

Building Intercultural Bridges through TV Serials

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A new trend in Greek TV is the screening of Turkish TV Serial, which seem to be very popular in many European countries. The effect of such Turkish Serial is so huge on the TV's audience that many times people prefer attending such soap-operas rather than other TV's very popular events, such as football games or Eurovision's competition. In this direction, as primary motivation for us, as academics and researchers was to explore the reasons for which the Greek audience likes attending Turkish TV Serial, focusing as an example on two very popular Turkish TV Serial which were shown at Greek TV, with sample University's students: these are "Binbir Gece" (Thousand and One Nights) and "Suleiman the Magnificent". The first TV Serial was shown by Greek TV in 2010 and the second since 2012. The protagonist in both TV Serial is the same actor, a very popular person for the Greek audience and both Serial were shown by Greece's big TV network, Ant1, at prime time, 9 p.m. Following, in this paper we present the methodology of the two surveys and their results, i.e. frequency tables, we implemented at the University of Western Macedonia, a regional University in Northern Greece; an analysis of the results and conclusions follow.

Key Words: Intercultural Education, research, TV Serial

Introduction

Turkish TV Serials, A New Trend or something more?

A new trend in Greek TV is the screening of Turkish TV Serial, which seem to be very popular in many European countries. The effect of such Turkish Serial is so huge on the TV's audience that many times people prefer attending such soap-operas rather than other TV's very popular events, such as football games or Eurovision's competition.

In this direction, as primary motivation for us, as academics and researchers was to explore the reasons for which the Greek audience likes attending Turkish TV Serial, focusing as an example on two very popular Turkish TV Serial which were shown at Greek TV, with sample University's students: these are "Binbir Gece" (Thousand and One Nights) and "Suleiman the Magnificent". The first TV Serial was shown by Greek TV in 2010 and the second since 2012. The protagonist in both TV Serial is the same actor, a very popular person for the Greek audience and both Serial were shown by Greece's big TV network, Ant1, at prime time, 9 p.m.

Concerning their plot, "Binbir Gece" focuses on a love story between a man coming from a wealthy family and a working girl, who feels desperate to raise her son who is ill. It is characteristic that this Serial has become so widespread in Greece that even in the first day of football's World Cup "Binbir Gece" captured 30.5 percent of viewers while the match between Uruguay and France caught just 28.2 percent. It was the first time that another programme beat the ratings of a soccer match in Greece.

"Suleiman the Magnificent" is a metaphor of the historical times in Turkey under the tenth and longest reigning Sultan of the Ottoman Empire from 1520 until 1566.

The high percentages of attendance of these Serial on the Greek TV audience made us thought that it would be interesting to explore the reasons for which these Serial seem to have great influence; so, this was the main research *motivation* for this study. (Also, in a few other European countries where these TV Serial are shown the percentage of attendance was high (eg. in Malta for Suleiman the Magnificent). The *aim* of this study was to show that TV could play a significant role in shaping up positive attitudes towards the "other", the "different" nations, and create bridges of intercultural communication.

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The *main aim* of this study is to explore the impact of Turkish TV Serials on the Greek audience and the *explicit or implicit intentions of movie makers* (i.e. sociological and political reasons). In accordance with the main aim are the following research questions:

- Do these specific TV Serials have a positive or negative impact on the Greek audience?
- Are there any explicit or implicit reasons (e.g. political, historical) for which these specific TV Serials are been shown?
- Do these specific TV Serials manage to create a climate that promotes intercultural understanding with our neighbours or not?

Theoretical background: Cultural diversity flows and movies

Cultural diversity is a multifaceted policy area with a number of different roots and with different emphasis and articulation at different territorial levels: intra-state, inter-state or transnational. In the latter context, the drive towards active policy on cultural diversity has a number of interconnected aspects. It could also accelerate phenomena such as homogenization, where common cultural patterns can be identified around the world (consumption of the same movies) or hybridization of culture (new forms of culture) (UNESCO 2009, p. 270). The diversity of cultural expressions can be studied by looking at the types of dichotomy in the supply and demand of cultural goods (e.g. movies) and services. Studying cultural flows between nations is a common tool for looking at diversity between nations. Imports and exports of films can be used to represent production and exchange diversity by indicating the origin of films entering a country, but measurement is severely limited by the technical constraints of customs and balance of payments data. Typically, films are exported to the destination market and then copied and distributed locally (UNESCO 2009, as above).

