Memnu (6.72%) in Jordan, Muhteşem Yüzyıl (18.04%), Ezel (15.19%), Kurtlar Vadisi (14.56), Adını Feriha Koydum (8.54%) in Bosnia and Herzegovina, and Muhteşem Yüzyıl (38.87%), Binbir Gece (15.77%), Aşk ve Ceza (10.99%) and Kurtlar Vadisi (8.45%) in Kyrgyzstan.

**Table 3.** Turkish TV Series Watched the Most by Respondents

	Jordan	Bosnia-Herzegovina	Kyrgyzstan	Total
Reference	%	%	%	%
Kurtlar Vadisi	20.93	14.56	8.45	14.83
Binbir Gece	5.17	8.23	15.77	9.63
Karadayı	1.29	0.32	2.82	1.51
Kuzey Güney	3.88	3.80	0.00	2.55
Poyraz Karayel	1.81	0.00	0.00	0.66
Kara Sevda	8.01	0.00	0.00	2.93
Gümüş	10.34	3.48	0.85	5.10
Aşk ve Ceza	0.78	2.53	10.99	4.72
Muhteşem Yüzyıl	3.88	18.04	38.87	19.83
Aşk-ı Memnu	6.72	0.00	0.00	2.46
Gönülçelen	4.65	0.00	0.00	1.70
Ezel	4.13	15.19	8.45	8.88
Yaprak Dökümü	3.10	0.00	1.41	1.61
Ertuğrul	4.39	5.70	2.25	4.06
Asi	2.58	5.38	0.00	2.55
Kara Para Aşk	4.91	0.00	0.00	1.79
Sıla	0.52	3.16	0.00	1.13
Fatmagül'ün Suçu Ne	1.03	2.85	0.00	1.23
Ihlamlar Altında	5.43	0.00	0.00	1.98
Kiralık Aşk	3.88	0.00	0.00	1.42

Kiraz Mevsimi	1.29	0.00	0.00	0.47
Çilek Kokusu	1.29	0.00	0.00	0.47
Acı Hayat	0.00	2.22	0.00	0.66
Adını Feriha Koydum	0.00	8.54	1.69	3.12
Küçük Kadınlar	0.00	0.63	0.00	0.19
Bir Bulut Olsam	0.00	0.32	0.00	0.09
Yalancı Bahar	0.00	5.06	5.92	3.49
Öyle Bir Geçer Zaman Ki	0.00	0.00	1.97	0.66
İffet	0.00	0.00	0.56	0.19

## PERCEPTIONS OF RESPONDENTS TOWARDS RESEARCH VARIABLES

The country-based evaluations of the respondents regarding the variables of the study are presented in the tables by giving the arithmetic mean and standard deviation values.

As a result of the evaluations of the respondents on the personality traits of Turkish people, it was seen that the mean general perception of Jordanian respondents was 3.79, it was 3.51 and 3.49 for Bosnia-Herzegovina and Kyrgyzstan respondents, respectively. The expression with the highest mean perception was the expression that *Turkish people are helpful* with a mean value of 4.21 in the Jordan sample, whereas it was the expression that *Turkish people are hardworking/productive* with a

mean value of 4.11 in Bosnia and Herzegovina, and the expression that *Turkish people obey the rules* with a mean value of 4.06 in Kyrgyzstan.

When the evaluations of the respondents on Turkey's image of power were examined; the mean general perception was 3.82 for the respondents from Jordan, whereas it was 4.09 and 3.51 for the respondents from Bosnia-Herzegovina and Kyrgyzstan, respectively. The expression with the highest mean perception was the expression that *Turkey has a dynamic population* with a mean value of 3.89 in the Jordan sample, whereas it was the expression that *Turkey has a developed economy* with a mean value of 4.27 in Bosnia and Herzegovina, and the expression that *Turkey has a developed economy* with a mean value of 3.61 in Kyrgyzstan. Therefore, it is clear

**Table 4.** The Evaluations of the Respondents on the Personality Traits of Turkish People

Personality Traits of Turkish people	Jordan		Bosnia-Herzegovina		Kyrgyzstan		Total	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Aggressive	3.37	1.24	3.20	1.36	3.50	1.17	3.37	1.25
Humble	3.94	1.09	3.82	1.12	3.47	0.94	3.75	1.07
Hospitable	4.18	1.03	4.01	1.05	3.80	0.99	4.00	1.03
Helpful	4.21	1.01	3.98	1.02	3.70	0.98	3.97	1.03
Tolerant	4.06	1.04	3.93	1.12	3.47	1.03	3.82	1.09
Rough	3.24	1.23	3.02	1.33	3.20	1.05	3.17	1.20
Hardworking/Productive	4.27	0.97	4.11	0.95	3.60	1.06	4.00	1.04
Rational	4.07	1.03	4.09	0.88	3.19	1.07	3.76	1.09
Obedient	4.00	1.09	3.70	1.11	4.06	0.95	3.95	1.06
Punctual	4.32	1.02	3.75	1.02	3.77	0.84	3.99	1.00
Conservative/Traditionalist	3.70	1.20	3.75	1.16	3.62	0.98	3.68	1.12
Fatalist	3.70	1.09	3.01	1.15	3.36	0.90	3.42	1.08
Religious	3.31	1.17	3.63	1.23	3.46	1.01	3.44	1.13
Cruel	3.21	1.22	2.93	1.36	3.10	1.07	3.11	1.21
Racist/Fascist	3.21	1.26	2.27	1.25	2.99	1.03	2.91	1.24
Honest	3.96	1.14	4.08	1.04	3.42	1.00	3.81	1.10
<b>General Average</b>	<b>3.79</b>	<b>0.63</b>	<b>3.51</b>	<b>0.53</b>	<b>3.49</b>	<b>0.48</b>	<b>3.62</b>	<b>0.58</b>



