

Motivations for Popularity of Turkish Drama Serial “Ertugrul” in Pakistan: A Content Analysis

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Abstract

Turkish television content has taken over Pakistani drama industry as Turkish drama serials are becoming popular among Pakistani audience. The latest Turkish drama serial “Ertugrul” is touching the peak of popularity in Pakistan. The research study is conducted with an aim to find out the motivations for popularity of Turkish drama in Pakistan through audience responses on Twitter. Twitter is regarded as “Second screen” as well as “Social television”. It is used simultaneously by individuals while they are watching television. Besides, viewers get engaged in discussion on twitter regarding television content as well. In a bid to ascertain audience motivations with regard to watching “Ertugrul”, a content analysis of tweets posted by Pakistani audience is undertaken. The sample consists of 100 tweets, which are posted in various related hashtags. Since people of Pakistan and Turkey share the common faith – Islam, and the drama tends to propagate the Islamic teachings and principles, that is why Pakistanis are eager to watch it enthusiastically.

Keywords: Ertugrul; Twitter; Second screen; Social television; Islam

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Introduction

Gone are the days, when Pakistani television content particularly the drama genre was not only admired by native audience but it was also fascinated by foreign audience as well. The blockbuster drama serials like “Uncle Urfi”, “Waris”, “Un-Kahi”, “Tanhayun”, “Jangloos”, “Ana”, “Andhera Ujala”, “Dhuwan”, and other famous drama serials established good reputation of drama industry in sub-continent. These dramas were produced by then only channel in Pakistan named Pakistan Television (PTV).

It was the time when working for PTV was a matter of pride and honour for actors, writers, directors, producers, and other associated professionals. Not only the content of those drama was strong but the acting, direction, and technical aspects - all were epic. However, the boom of private television channels changed the scenario of Pakistani drama industry completely. “For PTV, drama was its superpower and private productions the kryptonite” (Alavi, 2020).

The onset of various channels created demand for colossal amount of content which gave an opportunity to actors, writers, directors, producers, cameraman, and other concerned staff to capitulate the situation. Since the focus of drama industry professionals laid on quantity of production; hence, the quality of television dramas was compromised. As the low quality dramas could not sustain the charm and attraction, the audience looked for other avenues. One of the renowned drama writers Amjad Islam Amjad termed over commercialization in television channels as well as defocusing social issues, the reasons for declining of Pakistani drama industry (Khan, 2008).

Besides, the sinking ship of Pakistani drama industry also received a blow from foreign content. First Indian television content was aired on Pakistani private channels and then Turkish television content dubbed in Urdu took the Pakistani audience by storm. The high quality television serials featured by picturesque scenes, mesmerizing locations, attractive cast, classic acting, and state-of-the-art production style won the hearts of Pakistani audience and the drama serials, such as “Ishq-E-Mamnu”, “Mera Sutan”, and “Fatmagul” were highly admired by Pakistani audience (Hasan, 2020).

Ertugrul’s Craze in Pakistan and Muslim World

The way historical Turkish television drama serial “Ertugrul” has gripped Pakistani audience, it is unprecedented. The show has not only broken television records but its Urdu version has also attracted over 240 million viewers on YouTube (A summary of Ertugrul's impact on Pakistan, 2020). Before being telecast in Pakistan on national television, the drama serial has already been premiered in 60 countries of the world. The Muslims around the world are taking immense interest in watching the drama series because the drama reminds them the past as well as lost glory of Muslim community. Since people of Pakistan and Turkey share the common faith – Islam, and the drama tends to propagate the Islamic teachings and principles, that is why Pakistanis are eager to watch it enthusiastically.

