



The Impact of Ertugrul Ghazi on Karachi Based Youth

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Abstract

This study investigates the effects of the Turkish historical drama Ertugrul Ghazi on the way of life of Karachi-based youth that how much these Turkish series are impacting their qualities and practices. As in ongoing past admiration of this Turkish drama has been expanded altogether among the Pakistani community. Subsequently, in this research, it is investigated that whether Ertugrul Ghazi is putting an extraordinary effect on psychological thinking and perspective-changing. In Pakistani society, whereby everyone is dealt with particularly as per the Islamic ways which applied a few guidelines and guidelines on the individuals. Notwithstanding, it is a matter of reality that Ertugrul ghazi on circulated in Pakistan have some striking impact and scenes which are more steady with the Islamic way of life. Discoveries uncovered that the Pakistani community resembles utilizing Turkish Islamic culture and values as they watch in series particularly those which are hefty viewers of this Turkish series they get more impact. These outcomes are predictable with the suppositions of the cultivation theory.

Keywords: *ertugrul gazi, psychological impact, cultivation theory, social learning theory, youth, karachi.*



Introduction

Ertugrul Ghazi is an Islamic television series based on Turkish historical figure Ertugrul ghazi, who was also the father of Osman Ghazi, the founder of the Ottoman Empire. It was based on the events that took place during the 13th century. The story tells us about the hardships they faced during migration from Mongolia to Anatolia which is now known as turkey. The series puts light on the success and victories of Ertugrul Ghazi and Muslim Turks against crusaders, Mongols, and the byzantine army. This series consists of five seasons. It has been aired in more than 85 countries including America and Africa. (Khan, 2021)

Turkey comprehends the force of stories. It's anything but a smooth manager of delicate force, insightful to every one of the controls and sensitive dealing with important to construct another picture, change history, and eradicate both the criticism and reality with regards to a country's past. Watchers see the ottomans in their most grounded and ablest symbols, never as rulers in charge of a perishing domain.

The makers of dirilis: Ertugrul need us to flounder in the past wonders of others and commend government. With barely a second thought, we are carelessly gulping their proffered lure. This toxic substance can just support the perilous dream that going ahead really implies moving in reverse.

According to an article published on a website, the series has been banned in some countries as some people think that turkey wants to influence the masses to revive the Ottoman Empire. It is also compared to game of thrones and widely described as the Turkish game of thrones.

Last year, prime minister, Mr. Imran Khan urged Pakistanis to watch this Turkish historical series as it was widely popular at that time. Then in



October 2019, PM Imran Khan in a meeting session about local film and television asked PTV to telecast this series in Urdu. He talked about it as a really important show for the Muslim world. After that, it gained massive viewership among Pakistan. And after PTV uploaded this series on their YouTube channel they immediately crossed 1 million subscribers and took the masses like a storm.

Problem statement

The issue articulation of this exploratory study is to discover the effects of Ertugrul Gazi on Karachi-based youth. Also, it is unequivocal that there are any sort of sure or adverse consequences of this series on Karachi-based youth. Our commitment is to decide the impacts of Ertugrul Gazi on the Islamic way of life of Pakistanis so we have observationally attempted to test the impacts of the Turkish series with the utilization of information gathered from the Karachi-based in the wake of dispersing surveys among the sample from Karachi. Discoveries of past scientists had caused the analysts to break down that unfamiliar dramatizations do have any immediate or aberrant impacts on every one of the watchers yet, in addition, should be checked hypothetically and stay insignificant consistency with the development hypothesis of cultivation theory. On its context-oriented side, there is no proof tracked down that any examination has been completed in Pakistan, in regards to impacts of Ertugrul Gazi on the youth of Karachi as for the social perspective.

With the prevalence of imported dramatizations on TV, fears have been making that watcher's ways of life might be influenced and changed.