**Table 5.** The Respondents' Evaluations of Turkey's Power Image

Turkey's Image of Power	Jordan		Bosnia-Herzegovina		Kyrgyzstan		Total	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Turkey is a regional power.	3.77	0.76	4.08	1.02	3.54	0.92	3.78	0.91
Turkey is a global power.	3.79	0.80	3.94	1.14	3.39	1.04	3.70	1.01
Turkey has a dynamic population.	3.89	0.72	4.03	0.93	3.60	0.98	3.83	0.89
Turkey has a developing economy.	3.88	0.78	4.25	0.98	3.58	1.07	3.88	0.98
Turkey has a developed economy.	3.86	0.76	4.27	0.97	3.61	0.98	3.89	0.94
Turkey has a strong army.	3.75	0.87	4.18	1.08	3.37	1.02	3.74	1.03
General Average	3.82	0.63	4.09	0.80	3.51	0.64	3.79	0.72

that Turkish TV series have social, economic and cultural effects on these societies. Especially many TV series include Istanbul-based outdoor shootings, the view of the Bosphorus, mansions, historical places, and the lifestyle that symbolizes the high standard of living, which seem to affect the perception of power in the audience. These effects may also be related to the internal dynamics of the aforementioned societies.

a mean value of 3.94 in Bosnia and Herzegovina, and the expression that *Turkey is a modern country* with a mean value of 3.83 in Kyrgyzstan. The concept of democracy, which is felt to be missing especially in the Middle East and perhaps even missed, seems to have a high mean value, especially for Jordanian respondents, in terms of perception of life in Turkey. Turkey went through a great change with the proclamation of the republic. Therefore,

**Table 6.** The Respondents' Evaluations of Perception of Life in Turkey

Perception of Life in Turkey	Jordan		Bosnia-Herzegovina		Kyrgyzstan		Total	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
The standard of living / quality of life in Turkey is high.	3.61	0.95	3.83	1.01	3.81	0.98	3.74	0.98
Safety of life is high in Turkey.	3.58	0.97	3.43	1.10	3.42	0.93	3.48	1.00
Turkey is a modern country.	4.02	0.75	3.94	0.99	3.83	0.90	3.93	0.88
Turkey is a secular republic.	3.88	0.97	3.82	0.98	3.50	0.99	3.73	1.00
There is a conservative family structure in Turkey.	3.30	0.98	3.16	1.03	3.46	0.95	3.31	0.99
Income distribution in Turkey is balanced.	3.27	0.88	3.10	0.97	3.44	0.93	3.28	0.93
Turkey is compatible with the changes (technological, cultural, architectural, etc.) in the world.	4.02	0.88	3.89	0.94	3.72	0.89	3.88	0.91
Regional development disparities are high in Turkey.	3.54	0.91	3.63	0.98	3.51	0.93	3.56	0.94
Family life in Turkey has degenerated.*	2.97	1.10	3.45	1.15	2.60	0.89	2.98	1.10
Different religions, cultures and identities can live comfortably in Turkey.	4.03	0.90	3.54	1.10	3.52	0.98	3.72	1.02
There is freedom of religion and belief in Turkey.	4.03	0.89	3.64	0.99	3.55	1.00	3.76	0.98
Human rights are important in Turkey.	4.04	0.94	3.67	1.01	3.39	1.02	3.71	1.03
Turkey has a developed democracy.	4.02	1.01	3.67	0.99	3.32	1.04	3.68	1.06
General Average	3.72	0.47	3.58	0.57	3.48	0.48	3.60	0.51

**Note:** \*Reverse question.

When the evaluations of the respondents on perception of life in Turkey were examined; the mean general perception was 3.72 for the respondents from Jordan, whereas it was 3.58 and 3.48 for the respondents from Bosnia-Herzegovina and Kyrgyzstan, respectively. The expression with the highest mean perception was the expression that *Human rights are important in Turkey* with a mean value of 4.04 in the Jordan sample, whereas it was the expression that *Turkey is a modern country* with

there was an important detachment between Turkey and the Arab society. Therefore, although it is envisaged that the Arab society thinks that Turkey is detached from religious values, it seems that the perception in expressions related to religion, family and culture is high. It is determined that the way of life in TV series creates a perception that people are free to practice their beliefs in Turkey.

**Table 7.** The Respondents' Evaluations of Turkey's Active Role

Turkey's Active Role	Jordan		Bosnia-Herzegovina		Kyrgyzstan		Total	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Turkey has an active role in the Middle East.	4.00	0.86	3.88	0.95	3.78	0.99	3.89	0.93
Turkey should play a more active role in the Middle East.	3.79	0.96	3.77	0.97	3.32	0.89	3.62	0.96
Turkey is a model for Muslim countries.	3.21	1.17	3.84	1.02	3.56	1.05	3.51	1.12
Turkey has an active role in the Balkans.	3.42	0.93	4.01	0.96	3.20	0.95	3.52	1.00
Turkey should play a more active role in the Balkans.	3.45	0.95	3.95	1.04	3.39	0.98	3.57	1.02
Turkey has an active role in Central Asia.	3.53	1.02	3.46	0.94	3.44	1.04	3.48	1.01
Turkey should play an active role in Central Asia.	3.59	1.05	3.56	0.94	3.46	1.13	3.54	1.05
General Average	3.57	0.77	3.77	0.71	3.45	0.68	3.59	0.74

When the evaluations of the respondents on Turkey's active role were examined; the mean general perception was 3.57 for the respondents from Jordan, whereas it was 3.77 and 3.45 for the respondents from Bosnia-Herzegovina and Kyrgyzstan, respectively. While the expression with the highest mean perception was the expression *Turkey has an active role in the Middle East* with a mean value of 4.00 in the Jordan sample, it was the expression *Turkey has an active role in the Balkans* with a mean value of 4.01 in Bosnia and Herzegovina and the expression that *Turkey has an active role in the Middle East* with a mean value of 3.78 in Kyrgyzstan.

that concepts such as Islam, democracy and freedom take place effectively in Turkey, along with its developing economic and technological infrastructure within the countries of the region, can be interpreted as a factor in Turkey being seen as a model. The influence of Russia should be taken into account in the fact that the mean values were lower in Kyrgyzstan than in Jordan and Bosnia and Herzegovina.

