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**The impact of Turkish drama as a soft power on the
Algerian youth**

Survey study on the youth of Ouargla province

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DEDICATION

I dedicate this work to my family and my professors, without whom none of this was possible.

to my Sunshine “Kinan”, to my little cupido “Yaman” ...

Acknowledgements

First of all i would like to thank Allah for the never ending blessings and for the strength he gave me to finish this work, then to my sister Fatma and her husband Kouda aziz, my second family.

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Abstract:

This study is considered part of audience studies research, where we addressed three aspects to observe the impact of Turkish Dramas: the cultural aspect on the youth of Ouargla, the revival of Ottoman Turkish history among Ouargla youth, and finally, the aesthetics of this drama that revitalized the Turkish economy, along with the opinions of Ouargla youth regarding it. To address this aim, the researcher employed a survey study in which a questionnaire was designed as a tool of data collection. We adopted a quantitative data collection approach. The researcher chose the youth of Ouargla province as respondents of the needed data for this study. The researcher worked on a sample composed of 90 participant (male-female). Based on the results of the question asked in the questionnaire, it is safe to say that more than a half of the respondents who participated in this study were “females” . Also, the study aimed To identify the impact of Turkish drama as a soft power tool utilized by Turkey to achieve its cultural diplomacy objectives on the study’s sample. In addition, To uncover the ideas adopted by the research community after being exposed to the historical drama as a soft power tool and its use to revive the great ottoman empire .and finally, To examine the main aesthetic elements that contributed in the development of turkey’s economy according to the youth of Ouargla .

Key words: Turkish Dramas, Youth of Ouargla, cultural aspect, Turkish history, The aesthetics of Turkish Drama

ملخص:

تعتبر هذه الدراسة جزءاً من أبحاث دراسات الجمهور، حيث تناولنا ثلاثة جوانب لمراقبة تأثير الدراما التركية: الجانب الثقافي على شباب ورقلة، وإحياء التاريخ التركي العثماني بين شباب ورقلة، وأخيراً جماليات هذه الدراما التي أعادت تنشيط الاقتصاد التركي، إلى جانب آراء شباب ورقلة بشأنه. ولمعالجة هذا الهدف، استخدم الباحث دراسة استقصائية صمم فيها استبيان كأداة لجمع البيانات. واعتمدنا نهجاً كمياً لجمع البيانات. اختار الباحث شباب مقاطعة ورقلة كمستجيبين للبيانات اللازمة لهذه الدراسة. عمل الباحث على عينة تتكون من 90 مشاركاً (ذكر-أنثى). واستناداً إلى نتائج السؤال المطروح في الاستبيان، من الأمن القول إن أكثر من نصف المجيبين الذين شاركوا في هذه الدراسة كانوا من «الإناث». كما هدفت الدراسة إلى تحديد تأثير الدراما التركية كأداة قوة ناعمة تستخدمها تركيا لتحقيق أهداف الدبلوماسية الثقافية في عينة الدراسة. بالإضافة إلى ذلك، الكشف عن الأفكار التي تبناها المجتمع البحثي بعد تعرضه للدراما التاريخية كأداة قوة ناعمة واستخدامها لإحياء الإمبراطورية العثمانية العظيمة. وأخيراً، فحص العناصر الجمالية الرئيسية التي ساهمت في تطوير اقتصاد تركيا وفقاً لشباب ورقلة.

الكلمات الرئيسية: الدراما التركية، شباب ورقلة، الجانب الثقافي، التاريخ التركي، جماليات الدراما التركية

INTRODUCTION

Drama is a strong branch among the streams of cultural domination in the world. It presents ideas and information related to diverse cultures to societies in an artistic form, represented in desired films and series for all audience categories. This art shapes knowledge and determines the attitudes of the masses towards various social, political, cultural, and economic issues, as well as nations and peoples. Television drama, in its various forms, comes at the forefront of the most popular content among viewers. Numerous studies in the field of media have shown that the general public is exposed to television drama and attaches great importance to it. The importance of television drama as a tool of influence in society increases day by day, thanks to its ability to attract attention and have an effective impact derived from its depiction of real life and human issues in all their forms and levels.

The importance of television drama as a tool of influence in society continues to increase, as it possesses qualities that attract attention and have an effective impact resulting from its depiction of real life in all its dimensions and fields. This is particularly evident when it is coupled with the technological revolution, which has transformed broadcasting platforms from mere hosting platforms to massive production companies capable of analyzing the audience's desires and creating dramatic works that appeal to the target audience. With the emergence of digital video platforms and the audience's adoption of this type of viewing, a new era for broadcasting old and modern dramatic works has emerged.

In recent years, Turkey has established itself in foreign and Arab communities by using Turkish drama as a soft power tool to influence neighboring countries and promote its culture through television screens and new media in an interactive manner that is not confined to specific times or seasons. Turkey has undergone a radical change in various fields, especially the economic sector, thanks to this drama that has been supported by Turkey since the Justice and Development Party came to power in 2002. It has succeeded in attracting attention and changing its image in front of the world.

Turkey has excelled in television production, spreading its culture, ideas, and reviving its history through these dramatic series that have firmly embedded themselves in the minds of viewers, especially the youth, who are considered the sensitive segment within societies, easily influenced and integrated. Turkish drama still dominates the scene and has its impact in countries around the world. Turkey has realized the power of drama and has used it as a soft power in a professional manner, led by content creators who have a full understanding of the messages and goals they want to convey and the methods through which these messages should be delivered.

This drama has been well-received by the Algerian people, like other nations, and the youth of Ouargla, who are part of this society, have been influenced, like other communities, by the ideas, ideologies, and culture conveyed by this drama. Our study, titled "The Influence of Turkish Drama as Soft Power on Algerian Youth: A Survey Study on a Sample of Ouargla's Youth," addressed the methodological and conceptual framework of the study, specifically addressing the problem, reasons for choosing the study, and the type and methodology of the study. We also identified the concepts that encompassed the study variables, including the theory and previous studies.

Then came the applied framework, which included the field study. We analyzed the data from the questionnaire through its axes and presented the most important continuous results in each axis. Finally, we concluded our topic and included a list of references and appendices.

CHAPTER ONE

**The methodological framework of
the study**

I. PROBLEMATIC RESEARCH :

Television is widely recognized as one of the most significant and prevalent mass communication devices due to its unique ability to deliver both sound and visual content simultaneously. Despite not being the first medium of communication, it has become a dominant force in the media landscape, alongside other mass media channels. This is due to its remarkable ability to have a profound impact on its audience, making it a powerful tool for mass communication.

The proliferation of satellite technology and the advent of satellite television channels have brought about new and diverse dimensions to television, effectively breaking down geographical and temporal barriers. The resulting cross-pollination of cultures and openness to different worlds has made television an influential force, capable of impacting audiences through a range of programming, including entertainment, politics, news, and drama, regardless of their location. Television has thus emerged as a powerful and versatile medium, capable of shaping the perceptions and attitudes of viewers on a global scale.

The impact of television, particularly its dramatic programming, has attracted the attention of numerous media and social researchers. Dramatic programs play a crucial role in shaping and directing individual behavior, as well as influencing audiences by reinforcing new ideas, habits, perceptions, and foreign cultures. Television dramas are among the most important media programs broadcasted on various satellite and digital channels, as well as online streaming sites. These programs have broken traditional cultural barriers by presenting society's realities, problems, and history in a dramatic format, attempting to bridge cultural gaps and broaden viewers' horizons, while promoting the exchange of customs and traditions. Consequently, this type of television programming has become one of the most influential programs in shaping viewers' cultural knowledge and a significant source of economic stimulus and revenue.

Turkish drama is considered one of the most important types of TV dramas that have gained widespread popularity and high demand among viewers. It has taken over Arab homes and become a phenomenon in our society. Since the Justice and Development Party, led by Radjap Tayyip Erdogan, came to political power in 2002, the art and drama production, in particular, has become as important as the military system, if not more, due to its significant impact and financial returns. Turkish dramas have now taken the second position globally after Hollywood, with 500 million viewers in 152 countries. The remarkable spread of Turkish drama has made it a living model of the concept of soft power, with great influence on Arab society by inspiring and engaging it with Turkish culture and values presented in these works, whether social

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or historical. They have portrayed a positive image of the Turkish state and inspired people

through messages of courage, strength, glory, justice, religion, and patriotism, while highlighting its exciting history and achievements in the modern era, especially in the economic field by revitalizing trade and democracy in politics. Additionally, with its distinctive location, it has become a destination for tourists and investors. It has also been able to exert its cultural influence primarily on Arabs and Muslims, and these series have become ambassadors of Turkish culture in the Arab world, and more specifically, in Algeria, by introducing them to its cultural heritage more profoundly, such as beliefs, decor, language, attire, cuisine, and desserts, among others.

The youth is considered one of the age groups targeted by this study. This stage is characterized by a great sensitivity to the desire for knowledge and curiosity, a desire for openness and change, and a rejection of the status quo, with a fascination for everything new in ideas, achievements, and cultures. Therefore, they often carry the banner of change and influence. Television has had to rely on artists working in theater and cinema to pave its way to the audience due to the importance of drama, which is considered an artistic work that reflects social and human events similar to the reality of people's lives, with the aim of influencing them, attracting them away from the constraints of reality, spreading new and different values and customs, and meeting the psychological needs of the audience, especially those who spend most of their time at home. Dramatic works are now used for a variety of purposes, as they have moved from their original purpose of raising awareness and providing visual guidance, to entertaining and pleasing audiences. As a result, producers around the world have flocked to the drama industry and series production, such as those from Mexico, America, Asia, Egypt, and the Arab world in general. Until the emergence of Turkish drama production, which began to gain prominence at the beginning of the new political era with the Justice and Development Party led by R.T. Erdogan in 2002.

The rise of Turkish drama began with the emergence of the first Turkish social drama series dubbed in Syrian dialect in 2007, coinciding with the beginning of the new political leadership under the ruling Justice and Development Party (AKP) led by Recep Tayyip Erdogan. Since then, Turkey has achieved great success in the field of drama, becoming the second largest exporter of television series worldwide, after Hollywood. The series has attracted over 500 million viewers in 152 countries, leading Erdogan to realize the financial potential of the seventh art and to invest in it more than 50 times since he took office. The AKP has used Turkish drama as a tool for soft power expansion and as a means of projecting a positive image of Turkey in the minds of viewers worldwide. The historical series in particular have

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introduced audiences to the country's history, geography, modern achievements in the 21st century, and culture, making Turkish drama a soft and influential power in its foreign policy and an important element in its public diplomacy.

The power of soft power has enabled Turkish dramas to achieve what hard power could not. By relying on cultural diplomacy, history, human values, aesthetics, and beauty, they have been able to attract and captivate audiences without coercion. Turkey's TV dramas have gone beyond its borders, reaching Asia, Latin America, the United States, and the Arab world, making it one of the major global players, especially in the field of drama production. The government's emphasis on the arts and drama production has had significant economic effects, with Turkey becoming a new destination for tourists, investors, and foreign traders. In addition, the popularity of the Turkish language has increased. People worldwide have become interested in Ottoman Turkish history because of its depiction of religious and human values, notions of justice and courage, strength, and glory.

We have focused in this study on the Algerian youth due to the cultural similarities between the Turkish and Algerian societies.

The main question : What is the impact of turkish drama as a soft power on the algerian youth of Ouargla province ?

II. QUESTIONS :

1. How has Turkish Drama been employed as a tool for Cultural Diplomacy to the youth of Ouargla?
2. To what extent has Turkish drama influenced as a soft power in reviving Turkey's historical dimension to the sample of the study ?
3. How have the aesthetic elements presented by Turkish drama contributed to Turkey's economy according to the opinion of the youth of Ouargla.

III. The reasons for the choosing this topic

Our reasons for choosing the topic "The impact of Turkish drama as a soft and influential power on the youth in Ouargla" are as follows:

A. Personal Reasons:

- The researcher's experience of the phenomenon of following Turkish dramas and the great interest in them, especially by young people of both genders.
- The desire to study such topics.
- Self-observation of the degree of influence achieved by Turkish dramas when used as a tool for soft power.

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- Personal interest in various types of Turkish dramas, especially historical ones.

B. Rational Reasons:

- The study's sample is part of Turkey's strategy towards the Arab world.
- The study provides scientific contributions to the field of media and communication studies.
- The study helps develop the field of audience studies by focusing on the impact experienced by the sample.
- The study examines the soft power effects of Turkish dramas on the sample.

IV. The aims of the study :

- To identify the impact of Turkish drama as a soft power tool utilized by Turkey to achieve its cultural diplomacy objectives on the study's sample.
- To uncover ideas adopted by the research community after being exposed to Historical drama as a soft power tool and its use to revive the history of the ottoman empire to the youth of Ouargla .
- To examine the main aesthetic elements that contributed in the development of Turkey's economy according to the youth of Ouargla .
- **THE IMPORTANCE OF THE STUDY :**

The importance of this study is shown in its interest for the subject of the impacts made by Turkish drama as a tool of soft and influential power on Ouargla youth, and how it used it to attain the cultural diplomacy, sharing political knowledge, and to achieve an economic vitality by attracting tourists ,dealers and merchants...etc so the historical and religious backgrounds that gather both societies made it possible to get closer to the Algerian society, especially with its use of the soft power that depends on attraction, persuasion,inspiration through the different traditional and new media .

V. THEORETICAL FRAMEWORK :

One of the most popular theories that fit this perspective is cultivation theory in terms of effect (which can be small, gradual, indirect but cumulative and significant) .Hence, the framework of this research will be based on the following theoriesCultivation Theory.

