

Cultural Impacts of Turkish Dramas on Life Style of Pakistani House Wives

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Abstract

This research explores the impacts of the Turkish dramas on the life style of Pakistani house wives that to what extent the Turkish dramas are influencing their values and practices. As in recent past popularity of the Turkish dramas has been increased significantly among Pakistani women. Thus, in this study it is explored that whether Turkish dramas are putting a great influence on dressing, food habits and marriage ceremonies. In Pakistani society, whereby women are treated especially according to the Islamic ways which applied some rules and regulations on the women. However, it is matter of fact that Turkish dramas on aired in Pakistan have some bold dressings and scenes which are more consistent with the European lifestyle. Findings revealed that Pakistani women's like to use Turkish dresses as they watch in Turkish dramas especially those women which are heavy viewers of the Turkish dramas they get more influence. These results are consistent with the assumptions of the cultivation theory.

Keywords: Turkish dramas, Culture, Pakistan, House wives and Life style.

1. Introduction

Now a day's Television has become very popular medium or way of communication all over the world (Pandyan, 2013). Especially our new generation is addicted so much with the use of television. Hence, television is everywhere in their rooms, street, cafeterias and at waiting rooms (Raza & Khan, 2014; Tehrani & Tehrani, 2014). Therefore, it is assumed that television has changed and altered our whole world. Now everybody can easily examine the culture and norms of other countries and cities what they want. Television is mostly used these days for the purpose of providing entertainment to the people with different kinds of programs like quiz programs, shows, dramas, music and films (Kazakova, Cauberghe, Hudders, & Labyt, 2016). In these days dramas are being very popular and powerful source of entertainment for all the people of all age groups. In the past story-telling had been a basic part of different cultures and through the story-telling values and norms had been teachers to generations (Hassan Abu Bakar, Jian, & Fairhurst, 2014). But in the modern age story-telling has been converting in the form of dramas and different programs on Television.

Dramas and Films are always based on true stories that spread around us in the normal routine of life so these kinds of dramas got the attention of people very much. Creative expression of a situation is called drama. Most of the People see dramas on Television as for escaping from boredom or worries of life or time pass and entertainment (Siegel, 2016). Television now these days has brought an intensity and whole new scale to the dramas experience that is without precedent in the structure and history of human society and culture (Chan, Tsang, & Ma, 2015). In the past complete history, there has never been an example when such larger number of population in the society had such constant and regular access to the television programs. There are many television series and programs now these days that have positive meanings of the story to tell and has done so to effective and positive effect in its own proper way (Sung, 2014).

Television has become very important part of life in the Pakistani people (Raza & Awan, 2013). People like to spend most of their time in front of Television. So, it becomes a necessary part of their life. Further, the attitude of the people got influenced by the contents like advertising, movies, and dramas (Raza, Bakar, & Mohamad, 2017). These programs got an emotional attachment of the viewers. House wives and children are especially victims of these kinds of programs. There are different kinds of programs are playing on the television now these days but disregarding one side policy of television in the field of current affairs and news about the social environment common people just love to use it for entertainment. Kinds of television and other modern technologies like mobile get maximum attention and people adopt them (Kittikunchotiwut, 2015). Similarly, in the case of innovation adoption people tends to adopt the innovations as described by the Devedi, Sujatha, and Pathak, (2017).

Dramas have also great influences in the daily routine of its viewers. There are many kinds of investigations that would be discussed in the next chapter of this research in depth but we can say these dramas and programs provide us many directions and thinking to adopt or follow different trends and norms (Lombardo, Pizzo, & Damiano, 2016). These influences are being felt at everywhere in the society like offices, houses, markets and

school colleges. People want to adopt those trends and norms they usually watch the dramas and television programs. After their parent's children now these days are influenced by the television programs mostly. According to the different investigations females, teenagers and children are heavy victims as compared to the males in every society (Raza, Awan, & Gondal, 2016). Females trying to get guidance at every activity they have to perform in the society like dealing with the family as well as others. Finally, we can conclude that dramas play a vital role to make and polish our norms culture and behavior.