When the evaluations of the respondents on the variable of interest in Turkey were examined; the mean general perception was 3.64 for the respondents from

**Table 8.** The Respondents' Evaluations regarding the Variable of Interest in Turkey

Interest in Turkey	Jordan		Bosnia-Herzegovina		Kyrgyzstan		Total	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
My interest in Turkish literature increased.	3.41	1.21	3.80	1.15	3.68	1.15	3.61	1.18
My interest in Turkish music increased.	3.70	1.14	3.92	1.17	3.69	0.95	3.76	1.09
My interest in Turkish commercial products increased.	3.86	1.07	3.85	1.13	3.60	1.00	3.77	1.07
My interest in learning Turkish increased.	3.76	1.17	4.09	1.08	3.77	1.01	3.86	1.10
My interest in Turkish culture increased.	3.72	1.11	3.99	1.13	3.68	1.07	3.79	1.11
My interest in Turkish cinema increased.	3.56	1.28	3.71	1.19	3.56	1.00	3.61	1.17
My interest in Turkish history increased	3.42	1.29	3.86	1.19	3.46	1.14	3.56	1.23
<b>General Average</b>	<b>3.64</b>	<b>0.87</b>	<b>3.87</b>	<b>0.89</b>	<b>3.64</b>	<b>0.70</b>	<b>3.70</b>	<b>0.83</b>

After the 1980s, Turkey began to open up to the region and the world with economic and political breakthroughs. Jordan, Bosnia and Herzegovina and Kyrgyzstan are geographies and societies with which Turkey has had strong ties in the course of history. Turkey's interest in the Palestinian issue in the Middle East, its efforts for the integrity of Iraq and Syria; the relations with Bosnia and Herzegovina, especially during and after the Bosnian War, and Turkey's efforts to strengthen relations with the Turkic republics after the collapse of the USSR can be interpreted as increasing Turkey's prestige and effectiveness in these countries. In addition, the idea

Jordan, whereas it was 3.87 and 3.64 for the respondents from Bosnia-Herzegovina and Kyrgyzstan, respectively. The expression with the highest mean perception was the expression that *My interest in Turkish commercial products increased* with a mean value of 3.86 in the Jordan sample, whereas it was the expression that *My interest in learning Turkish increased* with a mean value of 4.09 in Bosnia and Herzegovina, and the expression that *My interest in learning Turkish increased* with a mean value of 3.77 in Kyrgyzstan.

**Table 9.** The Respondents' Evaluations regarding the Wish to Have an Affinity with Turkish people and Turkey

The Wish to Have an Affinity with Turkish People and Turkey	Jordan		Bosnia-Herzegovina		Kyrgyzstan		Total	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
I would like to have a Turkish friend.	4.05	0.99	4.24	0.98	3.88	1.07	4.05	1.02
I would like to have a Turkish neighbor.	3.96	1.00	3.94	1.08	3.60	0.96	3.83	1.02
I would like to share the same house/room with a Turkish student.	3.54	1.17	3.24	1.24	3.44	1.08	3.42	1.16
I would like to marry a Turk.	3.11	1.37	3.05	1.39	3.29	1.08	3.15	1.29
I would like to visit Turkey.	4.31	0.96	4.51	0.82	3.84	1.08	4.21	1.01
I would like to study in Turkey.	3.96	1.15	3.85	1.21	3.73	1.00	3.85	1.12
I would like to work in Turkey.	3.97	1.13	3.91	1.16	3.68	1.06	3.86	1.12
I would like to settle in Turkey.	4.04	1.07	3.59	1.32	3.55	1.15	3.75	1.19
<b>General Average</b>	<b>3.86</b>	<b>0.78</b>	<b>3.77</b>	<b>0.82</b>	<b>3.62</b>	<b>0.69</b>	<b>3.75</b>	<b>0.77</b>

When the evaluations of the respondents on the wish to have an affinity with Turkish people and Turkey were examined, the mean general perception was 3.86 for the respondents from Jordan, whereas it was 3.77 and 3.62 for the respondents from Bosnia-Herzegovina and Kyrgyzstan, respectively. The expression with the highest mean perception was the expression that *I would like to visit Turkey* with a mean value of 4.31 in the Jordan sample, whereas it was the expression that *I would like to visit Turkey* with a mean value of 4.51 in Bosnia and Herzegovina, and the expression that *I would like to have a Turkish friend* with a mean value of 3.88 in Kyrgyzstan.

#### Determining the Validity and Reliability of the Scales Used

Exploratory factor analysis and reliability analysis were performed to test the scales used in the study. As a result of the exploratory factor analysis for Turkey's personality traits scale, three factors were identified and designated as tolerant and hardworking, cruel and rough, conservative and obedient. Reliability values for each factor were 0.835, 0.755 and 0.720, respectively. Factor loads were not deleted because they were above 0.50. As a result of factor analysis, KMO values were positive as they were over 0.70 (0.860). Variance explanation rate was also appropriate as 53.2% >50%. According to the results of this analysis, the scale used was found to be valid and reliable. As a result of the exploratory factor analysis for Turkey's power image scale, a single factor emerged. The factor's reliability value was 0.843. Factor loads were not deleted because they were above 0.50. As a result of factor analysis, KMO values were positive as they were over 0.70 (0.859). Variance explanation rate was also appropriate since 56.2% >50%. According to the results of this analysis, the scale used was found to

be valid and reliable. As a result of the exploratory factor analysis for perception of life in Turkey scale, three factors were identified and designated as perception of Turkey's democracy, perception of life in Turkey, perception of Turkey's socio-economic status. Reliability values for each factor were 0.820, 0.669 and 0.574, respectively. Factor loads were not deleted because they were above 0.50. As a result of factor analysis, KMO values were positive as they were over 0.70 (0.865). Variance explanation rate was also appropriate as 53.3% >50%. According to the results of this analysis, the scale used was found to be valid and reliable. As a result of the exploratory factor analysis for Turkey's active role scale, only one factor with a reliability value of 0.851 was identified. Factor loads were not deleted because they were above 0.50. As a result of factor analysis, KMO values were positive as they were over 0.70 (0.835). Variance explanation rate was also appropriate as 53.09% >50%. According to the results of this analysis, the scale used was found to be valid and reliable. As a result of the exploratory factor analysis for the interest in Turkey scale, only one factor emerged. The factor's reliability value is 0.855. Factor loads were not deleted because they were above 0.50. As a result of factor analysis, KMO values were positive as they were over 0.70 (0.874). Variance explanation rate was also appropriate as 53.90% >50%. According to the results of this analysis, the scale used was found to be valid and reliable.