CULTIVATION THEORY :

The origins of this theory can be traced back to the American scholar George Gerbner, who explored the impact of mass communication on the cultural environment as part of his project on cultural indicators. The research on cultural indicators within his project focused on three interrelated issues, namely:

1. The study of messages, values, and mental images reflected by the media.
2. The study of structures, pressures, and processes that influence the production of media messages.
3. The study of the independent participation of mass messages in shaping public perception of social reality.¹

The appearance of the term :

The roots of the cultural cultivation theory can be traced back to Walter Lippmann's concept of the "mental picture," which refers to the images formed in the minds of the public through various media, whether about themselves or others. In the late 1960s, American society witnessed periods of strikes due to the manifestations of violence and crime, following the assassinations of Martin Luther King and Kennedy, and the escalation of the Vietnam War. At this time, the American researcher George Gerbner began his studies, emphasizing that television had become a dominant force for many people and a primary source for building their perceptions of social reality.²

Revised Culture :

The Cultural Cultivation Theory is a practical framework for constructing meaning and shaping social realities through the observation of the media's role in these areas. It unifies previous theories that media has the ability to influence individuals' knowledge and perception of the world around them, particularly for those who are exposed to media frequently. Its pioneers include Melvin DeFleur and George Gerbner.³

VI. CONCEPT FRAMEWORK :

1. Drama definition :

- a. drama is a countable and uncountable noun that means a play for theater, television, or radio, an exciting event, or the fact of being exciting.⁴ Also

¹ Ghalia Ghadban, The impact of the use of social networks on the cultural identity of Algerian university students in light of media globalization, a field study on a sample of Facebook users at the University of Batna 1 -model- PhD thesis, El Hadj Lakhdar university Batna 1, 2017-2018, page 33

² Manel helal el-mezahra, communication theories, ed. el massira, 2012, page 24.

³ Mahmoud Hassan Ismail, Principles of Communication Science and Theories of Influence, ed. International House, 1st edition, 2003, p. 221.

⁴ <https://www.oxfordlearnersdictionaries.com/definition/english/drama>, Definition of **drama noun** from the Oxford Advanced Learner's Dictionary

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it is defined as a genre of poetry in general that is written for the purpose of being performed in front of an audience.

- a- The term “drama” comes from the ancient Greek language meaning “deed” or “act”(spaua,drama) , which is derives from “I do”(classical Greek: spaw,drao).The action is the core of the drama, not the word, and this is evidenced by the silent films of "Sharel Chaplin and Mickey Mouse"¹. So it means any acting or event in real life or on the stage of a theatre that gathers laughs ,reality ,fear and sadness . “The drama deals with men .It requires spectators and is addressed to the eye ,the ear and the moral nature .It is a form of literature and of entertainment into which all human emotions and experience may be translated under certain conditions” .²

Muhammad Farid Ezzat defined it as:

1- A dramatic play, story or theatrical narrative .

1- The art of theater or dramatic literature .³

Definition in English :

It is an artistic work based on that portrays a story, anecdote or a novel in real life through dialogues written by a playwright or author. It is represented or performed by characters who have a relationship within these dramas and transmitted through television screens.

Television Drama :

“It is the lifelike embodiment of an incident or a set of events that carry a specific significance,” and “it relies primarily on characters that are carefully and meticulously drawn, and good drama is the one that revolves and intensifies through a set of lively characters who engage in clear and intense dialogue.”⁴.

Television drama is also considered a representative or speaking artistic template, which relies on its story on facts and simulates it, as its events revolve around an intellectual issue, a social problem, or a humanitarian issue that is embodied through the conflicting and interacting dramatic characters between them through dialogue.⁵

¹Adel Ennadi, introduction to the art of drama writing, e1,publishing house Abd Elkarim ben abdou-llah,Tunisia,1987,p9.

² William Thomas Price, the technique of the drama, copyright Brentano’s, New York, 1892,page I.

³ Muhammad Farid Ezzat, Dictionary of Media Terms: English-Arab, Jeddah, 1st Edition (Egypt: Dar Al-Shorouk Al-Arab 1408, AH, 1978), p.118

⁴ Taher Dowidar, An Introduction to Television Drama, Radio Art Sentence, p. 87 Cairo, (1978) pg.

The domestic place in the television drama, Bab Al-Hara series as an example, Part V, Journal of the University of Babylon Human Sciences, Volume 24, p. 4 (2016),

⁵Nawal Omar, The Role of Television Drama in Addressing Social Issues, An Applied and Analytical Study on Egyptian Television, Media Research Collection,Al-Azhar University, Cairo, n 01 ,october,p.180,Research and Human Studies,(2014), p.130

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Television drama is characterized by the image and movement, which are considered the basis of television drama, and the content of the image or movement in television is realistic and not imaginary.

Turkish drama:

Mosaed bin Abdullah Al-Mahya: “The series is nothing but a long charade that is played in episodes sequential, so that each of these loops leads to the next in the sequence and logical, either as for the length of some series, they may be so long that some of them reach thirty episodes, or even more This continues to be shown daily in most cases and for a month or more, depending on the number of its episodes. It may be shown weekly over a whole year and so on.¹

This study is concerned with the Turkish drama, represented in:

This research examines a group of television series produced by the Turkish state , aired on Arab channels. They consist of a series of interconnected and logically sequenced episodes. These episodes depict events in a Turkish environment with Turkish actors. The story or plot is usually derived from reality and portrays societal issues, history, politics, emotions, and romantic themes, among others. This is done to add a dramatic touch to the writer’s imagination .

Cultural Diplomacy :

- A term that represents “the shared heritage, the fruit of the creative and processed effort of countless generations.
- "Cultural diplomacy, the deployment of a state’s culture in support of its foreign policy goals or diplomacy, is now frequently seen as a subset of the practice of public diplomacy, a government’s communication with foreign audiences in order to positively influence them. Yet cultural diplomacy has the potential to contribute much more effectively to foreign policy goals, to diplomacy, and to governments’ domestic objectives"². Cultural diplomacy incorporates activities undertaken by, or involving, a wide range of participants such as artists, singers and so on, but also the manifestations of their artistry (such as a film), the promotion of aspects of the culture of a state (language, for instance), and the exchange of people, such as academics³ . The term cultural diplomacy is used interchangeably with other related and overlapping terms, particularly public diplomacy, international cultural relations and propaganda, but although cultural diplomacy is a

¹ Mosaed bin Abdullah Al-Muhya, Values in TV Series: An Analytical, Descriptive, and Comparative Study of a Sample of Arab TV Series, 1st Edition, Kingdom (Kingdom). Saudi Arabia: Capital House for Publishing and Distribution, 1414), p 113

² Simon mark, A Greater Role for Cultural Diplomacy, discussion papers in diplomacy, Netherlands Institute of International Relations ‘Clingendael’, 2009, p 1.

³ Simon mark, A Greater Role for Cultural Diplomacy, ,p 10

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subset of public diplomacy (a government's communication with foreign audiences)¹.

- “It is crucial to recognize the haziness of the concept of cultural diplomacy while talking about it because it is hard to describe clearly. Government-led cultural diplomacy attempts to avoid being represented negatively in the media by directly interacting with foreign populations on a non-political level. It entails the diplomatic use of culture to advance shared understanding, agreements, and desired objectives. This is done while making sure that interactions are handled diplomatically and with a thorough understanding of the cultural norms of the other party. Cultural diplomacy takes time to properly understand its consequences and is gradually being replaced by more blatantly political and commercial strategies. A late 19th-century French invention, cultural diplomacy is an approach to international relations. It serves a variety of purposes, making it difficult to fully understand due to its complexity. The practice of cultural diplomacy in international negotiations seems to have been started in order to acknowledge the significance of identity values in fostering better communication. But, cultural diplomacy also brings to mind the desire for nations to assimilate other cultures and the use of culture as a tool for influence in a particular region”.²
- Cultural diplomacy is a type of public diplomacy and soft power that involves the exchange of ideas, information, art, language, and other aspects of culture between nations and their people in order to enhance mutual understanding. The purpose of cultural diplomacy is for the people of a foreign country to develop an understanding of the nation's ideals and institutions, in an effort to build broad support for the goals Economic and Political³. In essence, cultural diplomacy reveals the soul of a nation, which in turn creates influence. While often overlooked, cultural diplomacy can play an important role in achieving national security efforts⁴.
- This is what governments seek to show foreign audiences when engaging in cultural diplomacy. It is a type of [soft power](#), which is the "ability to get what you want through attraction rather than coercion or payments. It arises from a country's culture, political ideals and policies⁵.

¹ Simon mark, A Greater Role for Cultural Diplomacy, p 11

² Elodie Gerome, case studies evolution of cultural diplomacy, academy for cultural diplomacy, p 5.

³ Michael J. Waller "Cultural Diplomacy, Political Influence, and Integrated Strategy," in Strategic Influence: Public Diplomacy, Counterpropaganda, and Political Warfare, (Washington, DC: Institute of World Politics Press, 2009), p 74.

⁴ United States, Department of State, Advisory Committee on Cultural Diplomacy, Diplomacy Report of the Advisory Committee on Cultural Diplomacy, 3

⁵ Joseph S. Nye, Soft Power: The Means to Success in World Politics (Cambridge: Perseus Books, 2004), 22.

SOFT POWER :

Soft power refers to the ability to influence and shape the behavior of others through attraction, persuasion, and cultural influence rather than through coercion or force. It involves using cultural, political, and ideological appeal to achieve desired outcomes and build positive relationships (Joseph S. Nye).

Turkey has effectively employed soft power strategies to enhance its global influence. Through its rich cultural heritage, including cuisine, music, and art, Turkey has captivated international audiences and fostered appreciation for its culture. Turkish TV dramas, with their compelling narratives, have gained popularity worldwide, showcasing Turkish values and societal dynamics. Turkey actively engages in diplomacy, building alliances, participating in peacekeeping missions, and contributing to humanitarian aid efforts, projecting a positive and influential image. Additionally, Turkey promotes cultural exchange, organizes events, and offers educational opportunities, further strengthening its soft power and fostering international connections. These diverse soft power initiatives have helped Turkey shape perceptions, increase its global standing, and foster international cooperation.

TURKISH SOFT POWER IN ALGERIA :

Turkey has successfully utilized soft power strategies to enhance its influence in Algeria. Here are some key aspects of Turkey's soft power in Algeria:

1. **Turkish TV Series:** Turkish dramas have gained significant popularity in Algeria. Turkish TV series like "Kara Sevda" and "Ezel" have captivated Algerian audiences with their engaging storylines and relatable characters. The cultural exchange through these dramas has strengthened the bond between the two countries and increased the appeal of Turkish culture.
2. **Educational Cooperation:** Turkey offers scholarships and educational opportunities to Algerian students, facilitating academic exchanges and creating a bridge between the two countries' youth. This educational cooperation fosters cultural understanding and long-term relationships between Turkey and Algeria.
3. **Economic Cooperation:** Turkey and Algeria have established economic ties, including trade agreements and investment projects. These economic collaborations contribute to Turkey's soft power in Algeria, as they enhance bilateral relations and mutual interests between the two nations.
4. **Cultural Exchanges:** Turkey and Algeria have actively engaged in cultural exchanges, including art exhibitions, music festivals, and theatrical

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performances. These events promote the appreciation of Turkish culture and create avenues for intercultural dialogue and cooperation.

Definition of the youth :

/ju:ðz L/

- The **period** of **time** when someone is **young** (Cambridge dictionary) .
- the time of life when a person is young, especially the time before a child becomes an adult (oxford dictionary).
- YOUTH is best understood as a period of transition from the dependence of childhood to adulthood's independence. That's why, as a category, youth is more fluid than other fixed age-groups. Yet, age is the easiest way to define this group, particularly in relation to education and employment, because 'youth' is often referred to a person between the ages of leaving compulsory education, and finding their first job.
- Definition of youth perhaps changes with circumstances, especially with the changes in demographic, financial, economic and socio-cultural settings. The African Youth Charter Youth: 15-35 African Union, 2006.¹ In this study our population was the youth of Ouargla city; students and employees, aged between 18 and 40 years old.

VII. METHODOLOGY :

The researcher used a quantitative survey method. This research belongs to descriptive research that is used to study the population, relying on the survey method to reach the required data, in which we will adopt a survey by sample.

Human filed:

is the sample of the study who responded on the questionnaire, the target population is the youth of Ouargla city and 90 sample .NON probability sampling was used in this research in which researcher defined a sample of population the youth of Ouargla who watches Turkish drama or receives the Turkish tv content .the age groups are 18 to 25, 26 to 35 , 36 to 40 belongs to students,merchants,professors .

The study area:

Geographical area: the study was done in Ouargla city.

¹ <http://www.africa-union.org/root/ua/conferences/mai/hrst/charter%20english.pdf>

VIII. Literature review :

- **First study:** ¹
- The Effects of Modern Turkish TV Series as a Soft Power on the Algerian Society: Analytical Study
- Research problem: This research aims to determine the different habits, reasons and motives for watching Turkish TV series in Algerian society. Equally, the social effects of these series on the study sample, and how this impact serves the soft power of the country in Algeria. This study also aims to determine the correlation between the social motives for watching Turkish TV series and their social impact. Additionally, the correlation between the aesthetic motives for watching Turkish TV series and their impact as a soft power element. This study also seeks to determine the different effects of Turkish TV series as a soft power instrument on the gender, age, education level and monthly income of the study sample.
- The Objectives of study :
 1. To find out the viewing habits of Turkish TV series in Algerian society.
 2. To identify the motives and the main reasons for the addiction to watch this kind of TV series in Algeria.
 3. To find out the nature of social influence of Turkish TV series on Algerian viewers.
 4. To find out whether these TV series served the Turkish soft power in Algeria or not.
 5. To find out the relationship between social motivations of watching Turkish TV series and the social effects of these series on the study sample.
- The researcher adopted a quantitative approach based on the nature and objectives of the study.
- Questionnaires were used for the online survey to obtain data from a purposely selected sample of Turkish TV series viewers in Algerian society.
- **the study sample** : The population of Algerian Society was studied and a sample of respondents was selected, the study sample were drawn from 58 states in Algeria
- A total of 750 questionnaires were completed, resulting in a response rate of 100 percent. The online questionnaire contained all the necessary questions,

¹ Youcef Benrazek , the effects of modern Turkish TV series as a soft power on the Algerian society: Analytical study,Phd thesis,faculty of communication,Marmara university,2022.