Every country has its own culture and norms so dramas of a specific country would be consist of their norms and culture and especially on the stories and moments those are going held in the society at daily basis (Abu Bakar & McCann, 2015; Ajzen & Fishbein, 2005). In the field of Cross border dramas with Urdu dubbing especially broad cast of Turkish Dramas on Pakistani channels has become a greatest source and way of entertainment in almost all types of the population especially in-house wives where the Urdu language is a language to understand or daily communication. In the drama, as we discussed above every country have to promote its traditions and cultures for getting it popular among the people of society. The basic purpose of selecting Turkish dramas for this research study is to find out different cultural impacts of these dramas on Islamic life style of Pakistani house wives that how the Turkish Dramas sustain and attracts the attention of house wives with particular and specific focus on female viewers in the availability and presence of so different choices with scheduled and control mechanism. This research is about theses influences that what kinds of impacts the house wives are accepting from the Turkish dramas especially in the Multan city where the sampling has been taken. Before detailed discussion about all kind of impacts of these Turkish dramas on the Islamic life style of Pakistani house wives, one can have basic knowledge about the culture

1.1 Problem Statement

The problem statement of this research study is to find out the impacts of Turkish Dramas on the Islamic lifestyle of housewives. Additionally, it to explicit that is there any kind of positive or negative effect of Turkish dramas on the housewives from Multan city. There may be kinds of negative effects of Turkish dramas which is lacking in the literature does it really influence the lives of the people. Our contribution is to determine the effects of Turkish Dramas on the Islamic lifestyle of house wives so we have empirically try to probe the effects of Turkish dramas with the use of data collected from the Multan city after distributing questionnaires among the selected sample from house wives of Multan city. Findings of previous researchers had made the researchers analyze that foreign dramas do have any direct or indirect effects on all the viewers but also need to be verified theoretically and remain minimal consistency with the cultivation theory. On its contextual side, there is no evidence found that any study has been carried out in Multan, Pakistan regarding effects of Turkish Dramas on the house wives with respect to the cultural point of view, especially on house wives. With the popularity of imported dramas on television, fears have been creating that viewer's lifestyles may be affected and changed. Moreover, women are the active member of any family that is getting influenced through entertainment media. Turkish drama influenced on the living standard of the housewives that caused to affect the society setup. Due to satellite transmission and especially after the cable network a lot of foreign cultures influenced by Pakistani Islamic society and women of Pakistan are highly inspired by Turkish culture that's why there is need to explicit theoretically and contextually the aforesaid phenomena which are the contribution of the current research. Lastly, through this study, the Cultural effect of the Turkish dramas which include the effects of the Dresses, food, living style and marriage ceremonies are empirically investigated.

1.2 Significance of Study

It will provide us a comparison between the Pakistani and Turkish culture and how an alien Turkish culture is taking its roots in Pakistani Islamic society, with regards and emphasis on our cultural norms and values inherited long ago. We will also come to know the impact of Turkish culture in our daily life in our wearing, living, fashion, luxury and glamorous lifestyle effects. It is true that mass communication is leading us towards a global culture, but the culture of the land should not diminish in any way.

2. Literature Review

2.1 Why culture is important

Culture could be defined as a backbone of any society so nobody can ignore the value of culture in the society (Bakar & Connaughton, 2009). Culture is the basic thing to identify the persons at different places. We recognize in the world by our culture the nations who ignore their culture they lose their dignity very soon. There may be various consequences of change or ignoring the culture (van Osch, Breugelmanns, Zeelenberg, & Boluk, 2013). The cultural values of an individual have a deep impact on his/her attitude towards life. According to the behaviorist definition of culture, it is the ultimate system of social control where people monitor their own standards and behavior (Baran, 2014). Culture is the basis of the community (Cohen, 2009). Without community, there is no survival of human beings peacefully. Living in community avoids many problems that

create difficulties for the person. A community's culture lays the foundation of the living of its people. Values of a specific culture serve the founding principles of people's lives in the society. Culture enables people to think about the humanity and other things that are very necessary to live peacefully (Hutnyk, 2006).

The study would especially concentrate on the impact of Turkish dramas on the life style of Pakistani house wives. Is there any kind of changes is occurred due to the Turkish dramas on the life of Pakistani house wives? As mentioned above, we discussed the culture in brief but now we are going to study about the culture of both countries that we are going to use in this study. The trend of Turkish dramas in the Pakistan is not so old. It is because the language of Turkey is completely different with the language of Pakistan. Here are some specific cultural factors of Turkey in the below that would help us in this study to complete understanding about the cultural impacts.