As a result of the exploratory factor analysis for the perception of affinity with Turkish people and Turkey scale, only one factor emerged. The factor's reliability value is 0.839. Factor loads were not deleted because they were above 0.50. As a result of factor analysis, KMO values were positive as they were over 0.70 (0.838). Variance explanation rate was also appropriate as 61.64%

>50%. According to the results of this analysis, the scale used was found to be valid and reliable.

**EXAMINING THE EFFECTS BETWEEN THE VARIABLES IN THE RESEARCH MODEL**

Multiple regression analysis was performed in order to determine whether the independent variables of the research, including perception of Turkish people being tolerant and hardworking, perception of Turkish people being cruel and rough, perception of Turkish people being conservative and obedient, Turkey’s image of power, perception of Turkey’s democracy, perception of life in Turkey, perception of Turkey’s socio-economic status and Turkey’s active role, have any significant effect on the dependent variable, the interest in Turkey, and the results are given in Table 10.

( $\beta=0.08$ ;  $p<0.05$ ), perception of life in Turkey ( $\beta=0.16$ ;  $p<0.05$ ), perception of Turkey’s socio-economic status ( $\beta=0, 10$ ;  $p<0.05$ ) and Turkey’s active role ( $\beta=0.32$ ;  $p<0.05$ ) had a positive significant effect on the interest in Turkey. Accordingly, H1b, H3a , H3b , H3c and H4 hypotheses were supported.

According to the results of the multiple regression analysis, the established model is statistically significant (Sig.<0.005). The R<sup>2</sup> value in the model was 0.318, which means the independent variables account for the dependent variable, the wish to have an affinity with Turkey, at 31.8%. In view of the effects of independent variables; the perception of Turkish people being conservative and obedient ( $p=0.61$ ) and Turkey’s image of power ( $p=0.54$ ) did not have any significant effect on the wish to have an affinity with Turkish people and Turkey.

**Table 10.** Results of Multiple Regression Analysis to Identify Variables Affecting Interest in Turkey

<b>Dependent Variable: Interest in Turkey</b>					
<b>Independent Variables</b>	<b><math>\beta</math></b>	<b>t</b>	<b>p</b>	<b>Tolerance</b>	<b>VIF</b>
Perception of Turkish People Being Tolerant and Hardworking <sup>a</sup>	0.04	1.14	0.26	0.63	1.59
Perception of Turkish People Being Cruel and Rough <sup>b</sup>	-0.08	-2.53	0.01*	0.90	1.10
Perception of Turkish People Being Conservative and Obedient <sup>c</sup>	0.03	0.88	0.38	0.62	1.60
Turkey’s Image of Power	0.01	0.15	0.88	0.61	1.63
Perception of Turkey’s Democracy <sup>a</sup>	0.08	2.14	0.03*	0.66	1.51
Perception of Life in Turkey <sup>b</sup>	0.16	4.09	0.00*	0.65	1.53
Perception of Turkey’s Socio-Economic Status <sup>c</sup>	0.10	2.97	0.00*	0.79	1.27
Turkey’s Active Role	0.32	8.79	0.00*	0.74	1.35
<b>F</b>	36.705				
<b>Sig.</b>	0.000				
<b>R</b>	0.535				
<b>R<sup>2</sup></b>	0.286				

\*Has a significant effect at the 0.05 level. The symbols a, b, c indicated in some variables represent the order of their sub-variables after factor analysis.

According to the results of the multiple regression analysis, the established model is statistically significant (Sig.<0.005). The R<sup>2</sup> value in the model was 0.286, which means the independent variables account for the dependent variable, the interest in Turkey, at 28.6%. In view of the effects of independent variables; the perception of Turkish people being tolerant and hardworking ( $p=0.26$ ), the perception of Turkish people being conservative and obedient ( $p=0.38$ ) and Turkey’s image of power ( $p=0.88$ ) did not have any significant effect on the interest in Turkey. According to these results, H1a, H1c and H2 hypotheses were not supported. On the other hand; the perception of Turkish people being cruel and rough had a negative effect on the interest in Turkey ( $\beta=-0.08$ ;  $p<0.05$ ), perception of Turkey’s democracy

According to these results, H5c and H6 hypotheses were not supported. On the other hand; the perception of Turkish people being cruel and rough had a negative effect on the wish to have an affinity with Turkey ( $\beta=-0.07$ ;  $p<0.05$ ), perception of Turkish people being tolerant and hardworking ( $\beta=0.16$ ;  $p<0.05$ ), perception of Turkey’s democracy ( $\beta=0.17$ ;  $p<0.05$ ), perception of life in Turkey ( $\beta=0.16$ ;  $p<0.05$ ), perception of Turkey’s socio-economic status ( $\beta=0.07$ ;  $p<0.05$ ) and Turkey’s active role ( $\beta=0.24$ ;  $p<0.05$ ) had a positive significant effect on the wish to have an affinity with Turkey and Turkish people. In this context, H5a, H5b, H7a, H7b, H7c and H8 hypotheses were supported.