Background of study

Television is a source of information and entertainment. It plays a significant role in Pakistani society. According to many studies in past, the impact of television shows and dramas are well known. It affects the way of thinking and living. Nowadays norms and values are mostly derived by media, ignoring culture. Islamic shows in past played an important role to motivate youth about Islam. Effecting positively on society by showing Islamic cultural values and norms. Islamic historical dramas also increase knowledge about important historical figures and events that took place in the past changing the course of history and leaving a mark that is well known among historians.

In Pakistan, this series made a strong place among the viewers and got a lot of popularity and praise from the Pakistani people. On April 25, 2020, the very first Urdu dubbed episode of Ertugrul ghazi was aired on ptv, and it gained record-breaking popularity among Pakistanis as it was recorded as the most viewed serial in Pakistan. According to ptv, 133.38 million views were recorded in the initial 20 days and the views were risings persistently. Ertugrul was considered a hero to the entire Muslim community. He was a heroic figure that Muslims can relate to. Apart from Pakistan, this drama also made an important impact in other countries and people other than Muslims. This shows that the impact was significant.

The popularity of the famous Turkish drama reached an extent that some people found the opportunity to sell merchandise like the famous kayi tribe Bork hat and replicas of the weapons used by the actors in the series.

The objective of the study_____



- To find out the psychological impact of Ertugrul ghazi on Karachi-based youth.
- To explore the influence of the Ertugrul ghazi series on Karachi-based youth.

Previous studies

BBC news reported that the Turkish series is beguiling Pakistan since ptv aired the historical drama on a national television channel. Impacting the country's local film and television industry and artists. Also promoting Islamic moral values and setting a goal to make an ideal society for islamic culture (**shayista, 2020**)

According to Aljazeera news, the show is making a huge impact on the Pakistanis, and to an extent that fans are showing anger at inappropriate pictures posted by the leading actress esra bilgic. The channel also reported that the main focus of pm Imran Khan was to spread awareness about Islamic values rather than money (Imran, 2020)

A survey was carried out by a student of M.Phil. In the department of communication studies bahauddin Zakariya University, Multan Pakistan suggested that women in Pakistan are influenced by Turkish women dressing style. The impact was more consistent on women who watch Turkish dramas more resulting in the study related to the cultivation theory (rehan & hassan, 2017)

Mehwish (2018) has researched the impact of Turkish dramas on university students of Pakistan. Mehwish used a quantitative research method in which the finding shows that the students were influenced by the lifestyle of



Turkish models but Islamic values were not affected by the Turkish dramas (mehwish, 2018)

Rehan & Shafiq (2020) argued that about the effect of Turkish dramas on the youth of south Punjab. The outcomes uncover that the substance in those dramatizations is not Islamic; all things considered, they depend on western culture. Also, these western social qualities are making an adverse consequence on the young people of Punjab. Considering the symbolism displayed in Turkish dramas as 'Islamic', the adolescent appears to be more impacted by these substances contrasted with other dramatization ventures.

Theoretical framework

This study is about the effect of Ertugrul ghazi subsequently it will be treated under impact hypotheses. Subsequently, the examination applies „cultivation theory“ as far as impact (which can be little, slow, backhanded yet total and critical) through openness (contingent on hefty and light viewership of tv) and „social learning theory“ which says that watchers join in and gain from models which are appealing, amazing, fulfilling and like themselves. They don't for the most part act quickly on what they gain from tv rather they store such information to be utilized when their conditions inspire it. Consequently, the structure of this examination will be founded on the accompanying two hypotheses for example social learning theory and cultivation theory.