2.2 Turkish Culture

Before discussion in brief on the central purpose of this research, first of all, there are some basic realities of Turkish culture have to describe for completely understand the effects that are going to be discussed as independent variables of this research study. In the modern age in Turkish society families are divided into different categories according to the economic local and social conditions and values (Grigoriadis, 2009). First of all, there are traditional extended families in the Turkey in which usually three generations are living together seems like Pakistani joint family system. Traditional extended families are adopting usually traditional behaviors and norms just like our Pakistani families in which after marriage daughters becomes the part of their husband's family and live with them. In the traditional extended family system, the property and treasures assume to be common within the family members (Yaman, Mesman, van IJendoorn, Bakermans-Kranenburg, & Linting, 2010). The second family system is a nuclear family system in the Turkey. Nuclear families usually include the families related to the passion of industrialization and urbanizations those replace the traditional extended family system base. These kinds of families usually consist of just two generations like husband wife and their children.

Turkey is basically an Islamic country and all its traditions and norms are usually based on the Islamic values. But the culture of Turkey is heavily victimized by the European culture which is displayed communism (Aslan, 2009). In Islamic values, women are treated especially according to the Islamic ways which applied some rules and regulations on the women but in the Turkey according to the European influencing the women of the nuclear type of families are going to be treated as per the women treated in the European culture. According to the basic culture of Turkey, Men could live or marry with as many women as they want to be live together. Islam was the religion that made laws gives the basic rights to the women in the society. In 1923 at the time of declaration of Republic in Turkey Ataturk was the emancipation of women in Turkey which was completely based on the principle that Turkey was to be a beginning of the secular country. In 1926 the minimum age of marriage was selected by the Turkish law for the boys 17 and girls 15. According to the Labor law of Turkey that was adopted internationally in 1951 declaring wage equally for both male and female for equal work. (Howe & Richardson, 2002)

In Turkish dramas that are played on Television in Pakistan, the life style of Turkish women is complete as per the secular culture influenced completely by the European culture. They are living with men without marriage in the dramas. Dresses of women in Turkish dramas are complete as per the designs and style of European females. Jeans and T-shirts are very common dresses wearing by the women in dramas that are running on the Pakistani media in these days. This basic purpose of this research is also finding out the influences and impacts of watching these dramas by Pakistani house wives.

2.3 Pakistani Islamic Culture

Pakistan is an Islamic Republic country separated from the Hindustan in 1947 with the name of the Religion Islam. There are different kinds of cultures in the Pakistan overall (Kidwai, 2002). As like Turkey, the secularism is not there in the complete sense but in the high societies of Pakistan, there are many examples of adopting kinds of traditions and norms according to the secular culture (Zia, 2009). Pakistani Islamic society was complete traditional society before media getting heavy places at the maximum number of population's life. In Pakistani society, there is joint family system is almost going to end with the passage of time. Norms and values are also changed with the culture of India and other European countries. Media is basically responsible for this change in the culture because they show programs depending on the mixed culture that inspires people as per their living standards, norms, values and polishing environment (Jafar, 2005). Following is the view of Pakistani culture as per the important and basic elements of culture and that links with the research variables also.

Drama and other visual communication industry of Pakistan have great projects and soups in the credit and drama industry were popular for making kinds of productive and learning dramas (Zia, Raza, & Ifthikar, 2017). Dramas and Theatres are two very basic and important kind of entertainment in Pakistani culture. Usually, Pakistani dramas deal with the issues and themes from the Pakistani culture and society so that's why people having interest these dramas. But after presenting the foreign dramas especially Indian and Turkish soups drama

industry of Pakistan is not much popular as compare to the past. Increasing influence of Turkish culture by their dramas has its own critics for the Pakistani Islamic culture and people. Pakistani drama producers and Pakistani dramas actors decry the new and tough competition of Turkish dramas for "destroying our society". Dresses used in Turkish dramas by the actors are very much influenced by different climatic regions. Same situation with food the food is simple and according to the local needs. People of Pakistan speak different languages but Urdu and English are famous.