Synopsis of Drama Serial “Ertugrul”

The drama serial “Ertugrul” consists of five seasons and it is named on the leading character of the serial- Ertugrul, who happens to be the father of Osman- the first ruler of the Ottoman Empire. The drama depicts the tribal culture and narrates the events that led to the foundation of the Ottoman Empire, which governed over half of the world for 600 years (Hasan, 2020). The main characters of the drama serial were Ertugrul - father of Osman, Halima – mother of Osman, Turgut, Bamsi, Salman Shah, Haima Khatoon, Ameer Sadatrain, Ibn-Ul-Arabi and Noyan. The drama serial is the supreme manifestation of courage, bravery, perseverance, steadfastness, determination, and optimism. Though the path of righteousness is arduous, success lies for those who pose firm believe in Allah and follow His guidelines. This is the lesson taught through the drama serial “Ertugrul”. Besides, the drama also guides as to how to defy all odds, either internal or external, overt or covert, come in the way of achieving goals. Interestingly, the drama does not depict women in stereotyped roles. Rather, it portrays them in powerful roles. At one point, they are shown leading the tribal clan and at other occasion, they are fighting with swords. In addition, they are also shown taking part in fulfilling financial requirements of family through their participation in running cottage industries. In a nutshell, the drama serial “Ertugrul” is a masterpiece of promoting spiritual, familial, cultural, and tribal values and norms.

Impact of “Ertugrul” on Local Drama Industry

Pakistani audience is fed up with conventional drama themes - love affairs, domestic feuds, and gender discrimination. The foreign drama serial “Ertugrul” is produced on a distinctive theme, which grabs the attention of Pakistani audience. “Ertugrul” is not only being telecast on prime time but it is also getting popular day by day among Pakistani audience and becoming a talk of the town. Since the popularity of “Ertugrul” has overshadowed the Pakistani drama industry, the decision of telecasting the drama on national television and its propagation by government functionaries is drawing criticism from local industry’s bigwigs. They are considering the foreign content a threat to local drama industry. A flamboyant film and drama actor Shaan is surprised over government’s decision to relay Turkish drama on Pakistan Television (PTV). He questions the logic of broadcasting foreign content on state-owned channel for which citizens of Pakistan pay through taxes. Likewise, Yassir Hussain, a Pakistani actor apprehends that Turkish dramas could downplay the importance of local drama industry. He suggests that Pakistan Television should take initiative in producing historical dramas, in which, local artists and technicians be used (Turkish dramas could destroy the local industry, says Yasir Hussain - Celebrity – Images, 2020).

Despite the fact that versatile actress Sania Saeed expresses concerns over broadcasting foreign content on Pakistan Television and cautions its implications on drama industry, she also admires high quality content of Turkish drama “Ertugrul” and attributes the versatility of male and female characters– the reason for popularity of “Ertugrul” in Pakistan. Additionally, she also chides local directors for sub-standard content and puts up a question to them as to what their plan is after “Ertugrul” (Sheraz, 2020).

Twitter: A Second Screen As Well As Social Television

“Social television relates to the communicative exchange about linear television content, or that which is at least stimulated by it” (Buschow et al, 2014). With the advent of information technology, individuals are blessed with social media platforms to express their opinions, views, and feelings regarding various subjects of social, political, and educational life. In addition, the platform of social media is also employed to discuss the content of other forms of media. In other words, mass media provides individuals with content, subjects or topics as food for thought that are discussed on social media sites. Among social media sites, Twitter extensively plays a role of Social television, where individuals are engaged in exchange of thoughts and feelings regarding a television content which invokes television viewers to make deliberations. In addition, Twitter also tends to reflect the content of television in the form of discussion, opinions, and deliberations particularly the moment when the content is being broadcast. “The phenomenon of using your mobile device while watching television has been coined as “Second screen” and will continue to grow in popularity over the next few years” (Window). Multitasking has become a common practice among individuals. The craze or addiction of internet does not allow internet users to stay away from its spell for longer period. For that reason, people keep surfing the web while they are either watching television, cooking food, or even doing different tasks. Interestingly, around 85 % of internet users simultaneously watch television and surf the web (Window).

“Ertugrul” In View of Social Media Users in Pakistan

Though high television rating is one of the yardsticks is to measure the popularity of any television content, social media tools including Facebook, Twitter, Instagram, and WhatsApp also indicate liking, popularity, and hype of any content relayed on television screens. The fans and critics of any show freely express their views through memes, posts, comments, and other stuff. Same is the case with Turkish drama serial “Ertugrul”. The Ertugrul mania in Pakistan is overwhelmingly witnessed on social media as well, where fans of the drama serial are posting messages and memes in favour of drama, its production quality, actors, and their performances. Besides, social media users are also posting the still images of their favourite scenes in the drama serial, videos of their favorite chunk, and the quotation of favourite dialogues. Interestingly, the craze of the fans has not limited to drama serial, the die heart fans are digging earnestly about their favourite artists and sharing their findings with other users.