Cultivation theory

As per cultivation theory, audience members are developed to see reality compared to what they watch on tv. This credit goes to the tv instead of its particular program. Tv programs are standard entertainment, simple to get



to, and by and large straightforward. (Perera, 2021). Thusly, they give a method by which individuals are associated with the general public, but with a ridiculous thought of reality now and again, especially as for social perils. Tv looks to show and support shared traits among us, so the individuals who routinely stare at the tv will in general see the world in the manner in which tv depicts it. (Mosharafa, 2015). Contrasted with real socioeconomics, ladies, minorities, privileged, and lower-class individuals are under-addressed on network shows. The development leaves individuals with a misperception of what is valid in our reality. Development research takes a gander at the broad communications as a mingling specialist and examines whether audience members come to accept the tv variant of reality the more they watch it. Development hypothesis is an exploratory examination and is on t.v brutality however in this investigation it is used to perceive how it develops brains of perspectives in regards to socio-moral standards and the general public moves with the social reality depicted on tv. Development hypothesis applies in this examination since broad communications develop perspectives and qualities which are as of now present in a culture. Albeit the exploration is focused on the informed females yet the outcomes can

be implemented over the overall population as ladies presently impressively affects society. Ladies are by all accounts keener on review tv as recreation action when contrasted with the male citizenry in our country due to a few reasons and regularly tv slots have kept in see this reality while during the time spent creating.



Social learning theory

The social learning hypothesis sets that learning is an intellectual interaction that happens in a social setting and can happen simply through perception or direct guidance, even without engine proliferation or direct support. Notwithstanding the perception of conduct, adapting additionally happens through the perception of remunerations and disciplines, an interaction known as vicarious support. (Cherry, 2021) The hypothesis develops conventional social speculations, in which conduct is administered exclusively by fortifications, by setting accentuation on the significant parts of different inner cycles in the learning person. As per analyst Albert bandura, social learning or "observational learning" includes how practices and perspectives can be demonstrated just by noticing the practices and mentalities of others. For instance, motion pictures introducing famous entertainers smoking cigarettes that adolescent culture finds ideal may emulate smoking in an endeavor to be greater in their present group environment.



Rationale

The increasing popularity of Turkish dramas in Pakistan is astonishing. The viewership suggests that people are more and more taking interest in watching interest in Turkish dramas comparable to local dramas. Knowing the popularity of the Turkish historical series in Pakistan, the researcher found it extremely important to find out the impact of the Turkish drama Ertugrul ghazi on the youth of Karachi.

Research question

Q1: does the content of Turkish dramas play any role in changing your perspective about Islamic history?

Q2: to how much extent do the youth of Karachi get inspired by the Turkish series ertugrul ghazi?

Q3: does the content affect his/her choices in real life?

Q4: do this drama influence your opinion about jihad?

Q5: does this drama makes a positive impact on your daily life?

Hypothesis

- The Turkish series made a positive impact on the lifestyle of youth in Karachi.
- A large number of youth based in Karachi have an impact on their thinking of Islamic history
- Youth of Karachi getting inspired by the Turkish drama ertugrul gazi



Research methodology

The study examines “the impact of Ertugrul ghazi on Karachi-based youth.” That how many youths of Karachi think that they have experienced a change in life after watching ertugrul ghazi? The major purpose of this study is to examine the opinion of the youth of Karachi that did Turkish drama changed their way of thinking towards Islamic history. The researcher will use quantitative research methodology in this research, an online questionnaire will be prepared and conducted in Karachi. Participants were invited to complete an online questionnaire. The target population for this survey is the general youth of Karachi, both males, and females. The online questionnaire form consists of participant’s ages, gender, and 7 questions.

Analysis

Surveys were sent to 160 quantities of individuals in Karachi for gathering the appropriate responses back there were a few strategies utilized on account of various issues like privacy protection and lack of time and so on. There are practically 160 respondents were presented their input on google forms. It is likewise referenced in the table the figures about reaction got from. With the utilization of this procedure, it will be not difficult to gather the information as indicated by the prerequisite of the next stage examination and use it in a few different ways.

To examine the impact of the Islamic historical series ertugrul ghazi on Karachi based youth, the researcher has figured three hypothesis questions on which the assessment of youth of Karachi was taken online through a questionnaire from which these outcomes have been drawn.