The methodological framework of the study

which meant that the questionnaire could not be completed or submitted without answering all the questions.

Results :

The results show that the sample of the study had different habits of watching Turkish series and these habits were influenced by a number of demographic, psychological and social factors. The study also showed that there are motives and incentives that drive the sample to watch these series and that these motives even go as far as addiction in some individuals. In this study, we found two types of factors that drive the members of the study population to watch these series: the social factor and the aesthetic factor.

On the other hand, it was found that these series had a number of social effects on the Algerian viewer. It's worth noting that findings of the study were divergents since the study samples were drawn from 58 states in Algeria. It is known that each region in Algeria had a different culture, even the way of dressing, language and dialect differ from one city to another. This was considered one of the most important factors that determined whether the social impact of the Turkish series was positive or negative. As remarked earlier, what is positive for some can be negative for others and vice versa.

As for the role of Turkish TV series as soft power, the results have shown that these series play an important role as a soft power tool to present Turkey to the outside world. The study has shown that these series are considered as part of Turkey's foreign policy to improve Turkey's image among the peoples of the region and to link the principles of Islam with modern life or so-called Islamic democracy. These series have helped to promote the region as a tourist destination, which has a direct impact on the Turkish economy. These audiovisual products also played an important role in spreading the Turkish language.

According to the findings of the study, Turkish series play an important role in promoting Turkish culture, customs and traditions among Algerian viewers. Through various historical series broadcast in Algeria, a good image of Ottoman history is conveyed, although the Ottoman Caliphate was always well regarded in Algeria before the advent of these series. The results also showed that the Turkish series conveyed a positive image of the Turkish character in general among Algerian viewers. In conclusion, these television series changed the Algerian viewers' perceptions of Turkey and made them perceive Turkish culture as a Western society in terms of clothing, vehicles, and technology used, with strong family and religious ties.

The methodological framework of the study

- **SECOND STUDY** : ¹

Effects of Turkish Dramas on University Students: A Survey of Pakistani Universities .

- **Research problem** :

In this research the researcher wants to know how Turkish dramas are influenced to change the lifestyle of University students' especially female students according to the models presented by Turkish dramas. And also want to know that the Turkish religion is close to Pakistani religion then due to Turkish dramas what are the effects of these dramas which are presented by our local channels on our University students.

- **Objectives of the study** :

1- To find out that the University students are influenced by the dressing styles of models of Turkish dramas

2- To identify that the University students are adopt the styles of Turkish drama models.

3- To find out that Turkish dramas are affect the Islamic values among University students.

- The researcher used a Quantitative survey method for this study .

- **Tool of data collection**

- Questionnaire was used as a tool of data collection in the present study. Close ended questions were used in the questionnaire for the purpose of data collection The Population of this research is the Pakistani students , data will be collected from three different Universities .

- **Sample size** :

In the present study the sample was 300 respondents were selected from the target population. The 100 from University of Gujrat, Gujrat, 100 from Punjab University Lahore and 100 from Quaid-e-Azam University Islamabad.

- **Results** :

This research proves that the effects of Turkish dramas are very strong on University students. In Pakistani TV channels Turkish dramas are likely watched by the audience. University students are influenced by the styles of Turkish drama models and also they are adopting their lifestyle and dressing styles. But they do not affect the Islamic values.

¹ Mehwish Iqbal, Effects of Turkish Dramas on University Students: A Survey of Pakistani Universities, Department of Mass Communication and Media Studies, Journal of Mass Communication & Journalism University of Gujrat, Gujrat, Pakistan,2018.

The methodological framework of the study

One more thing is that they promote liberty among Pakistani women. They know how to make themselves independent nowadays. Three hypotheses were developed in this research like University students are influenced by the styles of Turkish dramas models and this hypothesis is accepted through this research mostly respondents said that they are influenced by the styles of Turkish dramas models.

Next hypothesis is that universities are trying to adopt the styles of Turkish drama models and most respondents said that they like the styles of Turkish drama models. That's why they are trying to adopt their styles. Last hypothesis is that Turkish dramas are affecting the Islamic values because Turkey represents the Islam religion but they don't show Islam in their dramas and this hypothesis is rejected because they don't affect the Islamic values among University students .

- **Third study :**¹

Turkish drama serials as a tool for Soft Power.

- **Research problem :**

What's the role of Turkish television programmes (dramas) in the perception of Turkey among Arab audiences in Qatar?

- **Objectives of the study :**

The main objective of this study was to examine the role of Turkish television programmes (dramas) in the perception of Turkey among Arab audiences in Qatar – a rapidly developing nation whose people are the world's wealthiest by the virtue of its oil and natural gas reserves.

- **The sample of the study :**

This research centres on university-level students, both male and female, from various Arab backgrounds who are receiving an American education in Qatar's Education City Campus – the home to six elite American Universities (Virginia Commonwealth University, Weill Cornell Medical College, Texas A&M University, Carnegie Mellon University, Georgetown University and Northwestern University).

- **Methodology :**

This study relied on a qualitative approach using small focus groups (five to eight students) in order to facilitate a comfortable discussion environment. Access to students was also only possible during their lunch hour or after evening classes, which made forming larger groups also somewhat unfeasible.

¹ Miriam Berg, Turkish drama serials as a tool for Soft Power, Northwestern University in Qatar, journal of audience and reception studies ,Volume 14, Issue 2 November 2017.

The methodological framework of the study

Each focus group discussion took 60–90 minutes depending on the availability of students.

Also, benefited from the diversity of Qatar's population, which in turn provided an insight into a diverse audience, rather than one consisting of a single ethnic group. Qatar's, and ultimately Education City's (EC), diverse student population made the focus group approach an ideal tool to generate discussion among the various nationalities of the student participants and provided a rather distinctive perspective.

- Results :

This study has found that Turkish television dramas appear to have been the main catalyst for an increased awareness of Turkey and its foreign policies among Education City students. Awareness and interest surrounding Turkey was first triggered by Arab students' exposure to Turkish dramas that ultimately prompted them and their families to visit the country and become greatly observant towards Turkey as a whole.

Turkish history and culture, in combination with the beauty of its nature, holds strong appeal as the majority of study participants mentioned this as their very first response in regards to their thoughts about Turkey. The country's rich culture and Ottoman heritage and the impressiveness of its museums, mosques, and old palaces were something they were fascinated by. Rather than seeing Turkey's imperial past as a period of Arab oppression, students' have emphasised their admiration for Ottoman history, as it is perceived as a time where not Arabs, but Muslims, collectively mattered. Female participants' opinions (in particular) changed in recent years and their desire to visit Turkey was driven by the beautiful landscapes they had seen on Turkish dramas, which appears to have offered a significant boost to the country's tourism sector.

Moreover, Turkey is perceived as a model nation that Arab countries aspire to become, as its society represents an ideal fusion of Eastern and Western values, which also contributes greatly to the overall positive opinion of the country. Turkey's hosting of Syrian refugees and its open support for Palestine has resonated with the majority of Arab students and cemented Turkey's image of a peace broker and defender of Muslim interests, with its military capacity being seen as reassuring rather than threatening.

Interestingly, despite an overall political apathy and disinterest in current affairs, the majority of study participants were aware of Turkey's changing foreign policy, while they appeared disinterested in news and current affairs as a whole. At the same time, Turkey's economic success in recent years contributed to the Arab admiration for the country's achievements in becoming a regional powerhouse.

The methodological framework of the study

However, it is important to note that the enormous success of Turkish television dramas is also a result of Turkey's improved economy and developing trade relations with the Arab world, which has enabled them to produce content of an international standard and establish growing business ties.

Turkish television dramas appear to have played a decisive role in the construction of a positive Turkish image among Arab students that is seen as a friend of Arabs and a successful model to emulate. From the data gathered, this research demonstrates that Turkish drama series have significantly contributed to the rise of the country's soft power, even though the drama sector's financials have been far from soft, representing a major economic/trade interest with important repercussions for tourism. Although unplanned, the international success of Turkish dramas has fallen nicely into the soft-power strategy of the AKP government. Turkey's culture, political notions and policies are considered attractive, which is the essence of soft power. Even though the soft power theory appears to be a useful instrument Volume 14, Issue 2 November 2017 Page 50 to explore and explain Turkey's recent prestige in the region against the backdrop of the enormous success of Turkish television dramas, it ignores the importance of hard power to actually generate soft power.

Without the drastic improvement of the Turkish economy in the last decade (which also significantly contributed to the growth and expansion of the television sector), Turkey wouldn't be able to generate any soft power, or in fact wouldn't have any soft power resource to explore.

Also, one could argue that soft power generated through Turkish television dramas is in fact outside the control of the government and is a coincidental occurrence, which in many ways illustrates an opposite world view to that of the Islamic conservative AKP. Penalties enforced by the government-controlled broadcasting watchdog RTÜK (Supreme Board of Radio and Television in Turkey) in recent years, demonstrate the Turkish government's increased efforts to impose a more conservative worldview on the drama industry (Hurtas, 2015). Yet this study found that one of the key elements that makes Turkish drama serials appealing to Arab audiences is their ability to touch on subjects that are considered taboo in the Arab world. By doing so, they fill a void that Arab media is failing to satisfy. By censoring television dramas, Turkey is doing precisely the same as Arab media, which could potentially result in Turkish drama serials losing their appeal in key foreign markets.

Nonetheless, the notion of soft power has been an interesting tool to examine the interplay between foreign policy and cultural products and how these appear to shape perceptions among Arab students in Qatar. It is important to underline that soft power appears to be a concept that works in theory but fails to examine the underlying reasons for having soft power in the first place, which in many ways leads back to hard power.

The methodological framework of the study

However, it is possible to argue that the popularity of Turkish television serials might have a significant political influence in a less direct way. The consumption of Turkish cultural products, which illustrates a liberal take on social and religious issues, might result in the adoption of certain cultural views, as well as the shaping of the Arab cultural market, regional discourse, the view of modernity, the world, and the international system.

Algerian studies :

First study : ¹

Turkish drama and its effects on the values of the Algerian university youth : Analytic study on the youth of Batna university .

Research problem :

What's the nature of the Turkish drama content reflection presented by Arabic aired channels on the Algerian university youth values ?

The objectives of the study :

- 1) Understanding the conceptual system in the sense of controlling the concepts mentioned in the study and revealing their relationships with each other, by knowing their coordinates and the extent to which they can be built or dismantled, because thatIt will inevitably lead us to the possibility of transferring the concept, especially the values; Because it is the main variable for the study its abstract formulation into a living, apparent and existent concept as behavior, so that we can explore the mechanisms that change it.or modify or amend it.
- 2) Standing on the limits and patterns of watching Algerian university youth - the study sample - for drama Turkish.
- 3) Determining the most important motives for watching Algerian university youth - the study sample - for Turkish drama.
- 4) Detecting the needs of university youth - the study sample - to watch Turkish drama.
- 5) Determining the quality of the values presented in the Turkish drama and the Algerian university youth's attitudes towards it.
- 6) An attempt to provide a clear vision of the implications of the Turkish contents on the values and behaviors of young people at Algerian university -the study sample - based on theoretical approaches and field results.

¹Saida Abbas, Turkish drama and its reflections on the values of Algerian university youth, PhD thesis in Islamic sciences, Batna,2017-2018.

The methodological framework of the study

- 7) Opening the way for researchers to explore other elements and dimensions related to the dialectical relationship between values and foreign media content.

The sample of the study:

The student of Batna university 1,172 respondent who watches “sun daughters” Turkish series. and are practicing their studies on the LMD system, the third year, at The level of the majors chosen within the departments of the five colleges (College of Material Sciences, College of Islamic Sciences, College of Humanities and Social Sciences, College of Veterinary Sciences and Agricultural Sciences, College of Literatures and Languages) . The sample is characterized by being pre-determined and endowed with the observation tool.

The study method:

This study belongs to descriptive survey studies, as it relied on the field side of the sample survey method.

The tools of this study:

Observation, questionnaire, interview. In addition to the content analysis tool, that was applied to the series “Banat Al Shams” .

Results:

MBC channels are ranked first in preference of the study sample, due to its reliance on broadcasting Exclusive to Turkish series.

- Turkish drama contributes to meeting the escapist and utilitarian needs of the study sample.

- Romantic and instinctive scenes are considered the most important scenes to which young people, the study sample, turn. The Turkish drama is based on marketing beauty in all its forms, which the Algerian audience is not used to Arabic drama.

- Turkish series carry negative values and behaviors that affect the value system, which constitutes an imbalance in Building the social context.

Second study : ¹

Dubbed soap operas and their impact on the values and behavior of the Algerian public : survey study

¹ Radhia Hamida, “Dubbed series and their effects on the values and behavior of the Algerian public: a survey study of a sample of the audience” (Master’s thesis, University of Algeria, 2005, 2006

The methodological framework of the study

The study came to search for the effect of dubbed series as an information and value system and meanings and symbols, the Algerian TV presents them, in an attempt to attract the audience and its acquisition, in light of the competition it is witnessing with the presence of Arab satellite channels, through research on the extent and how the Algerian audience interacts with the values contained in the dubbed series.