Since Twitter is a Social television which stimulates communicative exchange regarding television content (Buschow et al, 2014), a lot has been discussed, shared, and exchanged on Twitter with regard to the Turkish drama serial “Ertugrul”. Twitter users saw several trends related to the drama serial “Ertugrul”, where fans of the drama serial expressed their feelings and thoughts explicitly. Among these twitter trends #Ertugrul, #ErtugrulGhazi, #ErtugrulUrduPtelevision, #EnginAltanDuezyatan @DirilisDizisi, and #TRTErtugrulByPtelevision were names of few. The heavy participation by Twitter users in these trends helped some of the trends dedicated to “Ertugrul” drama to become top trends in Pakistan.

Given the popularity of Turkish drama serial “Ertugrul”, and Pakistani audience response on the serial at Twitter, a research study is conducted to find out the motivations for watching and liking “Ertugrul” by Pakistani audience through Twitter content posted by the drama viewers.

Literature Review

The purpose of research study is to assess the content posted on Twitter, which is known as Social television, to ascertain the motivation for popularity of Turkish drama serial “Ertugrul” in Pakistan. The research paper tends to analyze the messages in various forms posted by the drama serials’ viewers commenting about different features of the drama on Twitter. The content analysis of tweets tends to help to identify as to what makes the drama serial popular among Pakistani audience. In this regard, relevant research studies are reviewed to find out objectives, methodologies, and findings of those studies. The literature review of similar studies follows as;

Christopher Buschow, Beate Schneider and Simon Ueberheide conducts a study with the title of “Tweeting television: Exploring communication activities on Twitter while watching television” to bring into limelight the role of Twitter as a Social T.V (Buschow et al, 2014). “Social television relates to the communicative exchange about linear television content, or that which is at least stimulated by it” (Buschow et al, 2014). The study undertakes a content analysis of 31,388 tweets posted during the broadcast time of as many as 7 different television programs. The findings of the study reveal that Twitter users get engaged in communication activities on the social media website with regard to the television program they are watching at the same time. Moreover, the kind of communication between the Twitter users is proportional to the type of program they watch. Since the political programs tend to stimulate political discussion. Whereas, talent shows evoke admiration or criticism towards participants of such programs among Tweeter users. Besides, the subject matter of tweets revolve around the evaluation of casts and shows (Buschow et al, 2014).

A research study titled “Twitter and Television: A Uses & Gratifications Study of Twitter Usage and Television Viewing” conducted by Marcus White focuses on motivations for watching television while using Twitter simultaneously. The researcher uses online survey method to glean information from respondents who tend to watch television and use social media including Twitter. The respondents of online survey were preferably taken from Twitter followed by Facebook and LinkedIn. During the course of four months online survey, 187 respondents, almost equal number of males and females, 18 years and above filled up the survey form completely. The research findings show that people watch television while using Twitter for motivations of relaxation and escapism, companionship and interaction, and entertainment and enjoyment. Besides, the content on television screen, which stimulates Twitter community to share their thoughts and feelings with other users during the time they watch Television, happen to be news programs, Awards shows, and sporting events (White, 2014).

Fabio Giglietto and Donatella Selva (2014) conduct a research study with a title of “Second Screen and Participation: A Content Analysis on a Full Season Dataset of Tweets

Fabio Giglietto and Donatella Selva” to identify the correlation between talk shows of political genre and social media activity, such as related discussion on Twitter (Giglietto & Selva, 2014). In this regard, the researchers undertake content analysis of discussion made on Twitter during the period of 2012-13 when Italian television telecast political talk shows. The research study includes public observations on 1076 episodes of 11 political talk shows. For the reason, as many as 2,489,669 tweeter messages posted with hashtag of program are studied. The study finds 286 peaks of engagement – the huge activity on twitter with regard to political talk shows when the program is being telecast. Out of 286 peaks of engagement, almost half of the peak activity is observed with anchorperson or host interacts with guests belonging to different walks of life (Giglietto & Selva, 2014).