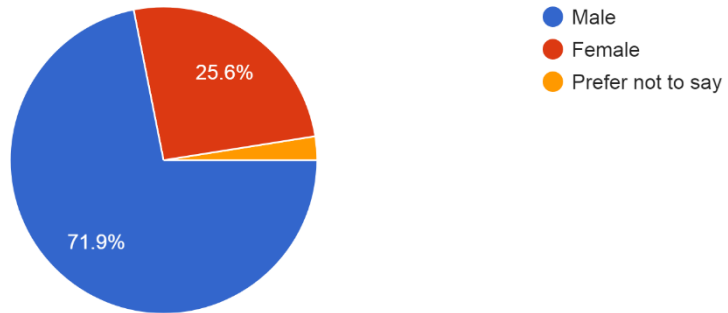


Table 1

Gender of participants	
Male	115
Female	41
Prefer not to say	4
N = 160	

Chart 1

Gender
160 responses



The figure in chart 1 illustrates that 71.9% of participants are male while 25.6% of participants are female, who participated in this survey.



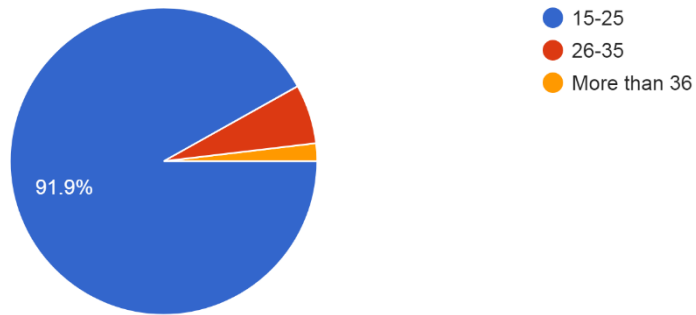
Table 2

Age of the participants	
15 – 25 years old	147
26 – 35 years old	10
More than 36	3
N= 160	

Chart

2

Age
160 responses



The figure in chart 2 illustrates that the age of 91.9% of participants is in between 15-25 years and 6.3% of participants aged between 26-35 years and 1.9% of people were the age more than 36

Table 3

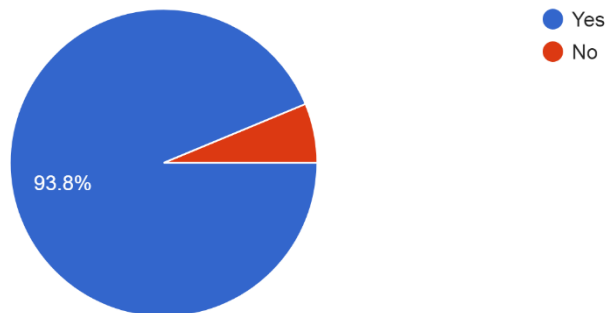


Do you think that Islamic series like Ertugrul ghazi make it clear that the entertainment industry can also inspire faith in Pakistani society?	
Yes	150%
No	10%
N=160	

Chart 3

Do you think that Islamic series like Ertugrul Gazi make it clear that the entertainment industry can also inspire faith in the Pakistani society?

160 responses



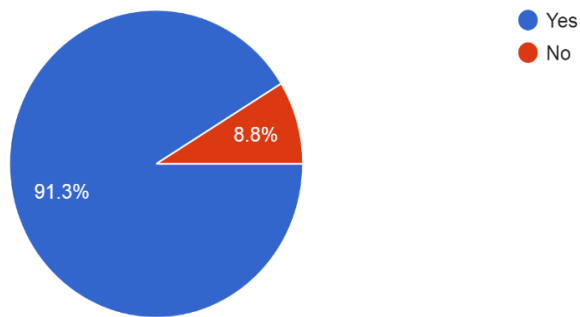
The figure in chart 4 illustrates that 93.8% of participants think that the entertainment industry can also inspire faith in the Pakistani society through television content and 6.2% of participants think that it is not possible to inspire faith in the community by showing television content.