While an exported film has an almost negligible value at customs, the bulk of international exchanges relating to its export are compiled in data from balance of payments, in the form of receipts for royalties and licenses through copies, exhibition rights and reproduction license fees.

Unfortunately, the 'cultural origin' of a cultural good is not easily identifiable. Only limited information is available on the origin of the cultural content of traded products. The rules applied to origin and destination of imported and exported products relate to the location of processing, but do not specify the origin of its cultural content.

A basic theoretical model of diversity was developed by Andrew Stirling (1998) and can be used to analyze diversity, while drawing on developments in other fields and tested in cultural domains such as publishing and music. *The model is based on three components: variety, balance and disparity.* Disparity is more difficult to measure and can often be subjective. Disparity of cultural expressions can be captured as a distance defined between types within a hierarchy (Koc-Damgaci, 2014).

To our point of view, these three components could be also used as a tool for the cultural analysis of movies, which have commonalities or differences at the situations and themes that they show.

Additionally, concerning the impact of TV on the audience there are classical studies on which we were based for the theoretical underpinnings of our work (Attallah 2011; Creeber, 2006; McKay, 2013; Willoughby, 2014).

At the next section is presented the methodology of the two surveys which were implemented at the University of Western Macedonia, a regional University in Northern Greece; an analysis of the results and conclusions follow.

Method

Data Collection Tool

For the needs of the surveys, a semi-structured questionnaire was developed, comprised of both close-ended and open-ended questions. The structure of the questionnaire is the following, in three parts: it starts with a few demographic questions which are addressed to the participants-sample. Specifically, gender, age, name of the department where students attend, year the surveys took place. Following, at the second part, the description of the main heroes, whom the participants are asked to describe, each hero with three adjectives, according to their main character as this is conceived by the participants. Finally, the third part of the questionnaire is a scale of attitudes, Likert type point 5, in order to measure participants' degree of agreement or dissonance to 15 certain statements (a-e) which refer to possible reasons (through questions 4-6) for which the Greek audience might like attending these two particular Turkish movies. The final question, number 7, is an open question where the participants, i.e. students express their own opinion about the impact of the Turkish movies on the Greek audience.

As has been already mentioned, the above questionnaire was developed for the needs and aims of the current study; thus, it is an original questionnaire that explores the attitudes of the

participants/sample, providing also some personal data about the sample.

Sample

Both surveys took place at the University of Western Macedonia (UoWM) which until 2013 was comprised of 4 departments in the area of Florina in Western Macedonia, in Northern Greece, which is in the borderline with Skopje and Albania. The School of Education has two Departments of Education (Early Childhood and Primary), also the Department of Balkan Surveys and the Department of Arts. There is also the Technical University in Florina. The newly Polytechnic School, situated in Kozani, has been established. The area is characterized by its multiculturality, with migrants and natives who speak different dialects.

Concerning the sample of the study, in the first study, the sample was 81 students (N1) and in the second study it was 59 students (N2). In the first study, which took place in 2010-2011, the 74.1% (60) of students was from the Technical Department, the 19.8% (16) from the Education Department and the 6.2% (5) from the Balkan Surveys Department. The 4.9% (4) were men and the 95.1% (77) were women. The vast majority of the sample, 97.5% (79) attended the specific TV serial very frequently. In the second study, which took place in 2013-2014, the 49.2% (29) of students was from the Technical Department, the 28.8% (17) from the Education Department and the 22% (13) from the Balkan Surveys Department. The 16.9% (10) were men and the 83.1% (49) were women. The vast majority of the sample, 76.3% (45) attended the specific TV serial very frequently.

All of the students were attending the last year of their undergraduate surveys.

There is only the sample of students that replies to the statements (Likert type scale), i.e. the issues which are explored. There is no comparison between students' replies in the two surveys.

Data analysis

As statistical method frequency analysis is used in these surveys. In the next section are presented the frequency tables, results of the first study and of the second study, using SPSS 20 version statistical software (IBM SPSS Statistics, 2011).