In a bid to explore impacts of foreign entertainment television content on Pakistani youth vis-a-vis fashion, life style, and national language, a research study titled “Influence of Foreign television Programs on Fashion, Lifestyle and Language of Youth” is conducted by Saqib Riaz and Umera Arif. The researchers collect data from 250 students of public and private universities through survey method by asking them to fill up the questionnaire that consist of open and close ended questions. The data indicates that there are equal numbers of male and female respondents, majority of which comes in age bracket of 18 to 23 and hold bachelor degree. The study reveals that majority of the respondents tend to have heavy exposure of foreign entertainment television content and they prefer western content on Indian and Turkish content. Besides, an inspiration from western actors in appearance as well as style is also observed by researchers in the research study. The study further reveals that majority of respondents tend to like western life style, such as male-female friendship and nuclear family system. Apart from it, the respondents are largely influenced by western programs in terms of language pattern as they often use English words while making interaction in Urdu (Riaz & Arif, 2017).

Shahbaz Aslam, Dr. Arshad Ali, Faiz Ullah, and Maria Munawar (2015) conduct a research study with the title of “Socio-Ethical Impact of Turkish Dramas on Educated Females of Gujranwala-Pakistan” to find out an impact of Turkish culture on Pakistani women in the wake of famous Turkish drama serial Ishq-E-Mamnu. By using Likert scale, the researchers conduct a study on women aged between 16 years to 30 years, residing in 5 different areas of Gujranwala city and belonging to different walks of life. The data is collected through survey method, which includes 20 close-ended questions. The interpretation of data reveals that 23 percent and 28 percent of respondents strongly agree and agree respectively that penetration of Turkish culture in Pakistan by virtue of Turkish entertainment television content poses a great risk to local social and cultural values. Moreover, 35 percent respondents strongly agree and 29 percent agree that Turkish culture does not correspond with local values and traditions (Aslam et al, 2015).

A research study titled “The Impact of foreign content on cultural and religious values of Pakistani society: A study of Turkish dubbed dramas” conducted by Fouzia Naz and Khalid M. Iraqi focuses on the influence of foreign T.V content particularly Turkish television dramas on religious and cultural values of Pakistani society. By using deductive approach, the

researchers collect data. They apply quantitative research method to analyze the responses coming from a diversified sample. An online survey comprising of eleven questions is designed to elicit responses from people who watch dramas and live in Karachi. The sample size consists of 100 respondents between the ages of 20 to 50 with no gender difference. The findings of research study indicate that 75 percent of respondents like to watch Turkish drama, followed by American and Indian drama with 15 percent and 10 percent respectively. The majority of the respondents prefer to watch “Urdu 1” and “Geo Kahani” to enjoy high-quality dubbed content. 84.4 percent of respondents believe that foreign content influence on the values of Pakistani society. 56.6 percent respondents consider the foreign content a threat to family institution. An overwhelming majority of 83 percent think that the foreign content tends to influence on cultural values of Pakistan (Naz & Iraqi, 2017).

Qurrat-ul-Ann Malik, Amrat Haq, and Sahifa Mukhtar (2019) undertakes a research study titled “Cultural Proximity and Transnational Drama: Popularity of Turkish television Content in Pakistan” to find out the reasons for popularity of Turkish television content in Pakistan and its age and gender wise influence on the society. In this regard, the researchers use purposive sampling technique to collect data from 369 people - sample size who watch dubbed Turkish drama with no gender prioritization. Statistics of research study disclose that majority of the respondents, such as 75.6 percent are females. Interestingly, 62.6 percent of respondents like to watch historical dramas, followed by 37.4 percent of respondents who are interested in watching dramas of present-era. As far as reasons of liking Turkish drama is concerned, 78.9 percent of Pakistani respondents watch Turkish drama to enjoy mesmerizing landscape and beautiful shooting sites, 64.2 percent of respondents like to watch Turkish drama for interesting themes, 59.3 percent of respondents watch Turkish drama to show their love for fellow Muslims, 53.7 percent of respondents take interest in Turkish drama for charming cast, 41.5 percent of respondents are fascinated to Turkish drama for attractive clothing and accessories, and 30.9 percent of respondents watch Turkish content for love and romance. Moreover, the study reveals that respondents of different age groups tend to have different perception towards Turkish television content as youngsters are influenced by attractive cast, and beautiful location and accessories. Likewise, there is a significance difference of perception with regard to gender as male and female respondents have different motivations to take interest in Turkish T.V drama (Malik et al, 2019).