Table 4

Does the content of turkish dramas play any role in spreading awareness about islamic history?	
Yes	146
No	14
N=160	

Does the content of Turkish dramas play any role in spreading awareness about Islamic history?
160 responses



The figure in chart 4 illustrates that 91.3% of participants think that these types of content play an important role in spreading awareness about Islamic history and 8.7% of participants think that the content does not spread any kind of awareness about Islamic history.



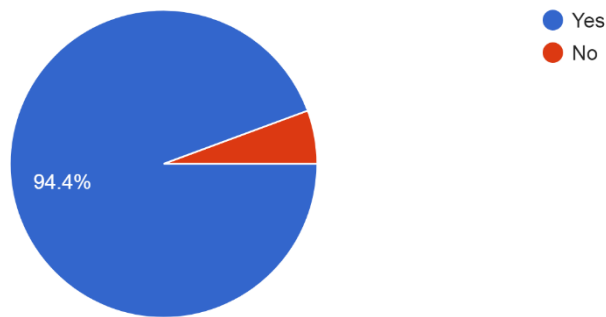
Table 5

Do you think that the pakistanis get inspired by the turkish series ertugrul gazi?	
Yes	151
No	9
N=160	

Chart

5

Do you think that the Pakistanis get inspired by the Turkish series Ertugrul Gazi?
160 responses



The figure in chart 4 illustrates that 94.4% of participants think that Pakistanis do get inspired by this historical series and 5.6% of participants think the opposite.

Table 6

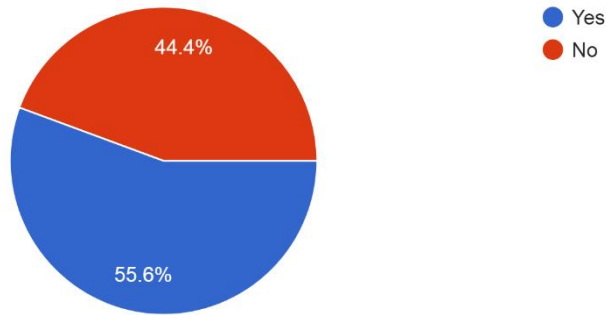
Does the ertugrul gazi series affect your choices in real life?	
Yes	89
No	71
N=160	



Chart 6

Does Ertugrul Gazi series affect your choices in real life?

160 responses



The figure in chart 4 illustrates that 55.6% of participants say that by watching this series their choices are real-life do get effect and 44.4% participants say that there was not any effect on the choices in real life.

Table 7

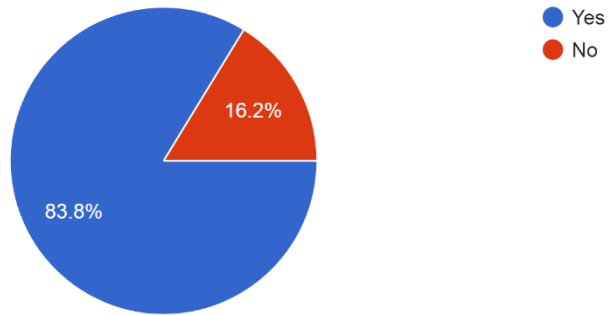
Do this drama influence your opinion about jihad?	
Yes	134
No	26
N=160	



Chart

7

Do this drama influence your opinion about jihad?
160 responses



The figure in chart 4 illustrates that 83.8% of participants say that by watching this series their opinion about jihad was influenced and 16.2% of participants say that their opinion about jihad was not influenced by watching this series.

Table 8

Does this drama make a positive impact on your daily life?	
Yes	126
No	34
N=160	

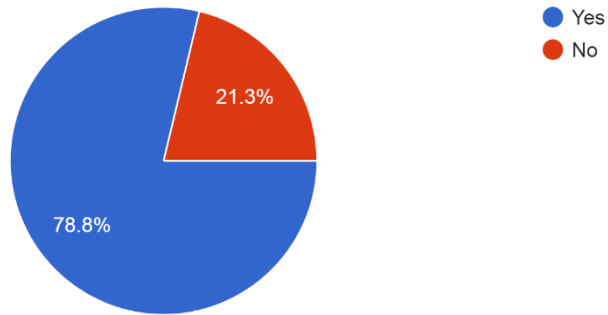


Chart

8

Does this drama make a positive impact on your daily life?