Results

In this paper, emphasis is given on the presentation of the results of a scale of attitudes, Likert type point 5, in order to measure participants' degree of agreement or dissonance to 15 certain statements (a-e); these refer to possible reasons (questions 4-6) for which the Greek audience might like attending these two particular Turkish movies. The terms/concepts which are explored through these statements consist the *operationalization* of the terms. Following are the results for these six possible reasons, represented through frequency tables, for the two surveys consequently.

Frequencies for the 1st study: Binbir Gece

Question 4: Following are mentioned a few of the reasons for which the TV Serial 'Binbir Gece' might be popular. Please mention the degree of your agreement or dissonance in the four following, separate statements.

First statement

Table 1

The audience is identified with the heroes, the problems and difficulties they face in their everyday lives

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	5	6,2	6,2	6,2
Partially Disagree	16	19,8	19,8	25,9
Not Sure	32	39,5	39,5	65,4
Partially Agree	24	29,6	29,6	95,1
Totally Agree	4	4,9	4,9	100,0
Total	81	100,0	100,0	

In Table 1, as we can see enough students, i.e. 29.6% (24) partially agree that one of the reasons for which "Binbir Gece" TV serial was popular is because the audience is identified with the heroes, the problems and difficulties they face in their everyday lives. However, 39.5% (32) students are not so sure if the above could be considered one of the reasons for the popularity of this serial.

Second statement

Table 2

The serial was popular because it showed values and customs which were common to the Greek people²

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	2	2,5	2,5	2,5
Partially Disagree	7	8,6	8,6	11,1
Not Sure	35	43,2	43,2	54,3
Partially Agree	29	35,8	35,8	90,1
Totally Agree	8	9,9	9,9	100,0
Total	81	100,0	100,0	

In Table 2, as we can see a lot of students, i.e. 35.8% (29) partially agree that one of the reasons for which "Binbir Gece" TV serial was popular is because it showed values and customs which were common to the Greek people. However, 43.2% (35) students are not so sure if the above could be considered one of the reasons for the popularity of this serial.

Third statement

Table 3

This serial is not a repetition of the classical American triptych (sex, money and violence).

	Frequency	Percent	Valid Percent	Cumulative Percent
Partially Disagree	7	8,6	8,6	8,6
Not Sure	19	23,5	23,5	32,1
Partially Agree	44	54,3	54,3	86,4
Totally Agree	11	13,6	13,6	100,0
Total	81	100,0	100,0	

According to Table 3, the majority of students, i.e. 54.3% (44) partially agree that one of the reasons for which "Binbir Gece" TV serial was popular is because it is not a repetition of the classical American soap operas, which usually show the triptych sex, money and violence.

Fourth statement

Table 4

This serial shows a way of everyday life in modern Turkey which is more familiar to Greek people

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	1	1,2	1,2	1,2
Partially Disagree	20	24,7	24,7	25,9
Not Sure	23	28,4	28,4	54,3
Partially Agree	31	38,3	38,3	92,6
Totally Agree	6	7,4	7,4	100,0
Total	81	100,0	100,0	

According to Table 4, a lot of students, i.e. 38.3% (33) partially agree that one of the reasons for which "Binbir Gece" TV serial was popular is because it shows a way of everyday life in modern Turkey which is more familiar to Greek people, compared with the everyday life in other countries.

Question 5: Following are mentioned a few of the reasons for which the TV Serial 'Binbir Gece' might have a positive or negative effect on the Greek audience. Please mention the degree of your agreement or dissonance in the four following, separate statements

² In these two surveys the term "people" is used alternatively with the term "nation"

First statement

Table 5

This serial softens the audience's fears towards the different in terms of religion

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	1	1,2	1,2	1,2
Partially Disagree	20	24,7	24,7	25,9
Not Sure	21	25,9	25,9	51,9
Partially Agree	24	29,6	29,6	81,5
Totally Agree	15	18,5	18,5	100,0
Total	81	100,0	100,0	

According to Table 5, students' attitudes are divided. The issue of religion is a major issue which usually triggers fears to people in case of a different religion. The 29.6% (24) partially agree are not sure that one of the reasons for which "Binbir Gece" TV serial could have an effect (either positive or negative) on the Greek audience is because it dampens the audience's fears towards the different in terms of religion; in this case, towards the Muslims and Islam). On the other hand, the 24.7% (20) students partially disagree, expressing the contrary attitude. Also, the 25.9% of students do not have a specific attitude about this issue.

