

EVALUATION OF THE ECONOMIC and CULTURAL EFFECTS OF THE TURKISH SOAP OPERAS and TV SERIES EXPORTED TO WORLD TVs in THE EXAMPLE OF “MUHTEŞEM YÜZYIL” and GREECE

Mihalis Kuyucu ¹

¹ Assist.Prof., İstanbul Aydın University, TURKEY, michael@michaelshow.net
michaelkuyucu@gmail.com

Abstract

The world has been watching for years the Hollywood based American soap operas from TV. These soap operas and TV series of USA has a market value of 15 billion \$ globally. In the last years the Turkish soap operas have started taking the attention of the world. The Turkish soap operas and series start to be exported to European, Arabic and Balkan countries and millions of people living in these countries started watching them. The Turkish soap opera and TV series production industry is increasing its market value in the global market, this market has created a 180 million \$ exportation value in the Turkish television industry in 2013. This study examines the Turkish soap opera and television series history and its movement through the exportation to global television market. The paper gives a historical review of the Turkish soap operas and television series and their effects in the Turkish television market. It examines how the television content exportation of Turkey has developed from 1970s till 2014. The study consist of a research done in Greece, which is one of the most popular exportation television content market for Turkey. In the research, the Turkish soap operas which have been exported to Greek televisions is examined and there has been an evaluation on the sample of Turkish soup opera called “Muhteşem Yüzyıl” (Magnificent Century) which was on air in Greek ANT1 TV from September 2012 till July 2014. In the study there has been a research on the effects of this Turkish series to Greek audience and its advantages to Turkey. The study has been designed with qualitative interview method. Focus group interviews and their content analysis. In the focus group interviews the ideas of the audience for this Turkish series were asked. The aim of this focus group interviews were to find out how the Greek television audience effected culturally from the Turkish television content. In the end of the study there has been an evaluation how the Turkish language, history and other cultural specifications are spread with the advantage of these Turkish television serials that are exported to global world. The Greek audience expressed that these Turkish television content contributed to friendship of Turkey and Greece which couldn't achieved by politicians for years. These Turkish series not only creates a profit to local television content production industry of Turkey, but also creates a big value to the promotion of Turkish culture to the global world which this can't be valued financial.

Keywords: Television, TV Series, Television Content Exportation, Turkey, Greece, Muhteşem Yüzyıl