Theory of cultivation seems to indicate that these changing themes are similar to the cultivation of the different ideas (Littlejohn & Foss, 2009). Students often watch programs on television to help them learn new languages (Giles, Liang, Noels, & McCann, 2001). Researchers examined the relationship between viewing daytime talk shows, which often contain topics about infidelity, abuse, and other negative personal relationships, and international students' views about marriage and other relationships among people in the United States. The interpersonal relationship scale measured the beliefs of students about family's relationships; friend's gatherings married couples and romantic relationships (Khang, Ki, & Ye, 2012). Furthermore, as a culture to culture communication perception and styles varies (Bakar, Walters, & Halim, 2014), thus cultivation effects may vary.

2.4 Hypotheses

H1: Turkish dramas affect the dress designs and hair styles of Pakistani house wives.

H2: Turkish dramas bring kind of change in the food habits of Pakistani house wives

H3: There is a positive relationship between Turkish dramas and change in the house designs and living styles of Pakistani house wives.

H4: There is a positive relationship between Turkish Dramas and change in the marriage ceremonies and gathering styles of Pakistani house wives.

3. Research Method

The design of this research study is a quantitative descriptive approach to find out and verify the relationship between Turkish dramas and its cultural impacts on house wives of three different areas of Multan city. Research methodology has so much importance to find out the true results and analyze the relationship between dependent and independent variables of study (Abu Bakar & McCann, 2016; Hung, & Cant, 2017) Four different hypotheses are used to verify the relationship between dependent and independent variables of this research study that is there any kind of positive or negative relationship between the Watching of Turkish dramas and Cultural impacts on Islamic life style of Pakistani house wives. Researchers agreed that quantitative descriptive approach can minimize the potential of researchers and also can decrease the evaluation need from the subjective data of research. The quantitative descriptive approach can create a friendly and easy work environment for the researchers so they can analyze and examine data theoretically and numerically without any problems. There are three different categories of areas that are select from Multan city to analyze the cultural impacts on house wives because of Turkish dramas in this research are given beneath:

- P-1 High class (Cannt. Area Multan)
- P-2 Middle class (Shah Ruken-e-Alam Colony Multan)
- P-3 Lower Class (Sameejabad Multan)

The categories according to the above-mentioned classes of people in the Multan city whereby the questionnaires were distributed among the selected house wives with the total selected number of hundred copies of questionnaires per area from all three areas. 220 responses were collected back from all 300 distributed copies to all the three selected areas. Total house wives that live in all three selected areas from Multan city are known as a population. And total selected numbers of house wives from all three selected areas of Multan city for asking the research questions are called population size of the Research study. The selected population of this research study is based upon different three classes of peoples live in three different areas. So, the complete research population for this research work is also the three selected categories that already discussed above in the portion of research design of the study.

3.1 Sampling

Sampling techniques refer to the selection of apart from the whole selected group for finding specific answers of questions to analyze the trends or behaviors of that whole selected population (Bakar, Mohamad, & Mustafa, 2007). The results obtained from that specific part accepted to have complete qualities of the overall population. Data collection with the use of sampling is very much handy and easy as compared to all other methods used for data collection. Some of the characteristics of data collection with using this kind of techniques are a less expensive way for collecting and the collected data from this technique have greater accuracy and high quality. Purposive sampling technique has been used for collecting the data from the selected samples for this research study. A questionnaire comprising of different questions about the research study is designed and then handed over to some specific persons to give distribute them to the target samples of their relations. Purposive sampling

technique is very useful and easy for the situations when there is a kind of difficulty about the privacy and approach to the target.

3.2 Sampling Size and response rate

Sampling size refers to the selected number of persons who are selected to distribute the questionnaire from the whole population. Three hundred house wives were selected to distribute the questionnaires from three different areas of Multan city class wise. But 220 responses were received back of house wives selected from the three hundred total selected members for distribution of questionnaires. Some of the selected ladies do not respond due to their busy routine and shortage of time or any other personal reasons. Questionnaires were distributed according to the total availability of target samples in the three different areas where 100 house wives were selected from all the three categories of areas by class wise.