The researcher aimed to:

- Reconsidering the programming of media materials on Algerian television by those in charge of them.
- Disclosure of the journal of social interactions and perceptions resulting from the impact of these contents informative .

The researcher reached a number of results :

- The percentage of watching dubbed series reached 57%, ranking first compared to the rest of the series.
- 65% of the study sample watch dubbed series intermittently "sometimes".
- The study sample is keen to follow the series to its end, with a percentage of 63%
- The sample of the study follows dubbed series because of entertainment, at a rate of 56% and 53% to fill the void.
- 59% of the study sample attributed the motives for watching dubbed series to a story and a theme of the study.
- 57% of the study sample are exposed to dubbed series on their own.
- 55% of the study sample attributed their keenness to track the dubbed series to the emotional aspects. And 36% for the social aspects, and 6% for the economic aspects.
- The value of love is considered the most important attraction factor for the study sample.
- Most of the study samples agree that the images reflected in the dubbed series do not come close to their reality, with 120 items compared to 40 items.
- 77% of the study sample agreed that dubbed series reflect part of the reality of Algerian society.

The methodological framework of the study

Third study : ¹

The impact of Turkish drama on the university female student: University residence Saidi Abdel Hafeez as a model.

This research aims to :

- 1- Knowing the behavior that the Turkish drama imprinted on the university student
- 2- Knowing the mental perception that the university student has about the life partner through exposure to the Turkish drama Knowing the change that the Turkish drama causes at the level of the university student's personal relationships.
- 3- Knowing the behavior that the Turkish drama imprinted on the university student.

The sample of the study :

In our study, the research community is the female university students residing in university residence and watching Turkish drama.

Study method:

The researcher worked with the analytical descriptive approach in order to give a description of the effects of the Turkish drama on the university student.

Data collection tools:

In this study, they relied on the questionnaire as a tool, to collect data for our study, as well as access to the results we are looking for.

Results:

The female students have friendships with both sexes, but they are more inclined towards females because of their love of gender.

The female students have friendships with both sexes, but they are more inclined towards females because of their love of gender.

It can be a keeper of its secrets and flaws. As for the experience of love, it is more present in the mediation of female students, as most of them have an experience of love. This came according to the study of Sabah Hazen in his study because the drama contributed to strengthening relations between the sexes, but it is not the result of the Turkish drama, but it is only In a public contribution, this type of relationship increased. The student's relations with the opposite sex are transient,

¹Saida Taleb Slimane and Kheira Laaradj , The impact of Turkish drama on the university female student: University residence Saidi Abdel Hafedh as a model, human and social sciences ,social sciences department, Tiaret , 2016-2017

The methodological framework of the study

unlike the friendship relations that are based on love and long-term, and their relationship with their relatives of both sexes is compatible, as well as with their male brothers. As for the mother, she is the closest friend.

for female students, and this contradicts the theories adopted in two studies based on a comprehensive general impact of mass communication messages and questions on the audience, and this is due to the temporal and spatial difference of these theories, as they exist in Western society.

Algerian society, despite its openness, remains conservative in some matters, and here we can say that Azzi Abdel Rahman's value theory has more potential in Algerian mediation. Consistency with the hypothesis of our study, where the Turkish drama has no effect on the personal relations of the university student, neither negative nor positive.

- Also in our studies, the student prefers a life partner who has a beautiful and ordinary appearance, but the students focused more on the moral specifications such as romance and courage, and this is consistent with the results of her conclusion, Yusef Al-Awamra, in his analysis of the content of the Turkish drama dubbed into Arabic, and the characteristics that she promotes about the hero, What he confirms is the hero who is stuck with the female students. He is a hero who impersonates in the Turkish drama the personality of the romantic, brave and intelligent man, and also in their answers about the characteristics that they focus on the recorded characteristics that are identical to the characteristics of this hero,

However, we disagreed with what the Turkish drama propagated through the female students' desire to fall in love after marriage, and this is consistent with the characteristics of Algerian culture, and this is because we disagreed with him in the methodology and tools for his studies, and they have no desire for a rich life partner, nor to control the life partner.

CHAPTER TWO: DATA COLLECTION, ANALYSIS AND INTERPRETATION

I. Questionnaire analysis and interpretation :

- Questions 1, 2 and 3 of the personal part :

The first three questions were intended to collect some personal data about the studied sample, their gender, age and occupations .

The gender question reveals 54 female respondents with a percentage of 60 % out of 90 respondents as a whole, which leaves 36 male respondents with a percentage of 40 % . There's not a large gap between males and females, but females are more exposed to the Turkish drama and also the female respondents were more interesting about this study because of their interest in Turkish series

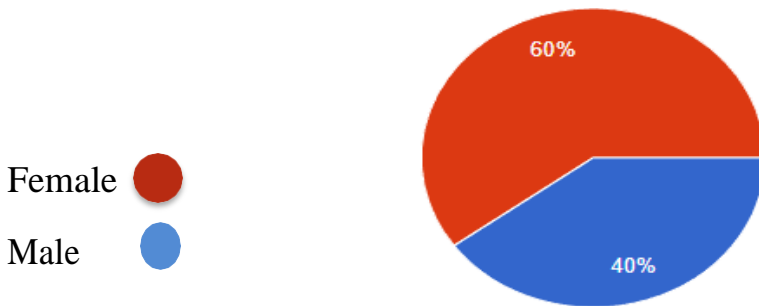


Figure 1 Respondents gender

As for the age variant, it was defined under the characteristic “YOUTH”. The age is important in this study because the researcher focused on the young population. The youth are more influenced by tv and its content and that’s what we confirmed by asking this question; 42 respondent were aged between 18 and 25 and they represented 46.7 % of the sample, 34 respondent were between 26 and 35 years old with 37.8 % and the rest of the sample only 14 respondent their ages were between 36 and 40 years old, their percentage was 15.6%.

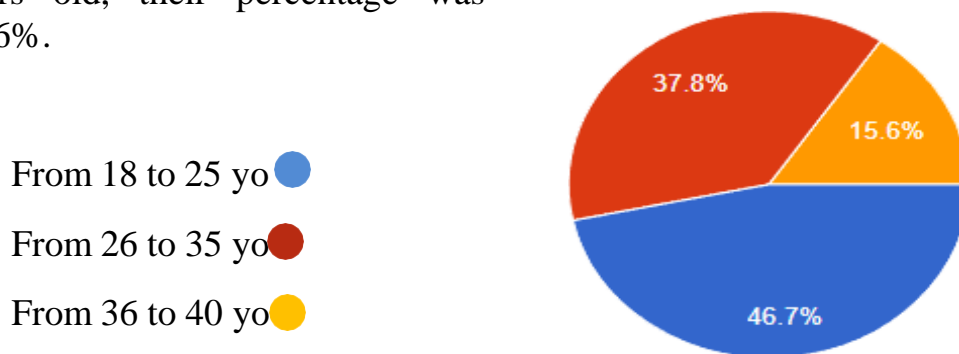


Figure 2 respondents Age .

In the third question, the researcher asked about the occupation of these youth who live in Ouargla city and the research ended up to a busy sample the majority of the respondents were students with a number of 58 from 90 that represents 64.4% of the sample, 7 merchants with 7.8% , 6 professors with 6.7 % and other professions with 11.1% .

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	58	64,4	64,4	64,4
	merchant	7	7,8	7,8	7,8
	Professor	6	6,7	6,7	6,7
	Others	19	11,1	11,1	100
	Total	90	100,0	100,0	

Table 1 respondents occupation

II. The practical part :

Second chapter: the employment of Turkish drama as a tool of cultural diplomacy to the youth of Ouargla.

- Question 01 :

In the fourth question of the online questionnaire and the first question from the practical part , the aim was to confirm that the study sample watches or has already watched Turkish drama .and the findings show that 78 respondent have already watched Turkish drama which means 86.7 % , 12.2 answered “sometimes” they do .and only one person answered “No” they don’t .

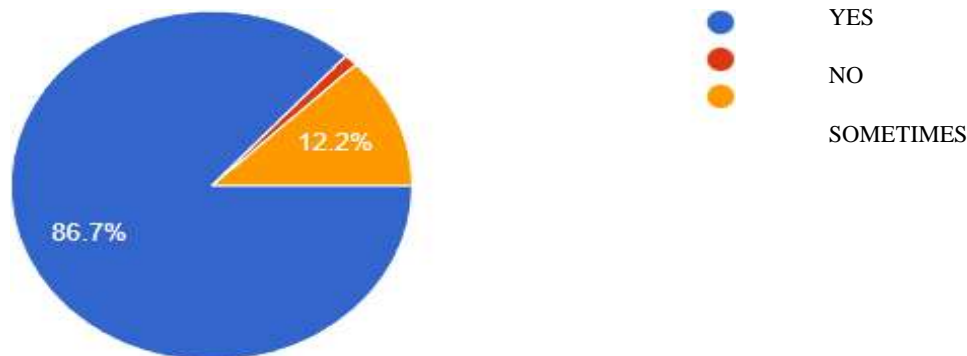


Figure 3 respondents have watched Turkish drama before .

- **Question 02:**

Table -01- As a further inquiry on what type of drama the respondents watch the most, question2 aimed to recognize and to explore the most watched type of drama by the sample. In order to know what they like and what they are affected by.

What type of drama you watch the most

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	social/romantic	59	65,6	65,6	65,6
	historic	13	14,4	14,4	80,0
	action/Drama	18	20,0	20,0	100,0
	Total	90	100,0	100,0	

Table 2 respondents what type of drama you watch the most

It is apparent that the most type of drama the respondents watch the most is the Social-Romantic Drama with 65,6 percent, right after comes Action-Drama with 20 percent and finally the Historical Drama with 14,4 percent, which means that our sample is more interested in Romance for many reasons for example some respondents said that they like the image of the personages ,their beauty and how. Also, the image of love and relations .

. Question 05:

question 05 follows the question below, the researcher asked the respondents about the series they liked the most, they got 90 titles some are repeated and others not. the researcher categorized these series in three categories.

What series you liked the most

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ACTION AND MAFIA DRAMA :				
	The valley of the wolves, the oath, the pit, flames of fate, Bandits will not rule the world, One turkey, The judgement, Ezel, Fire birds, The others	28	28,28	28,28	28,28

<p>ROMANTIC AND SOCIAL DRAMA :</p> <p>My name is melek,the forbidden apple,Lost years,</p> <p>Miracle doctor, The promise,</p> <p>Legacy(emanet),you knock my door, Blinde Love,Black and white love, love doesn't understand words, love for rent ,the sun daughters,Leaf cast, tears of roses,morning bird,Hercai,island tale ,peace street,Fatma,torgive me,behind the sun, love logic revenge ,time goes by, cerry saison doctors, noth star, teacher diary,my home</p>	46	46,46	46,46	55,56
<p>HISTORICAL DRAMA</p> <p>Ottoman</p> <p>Ertugrul</p> <p>Magnificent century</p>	16	16,16	16,16	100
Total	90	100,0	100,0	

Table 03 respondents series they like the most

After the respondents mentioned their favourite series,the researcher found out that the most mentioned titles are for Romantic series,which means that the answers of the two questions 01-02 are compatible where we had similar answers. Also the youth of Ouargla city that the researcher questioned composed of 90 respondents repeated with a frequency of 46 times different titles . This result could be seen as natural in our days because of the opening to new ideas, new ideologies, new culture, for unlike the last century where this quality was unallowable .

- Question 03:

This research is based on the audience studies. In this question the researcher wanted to know the opinion and the point of view of the sample about the contribution of Turkish drama in spreading Turkish culture .

Do you think that Turkish series contributed to spreading Turkish culture?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	69	76,7	76,7	76,7
	No	9	10,0	10,0	86,7
	sometimes	12	13,3	13,3	100,0
	Total	90	100,0	100,0	

Table 04 the sample opinion about spreading Turkish culture through Turkish Drama

In this question 69 respondent with a percentage of 76,7 answered YES they think that Turkish series contributed in spreading Turkish culture, and 12 respondent who represent 13,3 percent of the sample answered SOMETIMES while only 9 respondent with a percentage of 10,0 answered NO they don't think so .

- Question 04:

The fourth question of this part was an open question where the respondents expressed freely, in order to give us explanations about the reasons that made them answer with YES turkish drama contributed in spreading turkish culture or NO it didn't as it is mentioned in the question above .

The 69 respondent who agreed gave reasons such as : “ they taught us about their culture through the ancient places and also through marketing”,

“ we see the Turkish culture in the female youth imitation of clothing, and the hair styles that young men copy from the actors, besides using Turkish word they've learnt from the series", “today's youth became interesting with foreign cultures like the American one but lately turkey imposed her place and the Algerians adopted some of what they watch because of the cultural affinity..”, in the same context other's said :” some of the youth adopted the Turkish people lifestyle, wanted to invest and start commerce...”, “many young ladies were influenced by the relationships shown in this drama and want to live in turkey “, “the creation of a good and strong image of turkey through this drama”, “they started to learn turkish language and use it in their daily life”... “, “Learn the names of food, admire the names of people and the traditions of the Turks...” others answered “It contributed to spreading Turkish culture and greatly influencing society, as individuals became living the roles of these series", some respondents said that” this contribution get to changing the thinking of many people, especially the female category, in the sense that they tended us towards the emotional relationship”

While others attributed this influence to the history of turkey they informed us:

“Introducing their historical relics and the history of their founding state through the ages. Additionally, the pure Turkish language”. Also,” It contributed

to spreading their culture and the history of their country, such as historical series. I knew about the history of Turkey, their clothes, and their customs`.`” By displaying its various foods, the way they dress, the religious beliefs and its history”.