**Table 11.** Results of Multiple Regression Analysis for Determining the Variables Affecting the Wish to Have an Affinity with Turkish People and Turkey

<b>Dependent Variable: The Wish to Have an Affinity with Turkish People and Turkey</b>					
<b>Independent Variables</b>	<b><math>\beta</math></b>	<b>t</b>	<b>p</b>	<b>Tolerance</b>	<b>VIF</b>
Perception of Turkish People Being Tolerant and Hardworking <sup>a</sup>	0.16	4.25	0.00*	0.63	1.58
Perception of Turkish People Being Cruel and Rough <sup>b</sup>	-0.07	-2.34	0,02*	0.91	1.10
Perception of Turkish People Being Conservative and Obedient <sup>c</sup>	-0.02	-0.51	0.61	0.64	1.57
Turkey's Image of Power	0.02	0.61	0.54	0.61	1.63
Perception of Turkey's Democracy <sup>a</sup>	0.17	4.41	0.00*	0.65	1.53
Perception of Life in Turkey <sup>b</sup>	0.16	4.34	0.00*	0.66	1.51
Perception of Turkey's Socio-Economic Status <sup>c</sup>	0.07	2.06	0,04*	0.80	1.26
Turkey's Active Role	0.24	6.58	0.00*	0.73	1.37
<b>F</b>	42.602				
<b>Sig.</b>	0.000				
<b>R</b>	0.564				
<b>R<sup>2</sup></b>	0.318				

\*Has a significant effect at the 0.05 level.

**Table 12.** Results of Simple Regression Analysis for Determining the Effect of Interest in Turkey on the Wish to Have an Affinity with Turkish People and Turkey

<b>Dependent Variable: The Wish to Have an Affinity with Turkish People and Turkey</b>					
<b>Independent Variables</b>	<b><math>\beta</math></b>	<b>t</b>	<b>p</b>	<b>Tolerance</b>	<b>VIF</b>
Interest in Turkey	0.56	20.9	0.00*	1.00	1.00
<b>F</b>	436.67				
<b>Sig.</b>	0.000				
<b>R</b>	0.563				
<b>R<sup>2</sup></b>	0.317				

\*Has a significant effect at the 0.05 level.

According to the results of the multiple regression analysis, the established model is statistically significant (Sig.<0.005). The R<sup>2</sup> value in the model was 0.317, which means the independent variable accounts for the dependent variable, the wish to have an affinity with Turkish people and Turkey, at 31.7%. According to the results of the regression analysis, interest in Turkey had a positive significant effect ( $\beta=0.56$ ;  $p<0.05$ ) on the wish to have an affinity with Turkish people and Turkey. According to this result, H<sub>5</sub> hypothesis was supported.

### **INVESTIGATION OF THE DIFFERENCES BETWEEN THE RESPONDENTS' PERCEPTIONS OF THE VARIABLES IN THE RESEARCH MODEL BY COUNTRY**

The Anova analysis was conducted to determine the differences between the respondents' perceptions of the variables of the research by country. The Tukey (post-hoc) test was used for multiple comparisons between countries in which differences were identified, and the results are shown in Table 13.

According to the results of the Anova analysis, there were significant differences ( $p<0.05$ ) by country between the respondents' perceptions of the variables, including perception of Turkish people being tolerant and hardworking, perception of Turkish people being cruel and rough, perception of Turkish people being conservative and obedient, Turkey's image of power, perception of Turkey's democracy, Turkey's active role, the interest in Turkey and the wish to have an affinity with Turkish people and Turkey. According to these results, H<sub>10</sub> hypothesis was supported for the variables including perception of Turkish people being tolerant and hardworking, perception of Turkish people being cruel and rough, perception of Turkish people being conservative and obedient, Turkey's image of power, perception of Turkey's democracy, Turkey's active role, the interest in Turkey and the wish to have an affinity with Turkish people and Turkey. The Tukey test, one of the multiple comparison tests, was used to determine between which countries there were differences for the variables with perception differences. On the other hand,

**Table 13.** Results of Anova Analysis for Determining the Differences between Perceptions of Research Variables by Country

Variables	F	p
Perception of Turkish People Being Tolerant and Hardworking <sup>a</sup>	54.611	0.000*
Perception of Turkish People Being Cruel and Rough <sup>b</sup>	17.178	0.000*
Perception of Turkish People Being Conservative and Obedient <sup>c</sup>	10.898	0.000*
Turkey's Image of Power	52.782	0.000*
Perception of Turkey's Democracy <sup>a</sup>	49.241	0.000*
Perception of Life in Turkey <sup>b</sup>	2.492	0.083
Perception of Turkey's Socio-Economic Status <sup>c</sup>	1.646	0.193
Turkey's Active Role	15.218	0.000*
Interest in Turkey	8.137	0.000*
The Wish to Have an Affinity with Turkish People and Turkey	8.786	0.000*

\*There's a significant effect at the 0.05 level.

**Table 14.** Results of Multiple Comparison (Tukey) Analysis for Determining the Differences between Perceptions of Research Variables by Country