Table 1. Sample Responses

Employees Category	Total Send	Frequency	Percentage (%)
High class (Cannt. Area Multan)	100	69	69%
Middle class (Shah Ruken-e-Alam Colony Multan)	100	85	85%
Lower Class (Sameejabad Multan)	100	66	66%
Total	300	220	100 %

Above table clearly, shows the response rate of the respondents selected for this research work. The table shows that there were total three hundred number of questionnaire copies were send to the selected samples and 220 copies just got back from the whole three hundred numbers of copies.

Table 2. Total Selected Sample and Responses

Organization Name	No. of Questionnaires send	Responses Received
High class (Cannt. Area Multan)	100	69
Middle class (Shah Ruken-e-Alam Colony Multan)	100	85
Lower Class (Sameejabad Multan)	100	66
Total	300	220

4. Analysis

Questionnaires were personally distributed among 100 numbers of house wives in each three areas but there are also some types of house wives that do not reach for several problems so questionnaires were emailed to those types of selected ladies and mailed questionnaire for further response. For collecting the questionnaire back there were several techniques used because of different problems like privacy and shortage of time etc. There are almost more than hundred respondents were sent their feedback on email. It is also mentioned in the table the figures about response got from the whole areas individually. With the use of this technique, it will be very easy to collect the data according to the requirement of next phase analysis and use it in the several ways.

Table 3. Frequency Distribution and Descriptive Statistics with respect to “Dressing and Hair Style”

Items	SA	A	NA	D	SD	Mean	St. Dev
Q-1: Dress designs of the characters in the Turkish Dramas are always attracts you.	64	99	17	34	6	2.18	1.098
Q-2: The dresses used in the Turkish dramas help you to select the designs of your own dresses.	58	105	17	34	6	2.20	1.086
Q-3: Dress designs used by ‘Better’ in drama ‘Ishq-e-Mumno attracts you a lot.	29	131	27	21	12	2.35	1.006
Q-4: There should be any kind of change in the dress designs used in the Turkish Dramas.	35	127	20	29	9	2.32	1.024
Q-5: There should be kinds of opportunities where you would get the dresses according to the designs of Turkish Dramas.	66	92	19	36	7	2.21	1.136
Q-6: Hair style of characters in Turkish Dramas is really nice.	56	102	20	37	5	2.24	1.082
Q-7: You are inspired by the hair style of any of character given above in the question number 7.	60	100	14	40	6	2.24	1.122
Q-8: Hair styles and dress designs used by the characters in the Turkish dramas always inspires you to adopt that.	72	106	8	33	1	2.02	1.004
Q-9: You would like to purchase the dresses used by characters in the question number 7 if u got the opportunity.	39	123	19	37	2	2.27	0.974

In Table 3, obtained data from analysis of the collected data explain that how many respondents disagree, neutral or agree with the items of the cultural impacts of Turkish Drama. There is more than 63 percent respondents have shown their agreement that Turkish dramas impact their life style in way of dressing and food

habits and only 14% disagree whereas about 12 percent respondents remain neutral. The mean values as indicated in the table, give the indication about whether the responses of the respondents are positive or negative. In this case, the mean values suggest that most of the respondents have positively responded which implies that the tabulated items are key for the cultural impacts of Turkish dramas.

Table 4. Frequency Distribution and Descriptive Statistics with respect to “Food Habits”

Items	SA	A	NA	D	SD	Mean	St. Dev
Q-10: You always noted the food items and eating style used in the Turkish Dramas.	32	127	9	47	5	2.39	1.048
Q-11: Turkish Food items are attracting you to eat them.	66	92	19	36	7	2.21	1.136
Q-12: There should also be opportunities of getting Turkish foods around you.	29	131	27	21	12	2.35	1.006
Q-13: Turkish foods recipes always inspire you.	48	114	7	45	6	2.30	1.107
Q-14: You want to be adopting some of the Turkish food recipes that attract you most.	60	98	19	36	7	2.20	1.136
Q-15: The environments of dining used in Turkish dramas are very beautiful.	56	102	20	37	5	2.24	1.082
Q-16: Turkish food attracts you because of good health and beauty of the characters.	50	108	16	40	6	2.23	1.122
Q-17: You want to use some Turkish food items in your daily meal.	72	106	8	33	1	2.02	1.004
Q-18: You want to just adopt the environment of eating places used in the Turkish Dramas.	39	123	19	37	2	2.27	0.974
Q-19: You ever set food environment according to Turkish Dramas?	30	129	9	47	5	2.39	1.048