And for those who replied with “NO”, these respondents insisted about the negative influence and the immoral thoughts and ideas this drama shaped to the youth of Ouargla. The reason behind these reactions could be the conservative community. Their declarations were as follows: “We are a consumer of everything ! They contributed to spreading it more than the series themselves”..,” It spreads a culture that is not Turkish, the culture of immorality and transgressive acts of principles and belief”, while some of this category think that Turkish drama doesn’t reflect turkey’s reality today:" these series are not same as the real life”.. there's others who linked the differences with the newottoman that we see today especially Since turkey has adopted secularism in its system ,the viewers insisted that : “Tukey is spreading more AMERICAN culture than hers”.

- Question 05:

Question five highlights the respondent's vision about Turkey after watching turkish drama series .

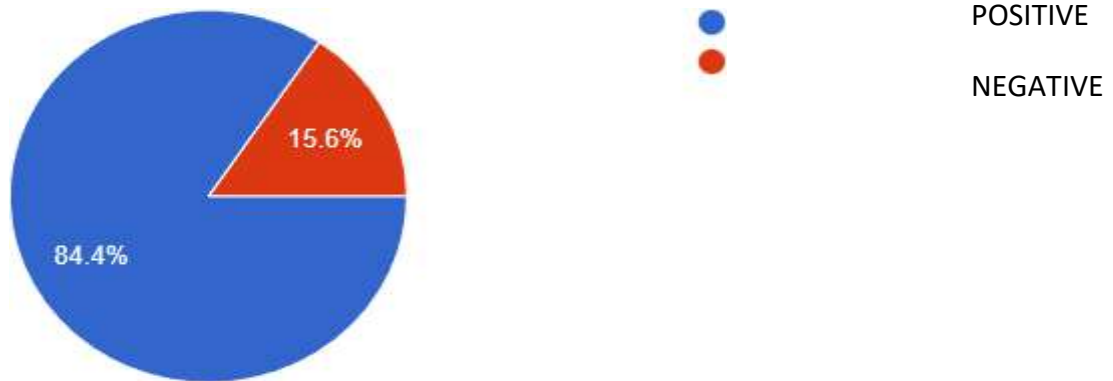


Figure 04 The vision of Ouargli youth about turkey

It is apparent that 84,4% of the sample population answered in favour of the first choice “POSITIVE”. Only 15,6% answered with “NEGATIVE” .

- Question 06:

In question six , we wanted to realize to what extent Turkey influenced the youth of Ouargla which represent a part of the Algerian community and also to have knowledge about the extent of cultural diplomacy success to the Sahara youth (the youth of Ouargla) .

What’s the thing that attracted you the most to Turkish Culture?

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Turkish language	17	18,9	18,9	18,9
	Clothing	9	10,0	10,0	28,9
	Food and Turkish kitchen	9	10,0	10,0	38,9
	Religious belief	10	11,1	11,1	50,0
	Touristic places	32	35,6	35,6	85,6
	Accessories and jewelry	2	2,2	2,2	87,8
	Sweet (baklava, kunafa ...)	11	12,2	12,2	100,0
	Total	90	100,0	100,0	

Table 5 the most attractive element presented by Turkish drama

The Data analysis of Table 4 highlights that 35,6 percent of our sample are attracted to the touristic places shown in these series, in the second place, Turkish language with 18,9 percent which means that it is one of the factors that our respondents are attracted to Turkish drama. Thirdly, 12,2 % voted to the Turkish sweets such as “ baklava, kunafa...” which took a large area in the Algerian market and many sweet shops were opened especially for the traditional Turkish desserts and sweets. The religious beliefs adopted by the personages in these series were also present with 11,1 %. “Clothing” and “Food and Turkish kitchen” had equal percentage which was 10% . Only 2,2 percent of respondents chose « Accessories and jewelry » .

- Question 07:

Question seven presents the different Medias and social media apps through which the Ouargla youth receive the drama content .

You watch this drama on

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YouTube	27	30,0	30,0	30,0
	Television	50	55,6	55,6	85,6
	Movies websites (Egybest, Netflix ...)	13	14,4	14,4	100,0
	Total	90	100,0	100,0	

Table 6 The respondents watch these drama on television, Youtube, movies websites

Data revealed that 55,6 % of the respondents selected “Television” as a medium to watch these dramas, on the other side 30% of the sample prefer “Youtube”, And 14,4% which is the rest of the population sample went to websites movies.

We can see through the table above that the viewers we picked for our study still loyal to Television even though its an ancient telecommunication medium but with the apparent of new medias didn’t conceal this medium by the presence of the internet and the digitization .

III. Chapter Three : the impact of Turkish drama as a soft power on the Ouargla youth through reviving the historical side of Turkey .

- Question 01:

In this question, we'll discover how many respondents like watching historical Turkish drama .

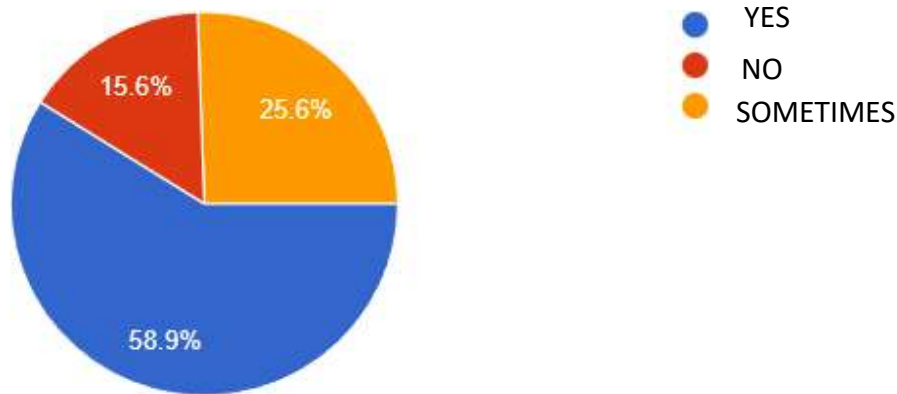


Figure 5 respondents who like watching historical Turkish drama

The chart above shows that 58,9 percent of the respondents do like watching historical Turkish drama, while 25,6 percent of the total sample are sometimes exposed to this type of drama. And 15,6 percent responded NO they don't like watching historical series .

- Question 02:

question two was about the most interesting historical series, we indicated four series titles and we asked the respondent to choose his favourite and this is what data showed :

What's the title of your favourite series?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Barbarus	12	13,3	13,3
	rise of empires ottoman	6	6,7	20,0
	Ertugrul	55	61,1	81,1
	The ottoman	17	18,9	100,0
	Total	90	100,0	100,0

Table 7 the respondents favourite historical Turkish drama

Data shows that 61,2 percent of the respondents their favourite historical series is "Ertugrul" we predicted that this drama will take the first place because everybody was talking about it and this statistics confirmed what we observed, and 18,9 percent went for "The founder: ottoman" while 13,3 percent of the total sample chose "Barbarus". And only 6,7 percent respondent said that their favourite historical drama is "The rise of empires" .

- Question 03:

In question three , we asked our sample to choose the most important characteristic that caught the attention of the respondents as viewers .

Choose from the list below, the most important characteristics that were exposed in this drama by the personages

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strength	18	20,0	20,0
	Glory	6	6,7	26,7
	Courage	43	47,8	74,4
	Nationalism	4	4,4	78,9
	Adherence to religious belief	12	13,3	92,2
	Tolerance	7	7,8	100,0
	Total	90	100,0	100,0

Table 8 the most important characteristics that were exposed in this drama by the personages

The chart above demonstrates that 47,8 percent of the respondents chose “courage” as the most important characteristic exposed by Historical drama through the different roles played by the personages. This type of drama recreated the image of the great ottoman empire . 20% said that "Strength"

is the most attractive characteristic. While “adherence to religious belief” took a part in this data with 13,3 percent, while 7,8 percent we’re fascinated by the “tolerance” showed by the personages and only 6,7 percent of the respondents chose “Glory”, whilst the lowest percentage 4,4 % was for “Nationalism” .

- Question 04:

In this Question, we wanted to know to what extent the respondents agree on the success of Turkey in reviving the image of the ottoman empire .

The data analysis shows that 64,4 percent responded with “YES”. Second, 10 percent replied with “NO”, while 25,6 percent answered “MAYBE”.

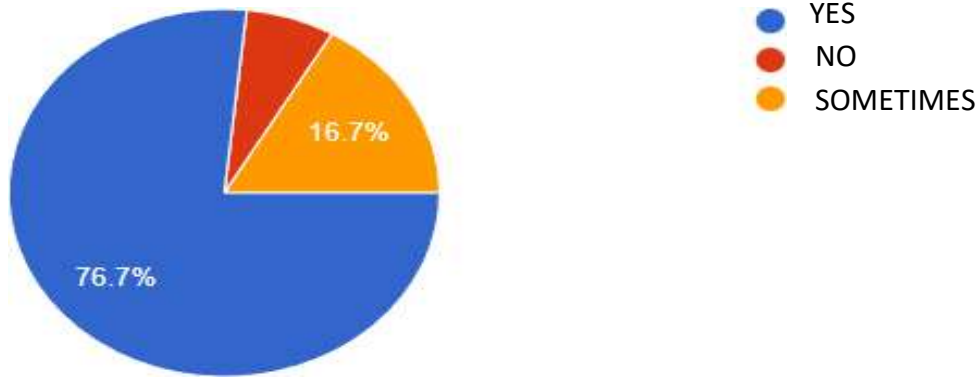


Figure 6 The image of the Ottoman Empire to the youth of Ouargla

According to these results, we see that the image of the Ottoman Empire was strongly implanted and the study samples were cultivated effectively about the history of turkey.

- Question 05:

In this question, the respondents talked about the ideas they had about Turkey after watching a historical Drama . It was an open-ended question that can provide the researcher with more information than a simple “yes” or “no”.

Mention the most important ideas that you have about Turkey and its history after watching the historical Turkish drama (....)

	Frequency	Percent	Valid Percent	Cumulative Percent
The oath	1	1,1	1,1	1,1
I don't know	1	1,1	1,1	2,2
It is an ancient country with great history and glory	1	1,1	1,1	3,3
It was a great empire of Islamic stature	1	1,1	1,1	4,4
Valid Giving a good picture of the history of Türkiye and the most important historical events that occurred in the past	1	1,1	1,1	5,6
They have a glorious history	1	1,1	1,1	6,7
revived the image of the Ottoman Empire	1	1,1	1,1	7,8

Archaeology	1	1,1	1,1	8,9
Cooperation and adhering to love the homeland and defend it	1	1,1	1,1	10,0
Coherence, the revival of inherited music, following the Sufi ways	1	1,1	1,1	11,1
It is an ancient country with great history and glory	1	1,1	1,1	12,2
Adhere to the Islamic call, justice and mercy	1	1,1	1,1	13,3
Adhere to religious belief and courage	1	1,1	1,1	14,4
Incursion and possession of lands annexed by the Ottoman Empire in its early days	1	1,1	1,1	15,6
Historical facts Events follow the correction of some historical facts	1	1,1	1,1	16,7
Turkish drama is a distortion of the correct history	1	1,1	1,1	17,8
Defending religious belief, adhering to its cultures without imitating other cultures, as well as preserving its cultural heritage, language and dress....	1	1,1	1,1	18,9
The Turkish state is a strong state, especially with its army and equipment, as it has maintained its strength throughout the ages	1	1,1	1,1	20,0
The Ottoman Empire as a regional power	1	1,1	1,1	21,1
Religion, jihad, courage	1	1,1	1,1	22,2
Going to Türkiye and visit the historical areas	1	1,1	1,1	23,3
Tourism and civilization	1	1,1	1,1	24,4

Faith and courage	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>25,6</i>
Strength and courage	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>26,7</i>
Ancient power and greatness	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>27,8</i>
religious belief	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>28,9</i>
The Ottoman Empire is an ancient historical power	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>30,0</i>
It was the strong and ruling country during the last period	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>31,1</i>
They are strong and represent patriotism and religion	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>32,2</i>
History of Islam in the Ottoman Empire	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>33,3</i>
A history full of heroism, adhering to the religious side and spreading Islam	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>34,4</i>
A rich history	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>35,6</i>
A long history and a clear adherence to the elements of Turkish civilization	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>36,7</i>
Great history	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>37,8</i>
Türkiye is a beautiful country	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>38,9</i>
Türkiye, handmaidens, are the source of Turkish beauty, in which there is an Arab and a foreign side	<i>2</i>	<i>2,2</i>	<i>2,2</i>	<i>41,1</i>
Türkiye is a strong country with its army and kings, success in embodying the history of the Ottoman Empire	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>42,2</i>
Türkiye is a historical city and has a long historical record, as it is known for the Ottomans and their strong civilization at the time	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>43,3</i>

Türkiye is a place of work, trade, tourism and everything	1	1,1	1,1	44,4
Multiple rulings and tyrants	1	1,1	1,1	45,6
A radical change in Turkish culture from a conservative society to the opposite	1	1,1	1,1	46,7
Tradition is important Courage adherence to religion	1	1,1	1,1	47,8
Türkiye adheres to the Islamic religion	1	1,1	1,1	48,9
Diverse culture	1	1,1	1,1	50,0
Distinguished and developed culture	1	1,1	1,1	51,1
beautiful	1	1,1	1,1	52,2
An ancient civilization and an ancient people	1	1,1	1,1	53,3
A country worth visiting	1	1,1	1,1	54,4
A country with a glorious history	1	1,1	1,1	55,6
A country in which European customs have been pressed against Islamic customs	1	1,1	1,1	56,7
An ancient country with history	1	1,1	1,1	57,8
Great country	1	1,1	1,1	58,9
A great country that ruled three continents	1	1,1	1,1	60,0
strong country	1	1,1	1,1	61,1
A unified state matched by an attempt to destroy it through the series of political coups that Turkey witnessed	1	1,1	1,1	62,2