A research study titled “Reading Turkey’s New Vision Based Real Policies through an Identity and their Presentation in Series as a Soft Power: A Study on the Series, Resurrection-Ertugrul” is conducted by Turker Elitas. The aim of the study is to show that Turkey is employing its historical and cultural heritage to build soft power for its ongoing local and foreign policies in international political arena and the television series *Dirilis Ertugrul* is involved for the purpose. In this regard, the researcher adopts a purposive sampling and undertakes a content analysis of the television series *Dirilis Ertugrul* to evaluate Turkish domestic and foreign policies founded on Turkish vision. The researcher collects data by watching each episode at length and analyzes it by using categorical analysis technique. “Categorical analysis, in general terms, refers to the division of a given message into several

units first and then examining these units as categories according to certain criteria” (Elitas, 2019). The research findings show that the television series *Dirilis Ertugrul* is not only disseminating historical information but it is also conveying recent political identity indicating to vision based real policies. Moreover, the television series also plays an important role to inculcate the teaching of unity and solidarity among Turkish nationals, which is the very foundation of a strong state (Elitas, 2019).

Linda Isabelle Skibbe (2013) conducts a research study titled “#SharingIsCaring: An Exploratory Study of Content of Tweets, Situation of Tweeting and Motivations to Use Twitter while Watching Television Series” to ascertain as to how a social media tool Twitter influences on watching television serial. The researcher conducts content analysis of two television series named as “Homeland” and “Tatrot”. Homeland is an American series; whereas, Tatrot is a German series. The content analysis is aimed at evaluating twitter content regarding the given series. In this regard, the researcher analyzes as many as 1038 tweets, with a break up of 514 tweets with hashtag of “Homeland” and 524 tweets with hashtag of “Tatrot”. In addition, the study also includes survey method and interviews to investigate motivating factors of using Twitter while watching the said series. The findings of research study reveal that tweets on “Homeland” are not as critical and realistic as the tweets on “Tatrot”. Besides, tweets from females are more expressive and emotional. Moreover, the tweets contain valuable information despite the fact that there is a restriction of only 140 words per tweet. As far as motivations for using twitter while watching is concerned, tweeter users engage in two activities at a time for the sake of socialization and exchange of social information (Skibbe, 2013).

A research study titled “Intercultural Communication: American television Series In China” by Xuan Li focuses on the attitude of Chinese viewers towards American content. Besides, the study also investigates the influence of American series on Chinese audience. The researcher employs survey method to collect data. In this regard, an online questionnaire is designed to inquire respondents’ demographic information and their television viewing experience. The statistics show that there are 35 males and 40 females out of 75 valid samples. The majority of respondents (62.8 percent) belong to the age group of 18 to 25, which indicates that American television series are mostly watched by young Chinese audience. Most of the respondents (72 percent) are students, including 54.6 percent undergraduate. Overwhelming majority of respondents tend to watch American series by using internet facility; whereas only 2 percent watch American series on television screen. In addition, the most popular genre of American content is sitcom, which is keenly watched by 60 percent of respondents. Interestingly, 50 percent of respondents express their experience and feelings on social media websites after watching American television series. As far as influence of American series on the behavior of Chinese audience is concerned, 61.3 percent of audience tend to get inspired from positive expressions, such as braveness, perseverance, and optimism shown in American content. Besides, 44 percent of respondents contend that they are not stimulated by depiction of branded stuff. The study also shows that 64 percent of respondents observe an influence of American series on their interpersonal communication; whereas, 48 percent of respondents feel an impact of American content on their fashion attitude (Li, 2014).