Variable	(I) Country	(J) Country	Difference between means (I-J)	Standard Error	Sig.
Perception of Turkish People Being Tolerant and Hardworking	Jordan	Bosnia-Herzegovina	.17094*	0.062	0.017
	Bosnia-Herzegovina	Kyrgyzstan	.57039*	0.055	0.000
		Jordan	-1.7094*	0.062	0.017
Perception of Turkish People Being Cruel and Rough	Bosnia-Herzegovina	Kyrgyzstan	.39945*	0.064	0.000
		Jordan	.44906*	0.079	0.000
	Jordan	Kyrgyzstan	0.063	0.070	0.646
Perception of Turkish People Being Conservative and Obedient	Bosnia-Herzegovina	Jordan	-.44906*	0.079	0.000
		Kyrgyzstan	-.38647*	0.082	0.000
	Jordan	Kyrgyzstan	.29247*	0.063	0.000
Turkey's Image of Power	Bosnia-Herzegovina	Jordan	.13718*	0.056	0.038
		Kyrgyzstan	-.29247*	0.063	0.000
	Jordan	Kyrgyzstan	-.15528*	0.065	0.046
Perception of Turkey's Democracy	Bosnia-Herzegovina	Jordan	-.27025*	0.055	0.000
		Kyrgyzstan	.30741*	0.051	0.000
	Jordan	Kyrgyzstan	.27025*	0.055	0.000
Turkey's Active Role	Bosnia-Herzegovina	Kyrgyzstan	.57766*	0.057	0.000
		Jordan	.35431*	0.057	0.000
	Jordan	Kyrgyzstan	.53421*	0.055	0.000
Interest in Turkey	Bosnia-Herzegovina	Jordan	-.35431*	0.057	0.000
		Kyrgyzstan	.17990*	0.058	0.006
	Jordan	Kyrgyzstan	-.20213*	0.057	0.001
The Wish to Have an Affinity with Turkish People and Turkey	Bosnia-Herzegovina	Kyrgyzstan	0.120	0.055	0.072
		Jordan	.20213*	0.057	0.001
	Jordan	Kyrgyzstan	.32247*	0.059	0.000
The Wish to Have an Affinity with Turkish People and Turkey	Bosnia-Herzegovina	Kyrgyzstan	-.23486*	0.065	0.001
		Jordan	0.000	0.062	1.000
	Jordan	Kyrgyzstan	.23486*	0.065	0.001
The Wish to Have an Affinity with Turkish People and Turkey	Bosnia-Herzegovina	Kyrgyzstan	.23440*	0.067	0.001
		Jordan	0.241*	0.057	0.000
	Bosnia-Herzegovina	Kyrgyzstan	0.152*	0.061	0.037

\*There's a significant effect at the 0.05 level.

no significant differences were found in the perceptions of the respondents regarding the variables, perception of life in Turkey and perception of Turkey's socio-economic status ( $p>0.05$ ). In this context, the H10 hypothesis was not supported for perception of life in Turkey and perception of Turkey's socio-economic status.

According to the results of the multiple comparison test, the Jordanian respondents' perception of the variables, including perception of Turkish people being tolerant and hardworking, perception of Turkish people being cruel and rough, perception of Turkish people being conservative and obedient, perception of Turkey's democracy, the wish to have an affinity with Turkey, were significantly higher than the respondents from Bosnia-Herzegovina and Kirgizstan. Bosnia-Herzegovinan respondents' perceptions were significantly higher than those of the respondents from Kirgizstan for the variables including perception of Turkish people being tolerant and hardworking, perception of Turkey's democracy, the wish to have an affinity with Turkish people and Turkey and significantly higher than those of the respondents from Jordan and Kirgizstan for the variables including Turkey's image of power, Turkey's active role and the interest in Turkey.

It was determined whether the independent variables of the research, including perception of Turkish people being tolerant and hardworking, perception of Turkish people being cruel and rough, perception of Turkish people being conservative and obedient, Turkey's image of power, perception of Turkey's democracy, Turkey's active role, perception of Turkey's socio-economic status and Turkey's active role, have any significant effect on the dependent variable, interest in Turkey. When the effects of independent variables were analyzed, the perception of Turkish people being tolerant and hardworking, perception of Turkish people being conservative and obedient and Turkey's image of power did not have any significant effect on the interest in Turkey. According to these results, H<sub>1a</sub>, H<sub>1c</sub> and H<sub>2</sub> hypotheses were not supported. On the other hand; the perception of Turkish people being cruel and rough had a negative effect on the interest in Turkey, perception of Turkey's democracy, perception of life in Turkey, perception of Turkey's socio-economic status and Turkey's active role had a positive significant effect on the interest in Turkey. Accordingly, H1b, H3a, H3b, H3c and H4 hypotheses were supported.

It was determined whether the independent variables of the research, including perception of Turkish people being tolerant and hardworking, perception of Turkish people being cruel and rough, perception of Turkish

people being conservative and obedient, Turkey's image of power, perception of Turkey's democracy, perception of life in Turkey, perception of Turkey's socio-economic status and Turkey's active role, have any significant effect on the dependent variable, the wish to have an affinity with Turkish people and Turkey. Considering the effects of independent variables; perception of Turkish people being conservative and obedient and Turkey's image of power were found to have no significant effect on the wish to have an affinity with Turkish people and Turkey. According to these results, H5c and H6 hypotheses were not supported. On the contrary; the perception of Turkish people being cruel and rough had a negative effect on the wish to have an affinity with Turkey, whereas perception of Turkish people being tolerant and hardworking, perception of Turkey's democracy, perception of life in Turkey, perception of Turkey's socio-economic status and Turkey's active role had a positive significant effect on the wish to have an affinity with Turkey and Turkish people. In this context, H5a, H5b, H7a, H7b, H7c and H8 hypotheses were supported.

It was determined whether the independent variable, interest in Turkey, has a significant effect on the wish to have an affinity with Turkish people and Turkey. Interest in Turkey was found to have a positive significant effect on the wish to have an affinity with Turkish people and Turkey. According to this result, H9 hypothesis was supported.

## CONCLUSION

The aim of this study was to measure the perceptions of foreign viewers of Turkish TV series about Turkish people and Turkey, based on certain variables. In the research, the respondents' perceptions of the variables including perceptions of Turkish people's personality traits, Turkey's image of power, perception of life in Turkey, Turkey's active role, interest in Turkey and the wish to have an affinity with Turkish people and Turkey were measured and effect analyses were conducted between the respective variables. The field application of the study was carried out in 3 countries, namely Jordan, Bosnia and Herzegovina and Kyrgyzstan. According to the results of the analysis made in line with the research model, the perception of Turkish people being cruel and rough had a negative effect on the interest in Turkey; perception of Turkey's democracy, perception of life in Turkey, perception of Turkey's socio-economic status and Turkey's active role had a positive significant effect on the interest in Turkey. The perception of Turkish people being cruel and rough had a negative effect on the wish to have an affinity with Turkish people and Turkey, whereas perception of Turkish people being tolerant and hardworking, perception of Turkey's democracy, perception of life in Turkey, perception of Turkey's socio-economic status and Turkey's active role had a positive significant effect on the wish to have an affinity with Turkey and Turkish people. In addition, interest in Turkey was found to have a positive significant effect on the wish to have an affinity with Turkish people and Turkey.