Second statement

Table 6

This serial helps the Greek audience realize that the Greek nation has many commonalities with the Turkish neighbours in everyday life

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	12	14,8	14,8	14,8
Partially Disagree	22	27,2	27,2	42,0
Not Sure	40	49,4	49,4	91,4
Partially Agree	7	8,6	8,6	100,0
Total	81	100,0	100,0	

According to Table 6, a lot of students, i.e. 49.4% (40) are not sure whether one of the reasons for which "Binbir Gece" TV serial could have an effect (either positive or negative) on the Greek audience might be because this serial helps the Greek audience realize that the Greek people has commonalities with the Turkish neighbours in everyday life, customs and some traditions.

Third statement

Table 7

This serial helps the audience to familiarize with the Muslims who live in Greece nowadays

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	2	2,5	2,5	2,5
Partially Disagree	5	6,2	6,2	8,6
Not Sure	14	17,3	17,3	25,9
Partially Agree	57	70,4	70,4	96,3
Totally Agree	3	3,7	3,7	100,0
Total	81	100,0	100,0	

According to Table 7, a lot of students, i.e. 70.4% (57) partially agree that maybe this serial helps the Greek audience because it might help the audience get familiar with the Muslims who live in Greece.

Fourth statement

Table 8

This serial helps the audience to identify similarities with the Turkish people, in problems in everyday life.

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	20	24,7	24,7	24,7
Partially Disagree	28	34,6	34,6	59,3
Not Sure	25	30,9	30,9	90,1
Partially Agree	8	9,9	9,9	100,0
Total	81	100,0	100,0	

According to Table 8, a lot of students, i.e. 34.6% (28) partially disagree that maybe this serial helps the Greek audience to identify similarities with the Turkish people, in problems that we face in everyday life.

Fifth statement

Table 9

This serial aims to show a false picture of modern Turkey, by hiding a few dark sides

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	5	6,2	6,2	6,2
Partially Disagree	14	17,3	17,3	23,5
Not Sure	39	48,1	48,1	71,6
Partially Agree	22	27,2	27,2	98,8
Totally Agree	1	1,2	1,2	100,0
Total	81	100,0	100,0	

According to Table 9, the 27.2% (22) partially agree that maybe this serial aims to show a false picture of modern Turkey, by hiding a few dark sides, like the tough rules of Saria (Shari'a), the difficult conditions of minorities, the working conditions of farmers. However, the majority of students, the 48.1% (39) neither agrees nor disagrees with this statement.

Sixth statement

Table 10

This serial aims to show that we have more commonalities with Turkish people rather than other Europeans

	Frequency	Percent	Valid Percent	Cumulative Percent
Partially Disagree	4	4,9	4,9	4,9
Not Sure	28	34,6	34,6	39,5
Partially Agree	21	25,9	25,9	65,4
Totally Agree	28	34,6	34,6	100,0
Total	81	100,0	100,0	

According to Table 10, the 34.6% (28) totally agree that this serial aims to show that we have more commonalities with Turkish people rather than other Europeans. Also, a lot of students, the 25.9% (21) partially agree with this statement.

Seventh statement

Table 11

This serial aims to show that we have more differences with Turkish people

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	22	27,2	27,2	27,2
Partially Disagree	7	8,6	8,6	35,8
Not Sure	28	34,6	34,6	70,4
Partially Agree	22	27,2	27,2	97,5
Totally Agree	2	2,5	2,5	100,0
Total	81	100,0	100,0	

According to Table 11, the 27.2% (22) partially agree that we have more differences with Turkish people rather than common characteristics and behaviours, while the majority of students, the 34.6% (28) neither agrees nor disagrees with this statement.

Question 6: Following are mentioned a few of the implicit political reasons and aims for which the TV Serial 'Binbir Gece' is shown, concerning modern Turkey's role. Please mention the degree of your agreement or dissonance in the four following, separate statements.

First statement

Table 12

The Greek nation is identified with the Turkish nation, and faces its possible fears for the political situation between the two countries

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	4	4,9	4,9	4,9
Partially Disagree	24	29,6	29,6	34,6
Not Sure	27	33,3	33,3	67,9
Partially Agree	25	30,9	30,9	98,8
Totally Agree	1	1,2	1,2	100,0
Total	81	100,0	100,0	

In Table 12, as we can see that a lot of students, i.e. 25% (30,9) either partially agree or disagree (29.6%) that one of the implicit political reasons and aims for which the TV Serial 'Binbir Gece' is shown is that the Greek nation is identified with the Turkish nation, and faces its possible fears for the political situation between the two countries; while, 30.9% (25) students are not so sure whether this is an existing implicit reason.