The courage of the Turkish army, the solidarity of the Turkish people, the affection and mercy that characterizes them,	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>63,3</i>
Free and strong people	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>64,4</i>
A people who love their country and adhere to the Islamic religious belief	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>65,6</i>
A stereotype of Ottoman glory	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>66,7</i>
customs and traditions	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>67,8</i>
The glory of Islam under the former Ottoman (Turkish) rule	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>68,9</i>
They have a long and deep history and a great impact on the world	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>70,0</i>
The idea of their victory for Islam and adherence to religious beliefs	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>71,1</i>
The power of the Ottoman Empire	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>72,2</i>
power of the Ottoman Empire	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>73,3</i>
The strength of the Ottoman Empire at that time	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>74,4</i>
State power in antiquity	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>75,6</i>
Turkish ruling power	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>76,7</i>
strength and union	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>77,8</i>
The strength and the great personality of Sultan Suleiman the Magnificent, despite the presence of some distortions in the series	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>78,9</i>
They were tribes that fought and formed the so-called Ottoman Empire	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>80,0</i>
no	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>81,1</i>

I don't know	1	1,1	1,1	82,2
I do not remember	1	1,1	1,1	83,3
nothing	1	1,1	1,1	84,4
nothing	1	1,1	1,1	85,6
nothing	1	1,1	1,1	86,7
nothing	1	1,1	1,1	87,8
dress	1	1,1	1,1	88,9
It has a history	1	1,1	1,1	90,0
Exaggerate	1	1,1	1,1	91,1
Touristic city	1	1,1	1,1	92,2
Turkey passed through several sultans who were competent, by expanding the Ottoman Empire and making it a very powerful country	1	1,1	1,1	93,3
Knowledge of the Ottoman Empire	1	1,1	1,1	94,4
Knowledge of the history of the Ottoman Empire	1	1,1	1,1	95,6
New information about Türkiye in the past and its relationship with other countries	1	1,1	1,1	96,7
Many fallacies in the history of the Ottoman states	1	1,1	1,1	97,8
Ottoman kingdom	1	1,1	1,1	98,9
Including how was their way of life during the reign of the Sultans And what his qualities, and what was distinguished from other sultans, and how was his reputation with his people, and who were his children and wives. . . .	1	1,1	1,1	100,0
Total	90	100,0	100,0	

Table 9 the born ideas from these drama according the study sample

The analysis of this chart led us to the positive ideas and thoughts that the youth of Ouargla had about Turkey and its History. More than a half of the study sample informed us about how great the Ottoman Empire was. They stated: **“Great country !”**,

“It is an ancient country with great history and glory”,

“Giving a good picture of the history of Türkiye and the most important historical events that occurred in the past”,

“It is an ancient country with a great history and glory” .

Additionally, many respondents praise to the religious affiliation shown in the drama and the reviving of **Islamic** values such as courage, mercy, faith, and **historical** memories among these viewers . they said:

“Adhere to religious belief and courage”,

Also,” **Defending religious belief, adhering to its cultures without imitating other cultures, as well as preserving its cultural heritage, language and dress**”

“Faith and courage”, **“The glory of Islam under the former Ottoman (Turkish) rule”**. Our respondents also admired the love of land and the union of the Turkish population that time . a small sample of 3 percent said that this drama disfigured the real history and the scenes were too exaggerated .

- Question 06:

In this question we required our respondents to tell us if they think that Turkish drama series transferred a real image about Turkey .

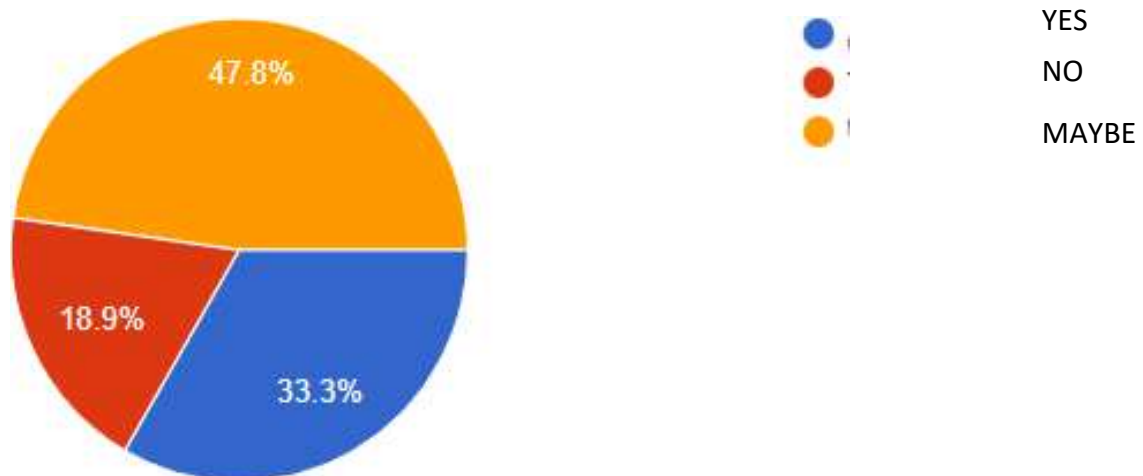


Figure 7 historical Turkish series and movies transferred a real image about Turkey

The answers with “yes' ' were 33,3 percent according to the respondents who answered this question effectively. The Turkish series transferred a real image about Turkey to this youth. 47,8 percent of the respondents said « maybe " Turkish series transferred a real image about Turkey, the majority of the sample chose this response maybe because they didn't have a chance yet to visit and see the similarities and the differences between the reality and the fiction.

As the small part went to the sample who said “NO” it didn't .

IV. Chapter Four : The contribution of the aesthetic elements in Turkish economic development .

In the first question of this Chapter, we listed Three aesthetic elements, in order to know what our sample likes the most about what we mentioned .

What do you think about these aesthetic elements(Turkish decoration)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	beautiful	<i>72</i>	<i>80,0</i>	<i>80,0</i>	<i>80,0</i>
	simple	<i>18</i>	<i>20,0</i>	<i>20,0</i>	<i>100,0</i>
	Total	<i>90</i>	<i>100,0</i>	<i>100,0</i>	

Table 10 The admiration of the aesthetic elements by the respondents

80% of the respondents liked Turkish decor and internal architecture and found it “BEAUTIFUL” , while 20% of the total sample said that it is “SIMPLE” .

(Touristic places)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Beautiful	<i>90</i>	<i>100,0</i>	<i>100,0</i>	<i>100,0</i>

Table 11 The admiration of the aesthetic elements by the respondents

“The touristic places” and the externe architecture were admired by the whole sample: 100%.

(Fashion and clothing)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	beautiful	74	82,2	82,2	82,2
	simple	16	17,8	17,8	100,0
	Total	90	100,0	100,0	

Table 12 The admiration of the aesthetic elements by the respondents

82,2 percent see that Fashion and clothing “BEAUTIFUL” and 17,8 percent found it “SIMPLE”

- Question 02:

In this question, after defining the aesthetic elements we asked the respondents

What do you like the most about aesthetic elements?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	beauty	1	1,1	1,1	1,1
	regions	1	1,1	1,1	2,2
	Accessory and old dress	1	1,1	1,1	3,3
	Their food and their tourist areas	1	1,1	1,1	4,4
	Touristic places	2	2,2	2,2	6,7
	Tourist places, customs	1	1,1	1,1	7,8
	Perfection to the smallest detail	1	1,1	1,1	8,9
	Furniture and clothing	1	1,1	1,1	10,0
	Archaeology	1	1,1	1,1	11,1
	Touristic places	1	1,1	1,1	12,2
	Touristic places	1	1,1	1,1	13,3
	Simplicity	1	1,1	1,1	14,4

dress up	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>15,6</i>
beauty	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>16,7</i>
Turkish beauty and elegance, stunning tourist scenery and Turkish food	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>17,8</i>
Decoration. Tourism	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>18,9</i>
Turkish decoration	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>20,0</i>
Turkish decoration, dress and fashion	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>21,1</i>
Decoration and jewelry	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>22,2</i>
Old dress and palaces	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>23,3</i>
urbanization	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>24,4</i>
antique items	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>25,6</i>
villages	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>26,7</i>
dress up	<i>7</i>	<i>7,8</i>	<i>7,8</i>	<i>34,4</i>
Traditional dress	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>35,6</i>
Dress palaces and eat	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>36,7</i>
Language dress	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>37,8</i>
The dress is traditional and fresh, and the nature of Türkiye is in its beauty	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>38,9</i>
Dress and habits	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>40,0</i>
dress and fashion	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>41,1</i>
dress up. and fashion	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>42,2</i>
Mosques	<i>2</i>	<i>2,2</i>	<i>2,2</i>	<i>44,4</i>
Mosques and palaces	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>45,6</i>
Mosques and photos	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>46,7</i>
Mosques and palaces	<i>1</i>	<i>1,1</i>	<i>1,1</i>	<i>47,8</i>

Mosques and tourist areas	1	1,1	1,1	48,9
tourist areas	16	17,8	17,8	66,7
Tourist areas (Princesses Island, Green Mosque, Old Ottoman Bath...)	1	1,1	1,1	67,8
Tourist areas, especially the capital	1	1,1	1,1	68,9
Tourist areas	1	1,1	1,1	70,0
affection	1	1,1	1,1	71,1
the people	1	1,1	1,1	72,2
Tourism places	1	1,1	1,1	73,3
simplicity	1	1,1	1,1	74,4
dress design	1	1,1	1,1	75,6
beauty	1	1,1	1,1	76,7
Decorations	1	1,1	1,1	77,8
The splendor of the decoration	1	1,1	1,1	78,9
nature	1	1,1	1,1	80,0
Ottoman building style	1	1,1	1,1	81,1
Too many details	1	1,1	1,1	82,2
They are all beautiful	1	1,1	1,1	83,3
no	1	1,1	1,1	84,4
dress	1	1,1	1,1	85,6
Wearing the hijab of all kinds	1	1,1	1,1	86,7
traditional clothes	1	1,1	1,1	87,8
Clothes and landscapes	1	1,1	1,1	88,9
Preserving tradition and customs	1	1,1	1,1	90,0

Mosques	2	2,2	2,2	92,2
Turkish cuisine	1	1,1	1,1	93,3
simple homes	1	1,1	1,1	94,4
Historical and tourist areas and home decoration	1	1,1	1,1	95,6
Tourist areas	1	1,1	1,1	96,7
Natural views	1	1,1	1,1	97,8
Fashion clothes, tourist places, and sometimes the shape of houses	1	1,1	1,1	98,9
Light and soft makeup	1	1,1	1,1	100,0
Total	90	100,0	100,0	

Table 13 The aesthetic elements that fascinated the youth of Ouargla

Most noticeable elements indicated by the respondents were “Touristic areas, their buildings, deco and architecture, archeology such as Mosques , Castles, Nature views”, “ The ottoman touch and style, The hijab and the traditional kaftan.. and accessories” .

- Question 03:

In this question we asked the sample if the aesthetic elements (Turkish decor, clothing and dress, tourist areas...etc.) motivate the respondent to Visit Turkey, do investments, study in Turkey or start commerce .

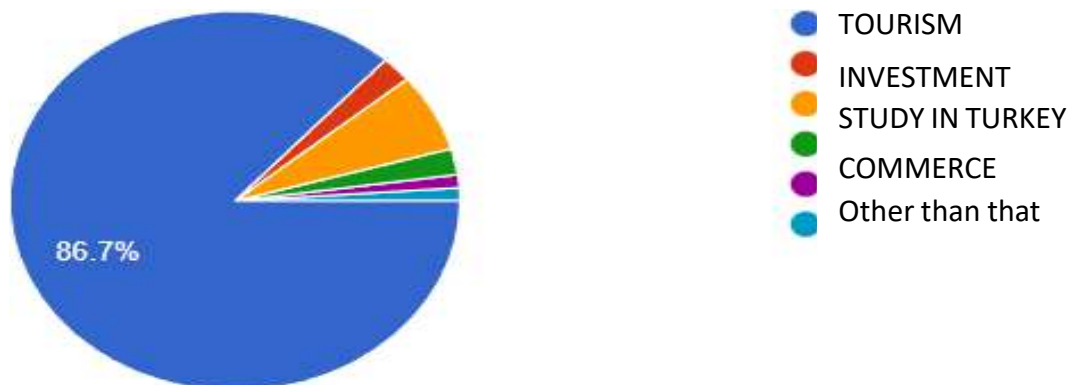


Figure 8 The respondent motivation

As it is demonstrated in the chart above the respondents were motivated to “TOURISM” with 93,3 percent due to the richness and the authenticity of its touristic spots exposed through the played scenes . In the 2nd position, the respondents were motivated to go to “study in turkey” with 6,7 percent because of the good Turkish citizens . Whereas, “COMMERCE” and “INVESTMENT” both represented a 2,2 percent unexpected rate. While the others were only 1,1 percent for both .

- Question 04:

In this question we wanted to get to know if our youth of Ouargla are still interested in Turkish drama .

Are you still interested in Turkish dramas?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	<i>42</i>	<i>46,7</i>	<i>46,7</i>	<i>46,7</i>
	No	<i>15</i>	<i>16,7</i>	<i>16,7</i>	<i>63,3</i>
	Sometimes	<i>33</i>	<i>36,7</i>	<i>36,7</i>	<i>100,0</i>
	Total	<i>90</i>	<i>100,0</i>	<i>100,0</i>	

Table 14 Still the respondents interested in Turkish dramas

The data analysis shows that both answers ``YES” and “SOMETIMES” are quite close, 46,7 percent and 36,7 percent. On the other hand, the respondents who answered with “NO” are 16,7 percent .