In Table 4, obtained data from analysis of the collected data explain that how many respondents disagree, neutral or agree with the items of the cultural impacts of Turkish Dramas. There is more than 73 percent respondents have shown their agreement that there should be kinds of opportunities provided in the surroundings and Turkish foods attract them to adapt their recipes and environment of eating. They also agree that they want to add some Turkish food items in their daily recipes of eating just like seeing in the dramas. Only 18% disagree whereas about 8 percent respondents remain neutral. The mean values as indicated in the table, give the indication about whether the responses of the respondents are positive or negative. In this case, the mean values suggest that most of the respondents have positively responded which implies that there are positive impacts are there on the house wives according to the Turkish dramas.

Table 5. Frequency Distribution and Descriptive Statistics with respect to “Living Style and House designs”

Items	SA	A	NA	D	SD	Mean	St. Dev
Q-20: the Living style of characters in the Turkish dramas always attracts you to adopt that style.	27	137	4	47	5	2.28	1.038
Q-21: Living environments of characters in the Turkish dramas are inspiring you positively.	66	92	19	36	7	2.21	1.136
Q-22: You would try to change your living style according to them if you got the opportunity.	19	136	27	26	12	2.30	1.009
Q-23: The house designs used in the Turkish dramas always attracts you.	48	114	7	45	6	2.30	1.107
Q-24: You had tried to change your house design according to the designs used in the Turkish Dramas.	60	98	19	36	7	2.20	1.136
Q-25: You want to adopt some living styles and house designs used in the Turkish Dramas.	46	112	20	37	5	2.24	1.082

Living style and house designs are two basic cultural factors that attract anybody to a specific culture. In the Table 5 statics also shows the positive percentages of the Mean and St. dev that also indicate there is a positive relationship between the adaptation of living style and house designs on the house wives by seeing the Turkish dramas. The mean value of every question has more than 2 that indicates the positive relationship between two variables. But where there are variable in the statics it means there is the difference in the policies that shows the dependability.

4.1 Assumption Hypothesis

$H_0: R^2 = 0$ (Equals to Zero)

Above given value show that there is no positive or significant contribution of Independent Variables in Predicting Dependent Variable.

$H_1: R^2 \neq 0$ (Not Equals to Zero)

Above given value show that there is the significant positive contribution of Independent variable in Predicting Dependent Variable.

In the above table equation c, the value of R^2 measure the proportion of the total variation in the life style of Pakistani house wife's due to watching the Turkish Dramas it means clarify by the regression of dependent variable on independent variable the value of R^2 demonstrates that each variable is contributing 26.9% in the determination of all the variables constraints in the change in life style of house wives. The adjusted R^2 shows us that our model account for 25.5% variance in predictor and the value of F is 18.813 and the significance value is .00 at 0.05 level of significance here the model is fit.

According to equation A, the relationship between change in food habits of Pakistani house wives and Turkish dramas rate is 14.7%, its mean the one-unit increase in watching Turkish dramas the food habits of Pakistani house wives increase by 0.147 units. The relationship between Living style and house designs is 9.2%. It means that with one-unit increase in living style of Pakistani house wives the there is also increase in watching Turkish dramas by .092. The relationship between gathering and marriage ceremony's rate of Pakistani house wives are 19.5%, it means that with one-unit increase in watching Turkish dramas impacts positive on the gather parties and marriage ceremonies of the house rate increase by .195 units. The Overall trend of regression analysis also shows the strong and positive relationship between the dependent and independent variables in this data. Data clearly shows that if there would be more and more watching of Turkish dramas the cultural impact rate would be also increased on the house wives of Pakistan.

5. Findings

This research entitled as “**Cultural impacts of Turkish Dramas on Islamic life style of Pakistani House wives**” was done for finding out the consequences of dubbed Turkish dramas on the Pakistani house wives. The study undertakes different efforts to find out all the factors about the cultural changes and impacts on the viewers. For the research purpose, the house wives of three different areas class wise from Multan city are used to be questioned and then obtained data was interpreted and analyzed by SPSS using different tools and techniques. There are several questions are there about this research topic on the cultural impacts of Turkish dramas on the Pakistani house wives. Some questions were generated in the first chapter to be answered after analysis of complete collected data. These questions are answered now after analyzing the impacts with the use of some statistical tools and after getting feedback from many of the respondents related to this research study.