Second statement

Table 13

The Greek audience reliefs its possible mixed or confused feelings

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	19	23,5	23,5	23,5
Partially Disagree	19	23,6	23,5	46,9
Not Sure	25	30,9	30,9	77,8
Partially Agree	15	18,5	18,5	96,3
Totally Agree	3	3,7	3,7	100,0
Total	81	100,0	100,0	

In Table 13, as we can see that enough students, i.e. 25% (30,9) are not sure whether one of the implicit political reasons and aims for which the TV Serial 'Binbir Gece' is shown is that the Greek audience reliefs possible mixed or confused feelings towards the Turkish people. It seems that the students are divided either in those who disagree partially or totally or in those who partially agree.

Third statement

Table 14

The serial passes the implicit message that modern Turkey is not a tough country

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	14	17,3	17,3	17,3
Partially Disagree	8	9,9	9,9	27,2
Not Sure	25	30,9	30,9	58,0
Partially Agree	25	30,9	30,9	98,8
Totally Agree	9	11,1	11,1	100,0
Total	81	100,0	100,0	

In Table 14, as we can see a lot of students, i.e. 25% (30,9) either partially agree or disagree (29.6%) that one of the implicit political reasons and aims for which the TV Serial 'Binbir Gece' is shown is that the Greek nation is identified with the Turkish nation, and faces its possible fears for the political situation between the two countries; while, 30.9% (25) students are not so sure whether this is an existing implicit reason.

Fourth statement

Table 15

The serial aims to create some kind of implicit propaganda for modern Turkey

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	2	2,5	2,5	2,5
Partially Disagree	7	8,6	8,6	11,1
Not Sure	25	30,9	30,9	42,0
Partially Agree	35	43,2	43,2	85,2
Totally Agree	12	14,8	14,8	100,0
Total	81	100,0	100,0	

In Table 15, a lot of students, i.e. 43,2% (35) partially agree that one of the implicit political reasons and aims for which the TV Serial 'Binbir Gece' is shown is in order to pass implicit political messages for modern Turkey's role.

Frequencies for the 2nd study: Suleiman the Magnificent

Question 4: Following are mentioned a few of the reasons for which the TV Serial 'Suleiman the Magnificent' might be popular. Please mention the degree of your agreement or dissonance in the four following, separate statements.

First statement

Table 16

The audience is identified with the heroes, the problems and difficulties they face in their everyday lives.

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	4	6,8	6,8	6,8
Partially Disagree	10	16,9	16,9	23,7
Not Sure	31	52,5	52,5	76,3
Partially Agree	12	20,3	20,3	96,6
Totally Agree	2	3,4	3,4	100,0
Total	59	100,0	100,0	

In Table 16, as we can see a lot of students, i.e. 20.3% (12) partially agree that one of the reasons for which "Suleiman the Magnificent" TV serial was popular is because the audience is identified with the heroes, the problems and difficulties they face in their everyday lives. However, 52.5% (31) students are not so sure if the above could be considered one of the reasons for the popularity of this serial.

Second statement

Table 17

The serial showed main historic events from the Turkish history

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	2	3,4	3,4	3,4
Partially Disagree	6	10,2	10,2	13,6
Not Sure	34	57,6	57,6	71,2
Partially Agree	16	27,1	27,1	98,3
Totally Agree	1	1,7	1,7	100,0
Total	59	100,0	100,0	

In Table 17, as we can see a lot of students, i.e. 27.1% (16) partially agree that one of the reasons for which "Suleiman the Magnificent" TV serial was popular is because it showed main historic events from the Turkish history. However, 57.6% (34) students are not so sure if the above could be considered one of the reasons for the popularity of this serial.

Third statement

Table 18

This serial is not a repetition of the classical American triptych (sex, money and violence).