160 responses



The figure in chart 4 illustrates that 78.8% of participants agree that this series made a positive impact on their lifestyle and 21.2% of participants disagree.

Table 9

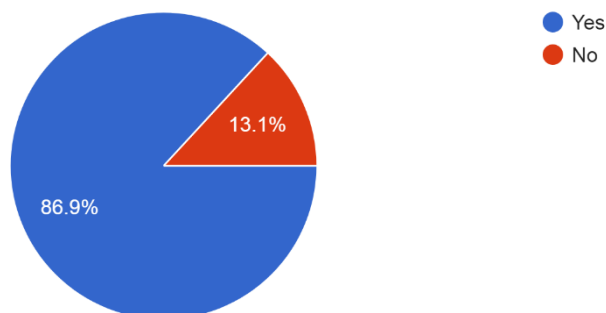
Do you think that ertugrul ghazi gets fame through their ideological perspective?	
Yes	139
No	21
N=160	



Chart 9

Do you think that Ertugrul ghazi get Fame through their ideological perspective

160 responses



The figure in chart 4 illustrates that 86.9% of participants think that ertugrul gazi series got fame because of their ideological perspective. While 13.1% of participants think not.

Findings

This study entitled "Impact of Ertugrul ghazi on Karachi based youth" was accomplished for discovering the outcomes of Islamic historical series on the youth of people. The research embraces various endeavors to discover every one of the components about the psychological impact and effects on the viewers. For the study, the youth of Karachi was addressed and afterward got information was interpreted. There are a few inquiries are there about this exploration theme on the effects of ertugrul ghazi on the youth of Karachi. These questions are replied to in the wake of getting criticism from a considerable lot of the respondents identified with this examination study.



H1: the first hypothesis of this study was "the Turkish series made a positive impact on the lifestyle of youth in Karachi.". After effects of the investigations show that there was a larger part of the respondents acknowledge the positive effects from the watching of Ertugrul ghazi. Acquired outcomes after complete translation clarified that the number of respondents of this exploration study is concurred or differ from the few inquiries identified with the psychological effects of Ertugrul ghazi. From generally speaking hundred percent respondents there was over a lot of respondents have shown their assent that the historical Islamic series Ertugrul ghazi positively sway their life and just around 19% disagree. In this exploration study, every one of the inquiries concerning the mental effect on the youth of Karachi people group shows a clear and positive importance relationship from the respondents. Connection and relapse upsides of the primary theory are likewise shown the huge connection between the factors.

H2: the second hypothesis of this study work is to discover any sort of certain or negative connection between a large numbers of youth in Karachi has an impact on their perspective of Islamic history. Results got from the study investigation show the huge connection between the factors. There is more than 85% of respondents have shown their agreement. Just around 15% differ. The responses in the table, give the sign about the reactions of the respondents are positive. At long last, every one of the outcomes was in the blessing of the model of exploration.



H3: the third theory is about Karachi based youth getting inspired by the Turkish drama Ertugrul ghazi. All the examination unmistakably demonstrates that there is a positive connection between the reliant and autonomous factors in the exploration study. There is more than 90% of respondents have shown their agreement that there ought to be sorts of psychological impact. Just around 9% differ though around. The responses shown in the table, give the sign about the impact of the respondents are positive.

Conclusion

After a profound investigation of the topic and factors, got reaction recognized that there is a solid connection between the watching Turkish Islamic historical series Ertugrul Ghazi changes in the psychological measurements. There was an enormous number of respondent's shows their agreement with the hypothesis. The majority of individuals were inspired by the Turkish historical series Ertugrul Ghazi however there were a ton of respondents who includes genuinely with these shows and characters. Genuinely joined respondents were crazier to embrace the Islamic history and values sincerely connected



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