Nevertheless, plenty of research work has been conducted with regard to cross-connection between mass media and social media, such as the role of Twitter as “Social television” or “Second screen”. Likewise, the subjects of motivation for Turkish television content all over the world and its impact on different societies including Pakistan has been dwelt at length academically. The research paper aims to investigate the motivations for popularity of block buster Turkish drama serial “Ertugrul” in Pakistan which is unique in two ways. Firstly, the drama serial “Ertugrul” is being broadcast in Pakistan and it is breaking all previous records of viewers’ liking while there is no research on the drama till date. Lastly, the research study is based on content analysis of Twitter as “Second screen” or “Social television” which is also unprecedented with regard to Pakistani society.

Scope of the Study

The research study is conducted to ascertain the motives for popularity of Turkish drama serial “Ertugrul” in Pakistan through reactions of drama viewers on Twitter. Twitter is regarded as Social television, where people express their feelings, thoughts, and sentiments through posting of messages and materials. With the rising craze of drama serial “Ertugrul”, social media site twitter is abuzz with viewers’ reactions over drama’s theme, cast, performance, locations, dialogues, script, and production art. The study will not only help identifying motivations for popularity of the drama serial but it will also provide food for thought to producers and directors of local drama industry. The findings of the study will give insight as to what content people like to watch, what makes the drama popular, what element is there in the Turkish drama, which is missing in local drama production. In a nutshell, the study will lead to identify the demands and needs of television drama viewers in the modern age of digital media. The study will undertake content analysis of messages posted on Twitter under the hashtag of the said drama title or its character.

Theoretical Frame Work

The study will observe the content in light of Uses and Gratification theory. Proposed by Blumer and Katz the theory focuses on the use of media by people rather than media’s effects on people (Bajracharya, 2018). The theory suggests that individuals tend to watch the kind of media content that satisfy their need. Uses and Gratification theory highlights the people’s treatment with media content. The study aims to explore as to how people are getting satisfaction and fulfilling their needs from Turkish drama serial “Ertugrul” and how they are discussing various aspects of the drama, such as theme, cast, performance, production style, and other elements on social media.

Statement of the Problem

Recently, Turkish drama serial “Ertugrul” has taken Pakistani television screens by storm. Prior to “Ertugrul”, the other drama series like “Ishq –E-Mamnu” and “Mera Sultan” have also been widely watched in Pakistan. On the other hand, the Pakistani drama industry, which used to be one of the best television industries in the content, has lost its charm among local viewers. Earlier, only private television entertainment channels were telecasting foreign content; however, national television channel- Pakistan Television, has also started broadcasting Turkish television drama “Ertugrul” with Urdu dubbing in recent time. The drama

is becoming popular among Pakistani audience and making new television viewing records. Keeping in view, local audience's interest in foreign television channel, the study is designed to identify the motivations for popularity of Turkish television content particularly "Ertugrul" in Pakistan. The study will help local drama producers to understand the requirement of local audience as to what they want to watch.

Methodology

In order to figure out the motivations for popularity of Turkish drama serial "Ertugrul" in Pakistan, the messages or materials (tweets) posted on Twitter are selected for content analysis. The sample size of tweets is 100, which are posted in trends dedicated to "Ertugrul" drama with hashtags like #Ertugrul, #ErtugrulGhazi, #ErtugrulUrduPtelevision, #EnginAltanDuezyatan @DirilisDizisi, and #TRTErtugrulByPtelevision. The tweets are selected randomly with no gender wise division of sample because some of the twitter identities give no clue to the gender of tweet handler. The tweets are then coded from 1 to 100. The content of tweets is observed to make categories of content in a bid to frame tweets into one of the relevant categories. Since audience of the drama posted their comments in admiration of the drama, they expressed their motivations for watching and liking it. Some of them liked the drama because of wonder performances of actors while others took interest in the program for the sake of good looking cast. Given the different motivations for admiration of the drama, the categories are designed to accommodate various factors that make the drama a hit. These include theme, performance, cast, production art, dialogues and script, culture, family, and religious values. These categories define as to what makes people to like Turkish drama "Ertugrul".