	Frequency	Percent	Valid Percent	Cumulative Percent
Partially Disagree	2	3,4	3,4	3,4
Not Sure	17	28,8	28,8	32,2
Partially Agree	34	57,6	57,6	89,8
Totally Agree	6	10,2	10,2	100,0
Total	59	100,0	100,0	

According to Table 18, the majority of students, i.e. 57.6% (34) partially agree that one of the reasons for which "Suleiman the Magnificent" TV serial was popular is because it is not a repetition of the classical American soap operas, which usually show the triptych sex, money and violence.

Fourth statement

Table 19

It is a historical serial which shows the life of an Emperor

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	1	1,7	1,7	1,7
Partially Disagree	20	33,9	33,9	35,6
Not Sure	17	28,8	28,8	64,4
Partially Agree	16	27,1	27,1	91,5
Totally Agree	5	8,5	8,5	100,0
Total	59	100,0	100,0	

According to Table 19, a lot of students, i.e. 27.1% (16) partially agree that one of the reasons for which "Suleiman the Magnificent" TV serial was popular is because it shows the life of an Emperor, of a person who was a leader with an expansive policy directed to Europe of his times. On the other hand, the 33.9% (20) of the students believe the contrary.

Question 5: Following are mentioned a few of the reasons for which the TV Serial 'Suleiman the Magnificent' might have a positive or negative effect on the Greek audience. Please mention the degree of your agreement or dissonance in the seventh following, separate statements

First statement

Table 20

This serial softens the audience's fears towards the different in terms of religion

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	11	18,6	18,6	18,6
Partially Disagree	13	22,0	22,0	40,7
Not Sure	29	49,2	49,2	89,8
Partially Agree	6	10,2	10,2	100,0
Total	59	100,0	100,0	

According to Table 20, students' attitudes are divided. The issue of religion is a major issue which usually triggers fears to people in case of a different religion. The 22% (13) partially disagrees that one of the reasons for which "Suleiman the Magnificent" TV serial could have an effect (either positive or negative) on the Greek audience is because it dampens the audience's fears towards the different in terms of religion; in this case, towards the Muslims and Islam); while the 49.2% (29) do not have a specific attitude about this issue.

Second statement

Table 21

This serial helps the Greek audience to find commonalities with the Turkish

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	2	3,4	3,4	3,4
Partially Disagree	4	6,8	6,8	10,2
Not Sure	12	20,3	20,3	30,5
Partially Agree	41	69,5	69,5	100,0
Total	59	100,0	100,0	

According to Table 21, a lot of students, i.e. 69.5% (41) partially agree that maybe this serial helps the Greek audience to find commonalities with the Turkish neighbours.

Third statement

Table 22

This serial helps the Greek audience to get familiar to Muslim people

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	20	33,9	33,9	33,9
Partially Disagree	14	23,7	23,7	57,6
Not Sure	21	35,6	35,6	93,2
Partially Agree	4	6,8	6,8	100,0
Total	59	100,0	100,0	

According to Table 22, the 33.9% (20) totally disagrees that maybe this serial helps the Greek audience to get familiar with the Muslims who live in Greece; while the 35.6% (21) is not sure about this.

Fourth statement

Table 23

This serial helps the Greek audience to identify similarities with the Turkish people, in everyday problems.

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	5	8,5	8,5	8,5
Partially Disagree	11	18,6	18,6	27,1
Not Sure	33	55,9	55,9	83,1
Partially Agree	10	16,9	16,9	100,0
Total	59	100,0	100,0	

According to Table 23, a lot of students, i.e. 18.6% (11) partially disagree that maybe this serial helps the Greek audience to identify similarities with the Turkish people, in every day problems that it faces in life; while the 55.9% (33) neither agrees nor disagrees with this statement.

Fifth statement

Table 24

This serial aims to show a false picture of modern Turkey, by hiding a few dark sides

	Frequency	Percent	Valid Percent	Cumulative Percent
Partially Disagree	1	1,7	1,7	1,7
Not Sure	24	40,7	40,7	42,4
Partially Agree	12	20,3	20,3	62,7
Totally Agree	22	37,3	37,3	100,0
Total	59	100,0	100,0	

According to Table 24, the 37.3% (22) totally agree that maybe this serial aims to show a false picture of modern Turkey, by hiding a few dark sides, like the tough rules of Saria (Shari'a), the working conditions of farmers etc. However, the majority of students, the 40.7% (24) neither agrees nor disagrees with this statement.