- Question 05:

In this question the respondents gave their opinion about the similarity of lifestyle in drama and reality .

Do you see Turkish society identical to what you watched, or is it the opposite of the image that Turkish dramas has established?

	Frequency	Percent	Valid Percent	Cumulative Percent
The opposite	1	1,1	1,1	1,1
I see it identical to what I saw	1	1,1	1,1	2,2
I see it matches	1	1,1	1,1	3,3
I see that it conveys almost fifty percent of the real picture	1	1,1	1,1	4,4
I think there is no connection between the Turkish drama and real life in Turkey, and this is clear in terms of serious, good, successful relationships between male and female artists.	1	1,1	1,1	5,6
Some say it's like soap operas, and most say the opposite	1	1,1	1,1	6,7
Quite the opposite	1	1,1	1,1	7,8
God knows	1	1,1	1,1	8,9
Maybe	2	2,2	2,2	11,1
Different in somehow	1	1,1	1,1	12,2
almost	1	1,1	1,1	13,3
maybe	5	5,6	5,6	18,9
Maybe the other way around	2	2,2	2,2	21,1
Perhaps soap operas represent Turkish culture	1	1,1	1,1	22,2
Sometimes it may be the other way around	1	1,1	1,1	23,3
It maybe the opposite, and maybe not	1	1,1	1,1	24,4
The Reverse	4	4,4	4,4	28,9
The opposite of the images established by the Turkish drama	1	1,1	1,1	30,0
A reverse image	3	3,3	3,3	33,3
The opposite of the image established by Turkish drama	1	1,1	1,1	34,4
Quite the opposite	1	1,1	1,1	35,6

Valid

The opposite of what is promoted in the movies	1	1,1	1,1	36,7
As I think yes	1	1,1	1,1	37,8
Not matching	1	1,1	1,1	38,9
In matters that were the opposite of living reality	1	1,1	1,1	40,0
Occasionally	1	1,1	1,1	41,1
a little	2	2,2	2,2	43,3
Everything is identical except for the religious scruples	1	1,1	1,1	44,4
each region and its beliefs	1	1,1	1,1	45,6
no	5	5,6	5,6	51,1
I don't know	1	1,1	1,1	52,2
I don't find it compatible	1	1,1	1,1	53,3
I don't know	1	1,1	1,1	54,4
I don't think it matches what I saw	1	1,1	1,1	55,6
I don't know	1	1,1	1,1	56,7
I don't know	3	3,3	3,3	60,0
I don't know why I mixed them	1	1,1	1,1	61,1
No, Turkish society remains identical to what it witnessed	1	1,1	1,1	62,2
No, not identical	1	1,1	1,1	63,3
I don "t think so	1	1,1	1,1	64,4
Not everything in some things	1	1,1	1,1	65,6
I have no idea because I didn't go to Türkiye and I didn't integrate with Turkish society	1	1,1	1,1	66,7
not matching	1	1,1	1,1	67,8
Not quite identical	1	1,1	1,1	68,9
Not real picture	1	1,1	1,1	70,0
similar	1	1,1	1,1	71,1
Just drama	1	1,1	1,1	72,2

Similar and true	1	1,1	1,1	73,3
identical	7	7,8	7,8	81,1
Greatly matched	1	1,1	1,1	82,2
Matching in some things and not matching in other things at the same time	1	1,1	1,1	83,3
Identical in things and different from the serials in things	1	1,1	1,1	84,4
Matches what you saw	1	1,1	1,1	85,6
Somewhat identical	1	1,1	1,1	86,7
Matching and it embodies Turkish culture	1	1,1	1,1	87,8
maybe	1	1,1	1,1	88,9
Yes	2	2,2	2,2	91,1
Yes, it matches what you saw	1	1,1	1,1	92,2
kind of demands	1	1,1	1,1	93,3
somewhat	2	2,2	2,2	95,6
There are places that match and places that don't	1	1,1	1,1	96,7
I swear I still don't know that it's true, it's very likely to be the same picture	1	1,1	1,1	97,8
It can give a clear picture of what is a pension in Türkiye, but it is not 100%	1	1,1	1,1	98,9
may be compatible	1	1,1	1,1	100,0
Total	90	100,0	100,0	

Table 15 The identity of Turkish society to The identity of Turkish society to what the respondents watch on this drama

The table above highlights multiple answers about the question because it was an open one. The data showed that the majority of the population sample answered that they don't know if it is identical because they haven't travelled to Turkey due to the lack of financial income.

Second, a lot of the participants in this questionnaire insisted there's NO correlation between reality and tv drama .Also, other respondents referred to celebrities ' failed relationships and used it as a reason why reality is not similar

to drama series . While, only few respondents agreed with the idea “it is identical”. This small sample maybe have visited turkey and frequented the Turkish citizens

. Question 06:

In this question, we asked the respondents to tell their point of view about the contribution of aesthetic elements in the development of Turkey’s economy

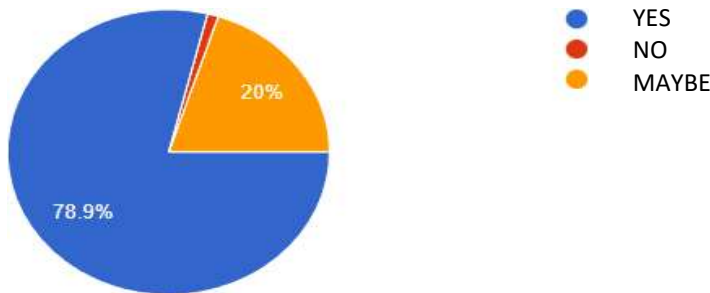


Figure 9 the respondents opinion about the development of turkey’s economy

78,9 percent of The study participants answered in the favour of “yes”; the aesthetic elements shown in Turkish Drama contributed to the development of Turkey, while 20 percent answered with” maybe”. Only 1,1 percent .

- Question 07:

In this question we asked the respondents if they think that Turkey succeeded in realizing soft power in the area of the study .

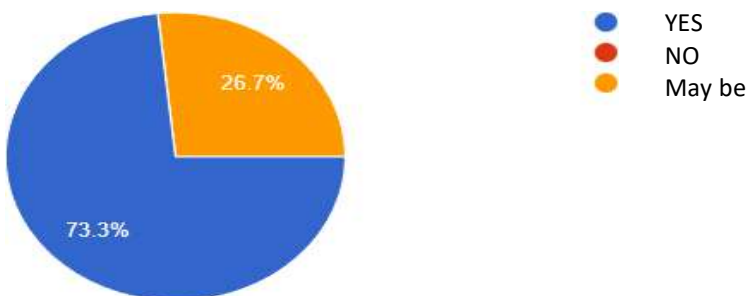


Figure 10 The success of Soft power according to the youth of Ouargla

After giving a definition for the term “SOFT POWER”, and in order to represent it in its clearest form to our study participants and help them to have an idea about its meaning, they answered : 73,3 percent respondent answered with

“yes” the rest of the sample 26,7 percent answered with “maybe, while we had 0 percent respondent who answered “No”.

- Question 08:

In this question, we asked our sample for their opinion about the improvement of Turkey's image using its soft power .

Has the Turkish drama succeeded as a soft power in improving Turkey’s image to the youth of Ouargla ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	65	72,2	72,2	72,2
	No	4	4,4	4,4	76,7
	Maybe	21	23,3	23,3	100,0
	Total	90	100,0	100,0	

Table 16 success of Turkish dramas as a soft power in improving Turkey’s image to the youth of Ouargla ?

The data show that more than a half of the total sample 72,2 respondents answered “yes” . They think that Turkish drama succeeded as a soft power in improving Turkey's image, and 23,3 chose “maybe” as an answer.

Only 4,4 percent of the study sample chose “No” they think it hasn’t .

- The Last question (09) follows on the question 08:

In this question we required the study participants to explain their previous answer, at the same time we got to know the reason why the highest percentage was for the proposition “Yes” .

Explain how?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	By highlighting the customs and traditions, highlighting the tourist areas in it	1	1,1	1,1	1,1
	Everyone wants to go to visit it, because of its series that motivated them to go there	1	1,1	1,1	2,2

Represents a good picture	1	1,1	1,1	3,3
Young people were attracted to it and affected by the various aspects of her identity	1	1,1	1,1	4,4
Give a good picture to the world about soft power	1	1,1	1,1	5,6
Economy, diversity, culture and baklava	1	1,1	1,1	6,7
Turkish culture has a great influence on the world	1	1,1	1,1	7,8
prominent figures	1	1,1	1,1	8,9
Economic strength	1	1,1	1,1	10,0
God knows	1	1,1	1,1	11,1
The position it occupies, its struggle and competition with powerful countries for leadership	1	1,1	1,1	12,2
paparazzi	1	1,1	1,1	13,3
By consolidating an image of the strength of the Turkish state and its preservation of the principles of the Islamic religion.	1	1,1	1,1	14,4
By bringing interested foreigners around	1	1,1	1,1	15,6
According to what we see, it is a drama, but I mean that it represents the lived reality there	1	1,1	1,1	16,7
in an easy way	1	1,1	1,1	17,8

By presenting its various elements of protection, it encouraged other countries to visit and discover it more	1	1,1	1,1	18,9
spreading Turkish culture	1	1,1	1,1	20,0
Spreading Turkish nationalism, customs and traditions	1	1,1	1,1	21,1
Spreading its culture and tradition	1	1,1	1,1	22,2
by aesthetic elements	1	1,1	1,1	23,3
It differs from one person to another, depending on the conviction of the individual and the extent of his belief in what he watches	1	1,1	1,1	24,4
Establishing Turkish culture in the minds of other countries	1	1,1	1,1	25,6
Promoting its products and culture through Turkish drama	1	1,1	1,1	26,7
Filming in tourist places to attract tourists and displaying new and beautiful clothes that make you consume Turkish clothes when you visit Turkey or in a local market. Each episode presents the beauties of Turkey and actors, on the basis of beauty : green and blue eyes and blonde hair that make you want to marry a girl who has these characteristics.	1	1,1	1,1	27,8

The development of the economy due to the tourism aspect and the sale and marketing of its products scientifically	1	1,1	1,1	28,9
Multiple beliefs and changing part of customs and traditions	1	1,1	1,1	30,0
It has been thoroughly studied and has received state support	1	1,1	1,1	31,1
The films tell us about living in Türkiye	1	1,1	1,1	32,2
Attracting tourists, for example, by filming her films in beautiful places in Turkey, showcasing her country's traditions and values	1	1,1	1,1	33,3
Attracting tourists and people's love for Turkey	1	1,1	1,1	34,4
Attracting the world's attention towards Turkey as a rich tourist country as a people of diverse mindsets who are not tired (somewhat)	1	1,1	1,1	35,6
Improved all areas, whether cultural, social, economic, sports	1	1,1	1,1	36,7
A Turkish drama known as Turkey in the Arab world, which made it its first destination	1	1,1	1,1	37,8
maybe	2	2,2	2,2	40,0

Perhaps I do not have an idea, as there are those who love Turkish drama, and there are also those who do not like it or follow it. On my own behalf, yes, Turkish drama has succeeded in improving Turkey's image for me.	1	1,1	1,1	41,1
The desire of the communities to visit Türkiye to get to know it more	1	1,1	1,1	42,2
The development of Turkish society, their morals and good treatment	1	1,1	1,1	43,3
fame	1	1,1	1,1	44,4
Image of Türkiye as a superpower	1	1,1	1,1	45,6
She returned	1	1,1	1,1	46,7
on the culture you offer	1	1,1	1,1	47,8
Through dress, language, food and decoration	1	1,1	1,1	48,9
Through soap operas, she succeeded a lot	1	1,1	1,1	50,0
By building an image, it is indirectly entrenched in the mind of the spectator, who already builds positive thoughts.	1	1,1	1,1	51,1
in some series	4	4,4	4,4	55,6
In publishing its history on social media and media channels	1	1,1	1,1	56,7
It was an excellent subject, and I did well for choosing. May God grant you success, God willing	1	1,1	1,1	57,8

It was one way or another	1	1,1	1,1	58,9
Because secular Turkey is not like Ottoman Turkey, and who knows, it may distort some facts, and God knows best	1	1,1	1,1	60,0
no	1	1,1	1,1	61,1
I don't know	1	1,1	1,1	62,2
I don't know	1	1,1	1,1	63,3
I don't know	2	2,2	2,2	65,6
It didn't work	1	1,1	1,1	66,7
I have no knowledge	1	1,1	1,1	67,8
Not all things are just some things	1	1,1	1,1	68,9
I do not know	1	1,1	1,1	70,0
Through Welfare	1	1,1	1,1	71,1
Only serials and advertisements	1	1,1	1,1	72,2
In terms of religious traditions and customs and decoration	1	1,1	1,1	73,3
By highlighting its development in all fields through its series	1	1,1	1,1	74,4
By highlighting the readiness of its army, through its interventions in dramatic scenarios, as well as showing the positive aspect of the most important areas such as mosques, palaces, hotels, and restaurants.	1	1,1	1,1	75,6
By highlighting the positive aspects in several aspects	1	1,1	1,1	76,7

through direct influence strategy	1	1,1	1,1	77,8
By showing a beautiful picture in terms of landscapes, food and clothes	1	1,1	1,1	78,9
through serials	1	1,1	1,1	80,0
By embodying all the cultural, economic and tourism factors	1	1,1	1,1	81,1
By promoting tourism and showing their country in the best way	1	1,1	1,1	82,2
through the details of everyday life	1	1,1	1,1	83,3
By representing and spreading the positive facade of Turkey	1	1,1	1,1	84,4
Through their love for their homeland and rushing to help	1	1,1	1,1	85,6
By publishing soap operas	1	1,1	1,1	86,7
By spreading the culture of dramatic export	1	1,1	1,1	87,8
In terms of highlighting the tourist places and the country's traditions and history, yes. As for the drama stories and what they contain of social dissolution, I don't think so.	1	1,1	1,1	88,9
It succeeded with great success in promoting tourism, investment and a special strategic economic power	1	1,1	1,1	90,0
Spreading the beauty of the city and the facilities for visitors	1	1,1	1,1	91,1

Spreading the various features and manifestations of the Turkish state to the world	1	1,1	1,1	92,2
Yes	1	1,1	1,1	93,3
Yes, it succeeded, as it hid many defects	1	1,1	1,1	94,4
Yes, this is through the content that you publish	1	1,1	1,1	95,6
Transfer a beautiful picture unlike reality	1	1,1	1,1	96,7
This is evident in terms of viewership on YouTube and on television, to the extent that most women and men in the world prefer to go to Turkey for tourism and to enjoy the beauty of the Creator there.	1	1,1	1,1	97,8
This is done by embodying the various fields (economic, political, historical, social, etc.) on various social networking sites	1	1,1	1,1	98,9
This is done by promoting and spreading their cultures and preserving their beliefs	1	1,1	1,1	100,0
Total	90	100,0	100,0	

Table 17 the respondents explain how Turkish drama improved turkey’s image

The data show that turkey has really improved its image to the youth of Ouargla, they announced: “Through their love for their homeland and rushing to help”

Other respondents said: “This is done by promoting and spreading their cultures and preserving their beliefs” .. “This is evident in terms of viewership on YouTube and on television, to the extent that most women and men in the

world prefer to go to Turkey for tourism and to enjoy the beauty of the Creator there”.