First of all, it is necessary to conduct detailed research that will evaluate the trends related to Turkish serials broadcast abroad from different perspectives and to take into account its results. Today, Turkish TV series are considered as productions with great popularity worldwide. The fact that Turkey ranks second in the export of TV series after the USA, which works professionally in soft power in particular, has a different meaning from the export of a few hours' productions for a certain fee. This was proven by the fact that the mean perception of the answers given to the expressions "my interest in Turkish music, Turkish commercial products, Turkish learning, Turkish culture, Turkish cinema, and Turkish history has increased" under the heading "interest" in the research was high in three countries. This means that Turkey and Turkish culture are known and followed in many parts of the world. Thus, this issue is thought to have a potential to influence many subjects ranging from culture to tourism, from trade to politics. The continuation of this success of Turkish TV series on a global scale has

great importance in terms of the added value created through exports and more importantly, the perception of the country and nation formed through the TV series industry. Therefore, the development of short, medium and long-term strategies in this regard may be taken into consideration both by the sector and by Turkey. For this, it is necessary to carry out interdisciplinary and inter-organizational studies. Thus, the influence of Turkish TV series, which emerged spontaneously and became a soft power without being aware of it, can become a "TV series diplomacy" within cultural diplomacy in a controllable way.

The concept of power is defined in different ways. In interstate relations, power is the potential that a country can use for its ultimate goals. While brute force was the first thing that came to mind when power was mentioned in the past, today we see that the concepts of education, culture and technology come to the fore. According to Nye, who uses the concept of soft power in international relations, the behavior of different countries can be shaped by brute force, but you can shape their wishes with soft power (Nye, 1990). With the end of the great wars period, the competitive advantage in interstate relations has brought the concept of soft power to the fore (Wang & Lu, 2008). Although the concept of soft power is an ambiguous concept, it is now a term used by scientists, politicians and media analysts. In fact, an internet search has shown that there are tens of millions of sites that talk about the concept of soft power (Parmar & Cox, 2010). In short, soft power is the attainment of what is desired without the use of violence and without extra expenditure. This is due to the attractiveness of the political ideals and policies of those who use soft power. Therefore, soft power is to have the power of persuasion for the attractive party in order to create unity (Nye, 2004). The means for a country to have this power are through appeal in value, culture and politics (Gilboa, 2008). Soft power, which is fed from three sources: culture, politics and foreign policy, is associated with the cultural instruments of the country. Local cultural products with universal values such as literature, art and music encourage the target audience by their appeal (Nye, 2004). Television series are media products that can affect human thoughts (Busby & Klug, 2001). It is seen that Turkish TV series are appealing in the countries where they are broadcast and create a sense of identification in certain places, resulting in a soft power effect for Turkey. Series diplomacy, which is a soft power element, is a cultural rapprochement realized through series watched abroad. Turkish TV series, which act as cultural ambassadors for the audience in the countries



in which they are broadcast, convey Turkish culture, although they have different stories. Especially after the 2000s, Turkish TV series began to reach many parts of the world, especially the Middle East and the Balkans (Yeşil, 2015). The reason why it has a strong effect on the audience can be explained by different variables such as identity, historical and religious affiliation, as well as production quality (Yörük & Vatikiotis, 2013).

Series are important tools of popular culture. Therefore, series are also related to the tourism sector. TV series can also be included in the reasons that affect the preferences of people who make touristic trips in general. People have an idea about their destination through the TV series they watch. Therefore, series are of great importance in terms of creating a positive image (O'connor et al., 2008). Syrian journalist Daniel Abdulfattah stated in an interview that Turkey makes a daily profit of 1 million 200 thousand dollars. According to Abdulfattah, Turkey can carry out activities aimed at a positive image through Turkish TV series that are on the screen for six hours a day with their repetitions, without the cost of advertising, which is two thousand dollars per second in MBC (Yılmaz, 2010). Therefore, it can be evaluated within the framework of cultural diplomacy that the Ministry of Culture and Tourism and the Ministry of Economy make special plans for visits to Turkey to be made through the interest that may arise through TV series.