Framing

Character/ Cast/ Performance: Tweets, in which viewers admire any particular character (s), actor (s), and performance, are sorted in this category.

Production Art: Tweets that appreciate production quality are placed in this category.

Dialogues/ Script/ Plot: Twitter posts which show admiration towards plot, dialogues, and script are sorted in this category.

Cultural/ Familial/ Religious Values: Tweets which appreciate depiction of cultural norms, family values, and religious content are classified in this category.

Observation / Content Analysis

The findings of content analysis reveal that the Turkish drama serial "Ertugrul" is liked in Pakistan for different motivations. The drama series possesses so much to entertain Pakistani audience from versatile talent to inspirational dialogues. A majority of drama viewers (52%) show their admiration towards depiction of cultural norms, family values, and religious content. The content of the tweets reflect that viewers are pleased to watch the drama with their family as there is nothing to be objectionable in the drama series. Besides, they are learning many things from the drama, such as to show perseverance in trials and tribulations, to keep strong faith in Allah, and to fight against evil forces. Moreover, they are getting familiar with the past and glorified history of their Muslim leaders. One of the Twitterati shows affection towards the

character Ertugrul and his companions as he believes that the later are fighting against the anti-Islamic propaganda by words and actions (Faisal, 2020).

Interestingly, Turkish actors are getting popular in Pakistan rapidly through the drama serial “Ertugrul”. Pakistanis are not only fascinated by their good looking and charming faces, but they are impressed by their performances too. The way some of the actors are lost in the character show that they are the right choice to perform those characters. The evaluation of tweet contents from the 100 selected tweets indicates that 44 percent of viewers show strong admiration towards drama characters, cast, and performances. The characters of the drama serial who leave long lasting impacts on the hearts and minds of the viewers are Salman Shah, Ibn- Ul- Arabi, Salcan, Ertugrul, Turgat, Bamsi, Haleema Sultan, Haima Khatoon, Kopak, and Noyan. A Twitterati commends all actors for outstanding performance as he says, “every character of Ertugrul deserves appreciation. All have played their roles in a way that we are not watching a serial but a part of the history, living in the same tribe- Qyi Qabila” (Munir, 2020) .

Furthermore, 30 percent of tweet messages demonstrate liking of drama dialogues, script, and plot. Some of the tweets are decorated from famous dialogues of the drama and some of them express surprise towards unpredictable story line of the drama serial. Impressed by dialogues of the drama series, one of the fans of the drama quoted the dialogue of the drama in his tweet along with the screen shot of the drama protagonist Ertugrul Ghazi holding a sword in his hands. The tweet reads as “I will protect the oppressed even if he is my enemy. But I will not forgive the traitor even if he is my brother” (Ali, 2020).

The content analysis of tweets for ascertaining the motivations for popularity of Turkish drama serial “Ertugrul” reveal that people like the drama series for the reason that it satisfies their need and they watch the kind of content they are interested to watch. They give preference to foreign content over local content because the drama series fulfill their need. Thus, the theory of “Uses and Gratifications” proves correct.

Conclusion

There is a craze of drama watching in Pakistan. High quality dramas containing strong content produced by local drama industry piqued audience interest in drama. However, for quite some time, Pakistani audience has lost charm in locally produced drama. On the other hand, there seems to be an increasing demand of foreign drama content particularly Turkish television content. Given the popularity of Turkish television dramas, particularly the latest Turkish drama “Ertugrul” a research study is undertaken. The research study conducted to find out the motivations for popularity of Turkish drama serial “Ertugrul in Pakistan concludes that Pakistani audience likes the content of the drama as it is at par familial, cultural, and religious values and norms of Pakistani nation. Since the drama fulfills the needs of viewers, they are attracted to it. Besides, the characters, casts, and performances also enthrall the drama viewers which make the drama hit among Pakistani audience. Likewise, dialogues, script, and plot of the drama also grab the attention of the Pakistani audience. The motivations for popularity are identified through content analysis of Tweets of drama viewers who use Twitter as “Social television” as well as “Second screen”.

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