H1: The First hypothesis of this research study was house design and hair style. Results of the studies show that there was majority of the respondents accept the cultural impacts from the watching of Turkish Dramas. Obtained results after complete analysis with applying different statistical tools and techniques clearly explained that how many respondents of this research study is agreed or disagree with the several questions related to the cultural impacts of Turkish dramas. From overall hundred percent respondents there was more than sixty-three percent of respondents have shown their consent that Turkish dramas impact their life style in way of dressing and food habits and only 14% disagree whereas about 12 percent respondents remain neutral. For analyzing the response value either it is positive or negative the mean values are used in the data. In this research study, the mean value of all the questions about the cultural impact to the house wives of Multan city shows clear and positive significance relationship from the respondents of every class. Correlation and regression values of the first hypothesis are also shown the significant relationship between the variables.

H2: The Second hypothesis of this research work is to find out any kind of positive or negative relationship between the Impacts of Turkish dramas on the respondent's food habits. Results obtained from the Regression analysis clearly show the significant relationship between the variables. There is more than 73 percent respondents have shown their agreement that there should be kinds of opportunities provided in the surroundings and Turkish foods attract them to adapt their recipes and environment of eating. They also agree that they want to add some Turkish food items in their daily recipes of eating just like seeing in the dramas. Only 18% disagree whereas about 8 percent respondents remain neutral. The mean values as indicated in the table, give the indication about whether the responses of the respondents are positive or negative. Finally, all the results by Mean, Standard Deviation, Correlation, and regression were in the favor of model of research.

H3: The Third hypothesis was about the change in the living style of respondents after watching Turkish dramas. Mean and Standard deviation results clearly find out the positive relationship between the dependent and independent variables. All the values of means fall more than 2.0 that shows a positive relationship between the variables. Statics are also shown the positive percentages of the Mean and St. dev that also indicate there is a positive relationship between the adaptation of living style and house designs on the house wives by seeing the

Turkish dramas. The mean value of every question has more than 2 that indicates the positive relationship between two variables. But where there are variable in the statics it means there is difference in the policies that shows the dependability.

H4: The Forth hypothesis is about the marriage ceremonies and gatherings. All the analysis clearly proves that there is a positive relationship between the dependent and independent variables in the research study. There is more than 76 percent respondents have shown their agreement that there should be kinds of gatherings and parties in the surroundings and most of the house wives also agrees that the activities on the marriage ceremony are shown in the Turkish dramas attracts them to adopt these. Only 18% disagree whereas about 6 percent respondents remain neutral. The mean values as indicated in the table, give the indication about whether the responses of the respondents are positive or negative. Regression of dependent variable on the independent variable the value of R^2 demonstrates that each variable is contributing 26.9% in the determination of all the variables constraints in the change in life style of house wives.

6. Conclusion

After deep analysis of all the dependent and independent variables and received response clearly identify that there is a strong relationship between the watching Turkish dramas and changes in the cultural dimensions. There was a large number of respondent's shows their willingness to adopt the different things and habits in the characters of the Turkish dramas. Most of the people like to watch the Turkish dramas just as an entertainment but there were a lot of respondents those involves emotionally with these dramas and characters. Emotionally attached respondents were crazier to adopt the styles and habits of the characters from which they are emotionally attached. According to the research study and getting the response from 220 respondents, it is concluded that most high rated Turkish drama is now these days is Ishq-e-Mamnoon and it is also the first drama that played first time in the Pakistan on Television. Research conducted by the faculty of Media and Communication. It can be concluded that the exposure to foreign culture by forecasting their dramas and programs has heavy impact on our youth especially on the female's viewers thus these dramas and programs affecting our cultural identity, norms and values hence affecting everything so there should be proper screaming and balance for selecting this kind of programs running on television. At the end, this research overall shows bigger influences of respondents shows that it now needs to control the situation for saving our own culture by the secularism and feminism.

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