## REFERENCES

- Akyürek, S. (2012). Kazakistan'da Türkiye ve Türk algısı. Bilgesam Yayınları.
- Akyürek, S., & Bilgiç, M. S. (2012). Kırgızistan'da Türkiye ve Türk Algısı. Bilgesam Yayınları.
- Aljammazi, A., & Asil, H. (2017). The influence of Turkish TV dramas on Saudi consumers' perceptions, attitudes and purchase intentions toward Turkish products. *International Journal of Academic Research in Business and Social Sciences*, 7 (1), 206-224.
- Anas, O. (2014). Turkey's soft power challenges in the Arab world. *Akademik İncelemeler Dergisi*, 6 (2), 233-258.
- Barnett, G. A., & Lee, M. (2003). Issues in intercultural communication research. In W.B. Gudykunst (Ed.), *Cross-Cultural and Intercultural Communication* (259-275). Sage Publications.
- Başar, U. (2020). İran toplumu ve Türk televizyon dizileri. İran Araştırmaları Merkezi Yayınları.
- Bhutto, F. (2019, September 13). *How Turkish TV is taking over the world*. The Guardian. <https://www.theguardian.com/tv-and-radio/2019/sep/13/turkish-tv-magnificent-century-dizi-taking-over-world>
- Bolton, K. (2010). Constructing the global vernacular: American English and the media. In K. Bolton, & J. Olsson (Eds.), *Media, Popular Culture, and The American Century* (125-155). Falth-Hassler.
- Busby, G., & Klug, J. (2001). Movie-induced tourism: The challenge of measurement and other issues. *Journal of Vacation Marketing*, 7 (4), 316-332.
- Castells, M. (2009). The rise of the network society: Information age: Economy, society, and culture volume 1. Wiley-Blackwell.
- Chalaby, J. K. (2005). Towards an understanding of media transnationalism. In J. K. Cahalaby (Ed.), *Transnational Television Worldwide: Towards a New Media Order* (1-14). I.B.Tauris.
- Dimbley, R., & Burton, G. (1998). More than words an introduction to communication. Publisher Routledge.
- Gerbner, G., Gross, L., Morgan, M., Shanahan, J., & Signorielli, N. (2002). Growing up with television: Cultivation processes. In J. Bryant, & D. Zillman (Eds.), *Media Effects Advances in Theory and Research* (43-67). Lawrence Erlbaum Associates.
- Giddens, A. (1991). *Modernity and self-identity: Self and society in the late modern age*. Polity Press.
- Gilboa, E. (2008). Searching for a theory of public diplomacy. *The Annals of the American Academy of Political and Social Science*, 616 (1), 55-77.
- Haag Van Den, E. (1963). Of happiness and of despair we have no measure. In B. Rosenberg, & D. M. White (Eds.), *Mass Culture The Popular Arts In America* (504-537). Free Press.
- Hall, S. (1989). Ideology and communication theory. In B. Dervin, B. J. O'Keefe, E. Wartella, & L. Grossberg, (Eds.), *Rethinking Communication, Volume 1 Paradigm Issues* (40-52). Sage Publications.
- İnan, E. (2016). İzzet Pinto ile Söyleşi. *Episode Dergi*. 1 (1), 82-83.
- Katz, E. (1959). Mass communications research and the study of popular culture: An editorial note on a possible future for this journal. *Studies in Public Communication*, 2, 1-6.
- Kimmelman, M. (2010, June 18). *Turks Put Twist in Racy Soaps*. New York Times. <https://www.nytimes.com/2010/06/18/arts/18abroad.html>
- Kurtuluş, K. (1998). Pazarlama Araştırmaları. İstanbul Üniversitesi İşletme Fakültesi Yayınları.
- Lundby, K., & Ronning, H., (1991). Media culture communication: Modernity interpreted through media culture. In H. Ronning, & K. Lundby (Eds.), *Readings in Methodology, History and Culture* (259-285). Norwegian University Press.
- Morley, D., & Robins, K. (1995). Spaces of identity global media, electronic landscapes and cultural boundaries. Taylor & Francis.
- Nye, J. S. (1990). The changing nature of world power. *Political Science Quarterly*, 105 (2), 177-192.
- Nye, J. S. (2004). Soft power: The means to success in world politics. PublicAffairs.

- Nye, J. S. (2008). Public diplomacy and soft power. *The Annals of the American Academy of Political and Social Science*, 616 (1), 94-109.
- O'Connor, N., Flanagan, S., & Gilbert, D. (2008). The integration of film-induced tourism and destination branding in Yorkshire, UK. *International Journal Of Tourism Research*, 10 (5), 423-437.
- Önder, H. B. (2017). *Hükümetlerin uluslararası hedef kitlelere ulaşmalarında stratejik halkla ilişkiler faaliyetlerinin etkisi: Alman toplumunda Türkiye algısı üzerine (2010-2013) ampirik bir araştırma. Doktora Tezi. İstanbul Üniversitesi.*
- Parmar, I., & Cox, M. (2010). Soft power and US foreign policy theoretical, historical and contemporary perspectives. Routledge.
- Rohde, D. (2013). *Beyond war: Reimagining America's role and ambitions in a new middle east*, Penguin Books.
- Shuter, R. (2012). Intercultural new media studies: The next frontier in intercultural communication. *Journal of Intercultural Communication Research*, 41 (3), 219-237.
- Sinclair, J. (2009). Latin America's impact on world television markets. In G. Turner, & J. Tay (Eds.). *Television Studies After TV Understanding Television in the Post-Broadcast Era* (141-149). Routledge.
- Storey, J. (2009). *Cultural theory and popular culture an introduction*. Pearson Longman.
- Tuna, H. (2017). *Medikal turizm kapsamında Türkiye'ye gelen turistlerin tercih nedenleri üzerinde Türk dış politikasının etkisi ve Türkiye algısı. Doktora Tezi. Düzce Üniversitesi.*
- Verlegh, P. W. J. (2001). *Country of origin effects on consumer product evaluations. PhD thesis. Wageningen University.*
- Wang, H., & Lu, Y. C. (2008). The conception of soft power and its policy implications: A comparative study of China and Taiwan. *Journal of Contemporary China*, 17, 425-447.
- Yanardağoğlu, E., & İmad, N. K. (2013). The fever that hit Arab satellite television: Audience perceptions of Turkish TV series. *Global Studies in Culture and Power*, 20, 561-579.
- Yeşil, B. (2015). Transnationalization of Turkish dramas: Exploring the convergence of local and global market imperatives. *Global Media and Communication*, 11 (1), 43-60.
- Yılmaz, E., & Yalçın, Y. (2010). Türkiye ve ortadoğu ülkeleri arasında kültürel yakınlaşma aracı olarak popüler kültür ürünleri üzerine bir değerlendirme. In Y. Aktay, P. El-Sharkawy, & A. Uysal (Eds), *Değişen Ortadoğuda Kültür ve Siyaset Seçilmiş Tebliğler Kitabı* (301-328). Sde Yayınları.
- Yörük, Z., & Vatikiotis, P. (2013). Soft power or illusion of hegemony: The case of the Turkish soap opera "Colonialism". *International Journal of Communication*, 7, 2361-2385.
- Zhang, L. (2015). Stereotypes of Chinese by American college students: Media use and perceived realism. *International Journal of Communication*, (9) 1, 1-20.