Other respondents reported: “By highlighting the readiness of its army, through its interventions in dramatic scenarios, as well as showing the positive aspect of the most important areas such as mosques, palaces, hotels, and restaurants” .

In this part, the respondents who answered with “yes” shared the same point of view but they expressed it differently. The idea was that Turkey has really succeeded and we can say so (according to the respondents) through the desire of visiting turkey and take a close look to its beautiful series scenes, taste their traditional food and desserts and especially being in a safe place; one of the most important ideas that turkey want to represent through this drama.

“It succeeded greatly in promoting tourism, investment and a special economic and strategic power” which means that Turkey used Turkish drama to promote tourism, bring merchants, strengthen its borders and country in the area of the middle east.

Discussion:

First question : How have Turkish Dramas been employed as a tool for Cultural Diplomacy to the youth of Ouargla ?

- ✓ 98,99% of the study sample watch Turkish Drama.
- ✓ 60% of the study sample who watch Turkish drama are “females” .
- ✓ The study clarified that 65,6 % respondents are more interested in Romantic/Social Drama .
- ✓ The study showed that 90% of the study sample think that turkish drama contributed in spreading Turkish culture, and they see this through:
 - 1- The imitation of fashion for women . The imitation of Hairstyles for men .
 - 2- The beauty of the actors, and the desire to live love stories and have relationships in real life is the same as it is presented in these series .
 - 3- The use of Turkish language and some words in their conversations.
- ✓ Tourist places took the first place in the list of the most attractive things about Turkish culture with 35,6% , followed by Turkish language 18,9%, Then desserts, religious belief, food and jewelry .
- ✓ 55,6% of the sample population watch this drama on Television, while 30% of the respondents watch it on Youtube . Despite the evolution of technology, the audience is still loyal to the most important mass media medium, “Television” .

Second question: : the impact of Turkish drama as a soft power on the youth of Ouergla through reviving the historical side of Turkey .

- ✓ 84,5% of the study sample consumes the historical Turkish drama content .
- ✓ The most watched Historical drama for the youth of Ouargla is: ERTUGRUL 61,1% .
- ✓ The respondents were impressed by many characteristics such as:
 - Courage 47,8 .
 - Strength 20% .
 - Adherence to religious belief 13,3% .

We can see The soft power of Turkey

On the other hand, Issa adopts a more low-context communication style. He tends to ask direct questions, seeking explicit information and clear responses. Issa prefers to communicate in a straightforward manner, relying on explicit codes rather than relying on shared understanding or context.

The cultural difference in their communication styles reflects broader sociocultural norms and expectations within their community. These differences can sometimes lead to misunderstandings or misinterpretations if the participants are not aware of or familiar with each other's communication preferences.

When translating the conversation, it is important to capture these cultural nuances and differences in communication style. The translator should consider how to convey the implicit meaning in M'ma Asana's speech and ensure that Issa's direct and explicit questions are accurately reflected in the translation.

At other times M'ma Asana tends to communicate in a more direct and explicit manner, providing clear and straightforward answers to Issa's questions. She does not rely on implicit messages or shared cultural understanding, but instead communicates the information explicitly.

On the other hand, Issa often communicates in an indirect and implicit manner, expecting M'ma Asana to understand the underlying meaning behind his words. He assumes that she will infer his intentions based on their shared cultural knowledge and the context of their conversation.

M'ma Asana's communication style reflects low-context communication, as she seeks clarification and explicit details when needed. She asks for specific information and expects Issa to provide clear and direct answers.

In contrast, Issa's communication style exhibits traits of high-context communication. He relies on implicit understanding and expects M'ma Asana to

grasp the unspoken meaning behind his words. He assumes that she will understand his intentions without explicitly stating them.

Translating high-context elements requires capturing the implied meanings, cultural references, and emotional nuances that are deeply embedded in the original language. It is essential to have a deep understanding of the source and target cultures to accurately convey the intended message. Adding explanatory words or phrases may be necessary to clarify the author's intended meaning and ensure effective communication in the target language.

Conversely, translating low-context communication focuses on explicit meanings, clear instructions, and direct expressions. The challenge lies in finding equivalent expressions in the target language that maintain the same level of clarity and effectiveness. The translator should strive to convey the explicit information while considering the cultural nuances and linguistic conventions of the target language.

Applying the theory on the study results:

We applied the theory of cultivation to our study titled "Turkish Drama as a Soft and Influential Power on Algerian Youth." Based on the understanding that the theory of cultural cultivation is associated with the efforts developed by the American researcher George Gerbner through his project on cultural indicators, we find that this theory has helped us identify the cultural influences that have occurred on Ouargla youth through Turkish drama as a tool for soft power

According to the theory of cultivation, it can be said that individuals' connection with and immersion in television influences them through the cultural and social content it presents. They believe it represents the true image of the surrounding reality, thus contributing to the influence on Ouargla youth and the dissemination of Turkish culture among them through Turkish dramas. This influence varies depending on the location, time, and intensity of exposure .

The Perspectives and the impact of Turkish movies or films on the Muslim world :

Turkish drama films, or have gained immense popularity among Muslim populations around the world, and they have had several perspectives and impacts on this audience:

1. Cultural Connection: Turkish dramas provide a cultural connection for Muslim viewers, as they showcase Turkish traditions, values, and societal norms. This can be particularly appealing to Muslim viewers who appreciate seeing aspects of their own culture or are interested in experiencing a different Muslim-majority country's culture.

2. Emotional Engagement: Turkish dramas often have compelling storylines that touch on universal themes like love, family, and personal growth. Muslim viewers, like any other audience, are drawn to the emotional engagement and relatable experiences portrayed in these dramas .

3. Moral and Ethical Reflection: Turkish dramas frequently explore moral and ethical dilemmas faced by their characters. They often incorporate Islamic values and principles, such as honesty, kindness, and justice. Muslim viewers may find resonance in these portrayals, as they reinforce and validate their own religious beliefs and values.

4. Role Models and Representation: Turkish dramas often feature strong characters, including women, who navigate challenges, pursue their goals, and overcome societal barriers. This representation can serve as an inspiration and empowerment for Muslim viewers, particularly women, by showcasing diverse narratives and breaking stereotypes.

5. Cross-Cultural Understanding: Turkish dramas have contributed to cross-cultural understanding by promoting dialogue and awareness among Muslim communities worldwide. They provide insights into Turkish society and culture, fostering a sense of connection and appreciation for the diversity within the Muslim world.

6. Economic Impact: The popularity of Turkish dramas has led to economic benefits for the Turkish entertainment industry. The increased demand for Turkish dramas has created opportunities for employment, revenue generation, and international collaborations, which can positively impact the Turkish economy.

It is important to note that the perspectives and impacts of Turkish dramas on the Muslim population can vary individually. While many Muslim viewers appreciate the entertainment and cultural aspects of these dramas, others may have different preferences or interpretations. Ultimately, the influence of Turkish dramas on the Muslim population depends on personal experiences, cultural context, and individual perspectives.

Finally , it is a soft power modus operandi of Turkish décision-makers and people behind power as to gain the confidence of root-grace and to influence the population of the Muslim world particularly the people of Africa .

CONCLUSION

At the end of this study, it can be said that the topic of Turkish drama and its influence on the youth of Ouargla, who belong to one of the most important desert regions, deserves study for several reasons. One of the most important reasons is the lack of public studies that focus on this subject in this region. Additionally, the constant competition in Turkish drama production and the youth's interest in it contribute to the significance of studying this topic.

Therefore, through our study titled "The Influence of Turkish Drama as Soft Power on Algerian Youth: A Survey Study on Ouargla Youth," we aimed to explore the contribution of Turkish drama as a soft power in influencing the study sample. We also aimed to examine the dissemination of its cultures, ideologies, and the revival of the historical aspect of the Ottoman Empire among the youth of Ouargla . Furthermore, we intended to assess the economic benefits for Turkey from the drama industry, from the perspective of the youth of Ouargla .

Turkey has succeeded in using Turkish drama as a tool for soft power to influence Ouargla's youth. It has achieved its goals by relying on cultural aspects such as language, religion, clothing, and cuisine to attract this sensitive segment of society and make them adopt what they see. The study participants have developed a desire to learn the Turkish language and experience Turkish customs and desserts, in addition to embracing commonalities.

Turkey has utilized media and drama as a soft power, with historical dramas being an important factor in attracting Algerian youth in general and the youth of Ouargla in particular. This has served as a reminder or introduction to Turkey's rich history and its relationship with the Ottomans. Consequently, most youth of Ouargla now view the Ottoman Empire as a great power with significant sultans.

Regarding the economic aspect, many Ouargla youth believe that Turkish drama has indeed contributed to revitalizing the Turkish economy by promoting tourist destinations and film shooting locations that attract millions of visitors annually. Additionally, there are trade exchanges between Turkish and Algerian youth working in Turkey. However, despite their desire, most of the youth of Ouargla have not been able to visit Turkey yet.

CONCLUSION

It can be said that the Justice and Development Party has realized the value of Turkish drama as a soft power tool. They also recognized its ability to create a positive image of Turkey and its people. In addition to the cultural influence, Ouargla youth aspire to live the lives depicted in TV dramas. Although they are not as passionate about them as in previous years, they have not completely abandoned them. They express their desire to speak Turkish and their interest in traveling for tourism or seeking better opportunities. The question remains: Will the youth of Ouargla lose interest in Turkish drama, or will it increase with the new beginning of the Justice and Development Party?

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Appendices

People's Democratic Republic of Algeria
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Dissertation submitted in partial fulfilment of the requirement for the Master's Degree in
field of human sciences

Specialty: mass communication and new media

The impact of Turkish drama as a soft power on the Algerian youth

Survey study on the youth of Ouargla province

Presented and publicly defended by

Medkour Farah Fadia

Supervised by

Dr. Professor Toumi Fadhila

We are glad to Share with you this questionnaire in order to gather
information, and the necessary Data for this study .

AcademicYear:2022/2023

Appendices

- 1- Do you like watching historical Turkish drama ?
yes no sometimes
- 2- What's the title of your favourite series ?
 - Barbarus
 - rise of empires ottoman
 - Ertugrul
 - The ottoman
 - Other
- 3- Choose from the list below, the most important characteristics that were exposed in this drama by the personages :
 - Strength
 - Glory
 - Courage
 - Nationalism
 - adherence to religious belief
 - Tolerance
- 4- Did the historical Turkish drama help you to recognize the history of turkey (The greatest ottoman empire) ?
Yes no maybe
- 5- Do you really think that this drama has revived the image of the ottoman empire to you?
Yes no maybe
- 6- Mention the most important ideas that you have about turkey and its history after watching the historical Turkish drama (...)
- 7- Do you think that historical Turkish series and movies transferred a real image about Turkey ?

Chapter four : the aesthetic elements presented by the turkish drama to the youth of ouargla and its contribution to the economic development.

The aesthetic elements mean : decoration, filming scenes, fashion and clothing ...etc.

Appendices

What do you think about these aesthetic elements :

- Turkish decoration beautiful simple
- Touristic places beautiful simple
- Fashion and clothing beautiful simple

What do you like the most of the aesthetic elements ? (.....)

Did the aesthetic elements (Turkish decor, clothing and dress, tourist areas...etc.) motivate you to what's below ?

- tourism in Turkey
- Investment
- Study in Turkey
- commerce
- other than that

Are you still interested in Turkish drama ? yes no sometimes

Do you see Turkish society identical to what you watched , or is it the opposite of the image that Turkish drama has established?
(.....)

In your opinion, did the aesthetic elements contribute to the development of Turkey's economy through drama?

Yes No Maybe

Do you think that turkey succeeded in achieving soft power ?

Yes no maybe

Has the Turkish drama succeeded as a soft power in improving Turkey's image to the other? Yes no maybe

Explain how ? (---)