Sixth statement

Table 25

This serial aims to show a few commonalities between the Greek and Turkish people

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	21	35,6	35,6	35,6
Partially Disagree	6	10,2	10,2	45,8
Not Sure	24	40,7	40,7	86,4
Partially Agree	7	11,9	11,9	98,3
Totally Agree	1	1,7	1,7	100,0
Total	59	100,0	100,0	

According to Table 25, the 35.6% (21) totally disagree that maybe this serial aims to show a few commonalities between the Greek and Turkish people. However, the majority of students, the 40.7% (24) cannot express a certain attitude about this statement.

Seventh statement

Table 26

This serial aims to show the differences between the Greek and Turkish people

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	1	1,7	1,7	1,7
Partially Disagree	13	22,0	22,0	23,7
Not Sure	25	42,4	42,4	66,1
Partially Agree	19	32,2	32,2	98,3
Totally Agree	1	1,7	1,7	100,0
Total	59	100,0	100,0	

According to Table 26, the 32.2% (19) partially agrees that maybe this serial aims to show the differences between the Greek and Turkish people. However, the majority of students, the 42.4% (25) cannot express a certain attitude about this statement.

Question 6: Following are mentioned a few of the possible implicit reasons and aims of the TV Serial 'Suleiman the Magnificent' about modern Turkey's role. Please mention the degree of your agreement or dissonance in the five following, separate statements

First statement

Table 27

The Greek nation is identified with the Turkish nation, and faces its possible fears for the contemporary political situation between the two countries

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	17	28,8	28,8	28,8
Partially Disagree	17	28,8	28,8	57,6
Not Sure	14	23,7	23,7	81,4
Partially Agree	8	13,6	13,6	94,9
Totally Agree	3	5,1	5,1	100,0
Total	59	100,0	100,0	

According to Table 27, the 28.8% (19) partially and the 28.8% (17) totally disagrees that maybe this serial aims to help the Greek nation to identify with the Turkish nation, and face its possible fears for the contemporary political situation between the two countries.

Second statement

Table 28

The Greek audience reliefs its possible mixed or confused feelings

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	9	15,3	15,3	15,3
Partially Disagree	3	5,1	5,1	20,3
Not Sure	25	42,4	42,4	62,7
Partially Agree	17	28,8	28,8	91,5
Totally Agree	5	8,5	8,5	100,0
Total	59	100,0	100,0	

According to Table 28, the 28.8% (17) partially agrees that maybe this serial aims to soften any mixed feelings of the Greeks towards the Turkish people; while the 42.4% is not sure about this.

Third statement

Table 29

This serial passes the implicit message that modern Turkey is not a tough country

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	2	3,4	3,4	3,4
Partially Disagree	7	11,9	11,9	15,3
Not Sure	22	37,3	37,3	52,5
Partially Agree	20	33,9	33,9	86,4
Totally Agree	8	13,6	13,6	100,0
Total	59	100,0	100,0	

According to Table 29, the 33.9% (20) partially agrees that maybe this serial aims to pass the implicit message that modern Turkey is not a tough country; while the 37.3% (22) is not sure about this.

Fourth statement

Table 30

This serial aims to create some kind of implicit propaganda for modern Turkey

	Frequency	Percent	Valid Percent	Cumulative Percent
Totally Disagree	12	20,3	20,3	20,3
Partially Disagree	6	10,2	10,2	30,5
Not Sure	13	22,0	22,0	52,5
Partially Agree	21	35,6	35,6	88,1
Totally Agree	7	11,9	11,9	100,0
Total	59	100,0	100,0	

According to Table 30, the 35.6% (21) partially agrees that maybe this serial aims to create some kind of implicit propaganda for modern Turkey, by showing historical events of glory and imperialistic politics in the past.

Limitations

This is a small pilot study aiming to explore the *explicit or implicit intentions of movie through the Turkish TV Serials*, on the Greek audience. As a next step is the development of a semi-structured interview protocol, using qualitative methods of analysis. In this way, the answers could be analyzed in depth

Discussion and Conclusion

To our view, *the results* of the above two surveys seem to be *very interesting mainly in two directions*: a) in a *sociological direction*, with an intercultural perspective and b) in a *political direction*, with an international and global perspective.

To summarize the main findings, we can see that the Greek students from their answers seem to be agree that there are a few issues which refer to customs and everyday life commonalities which are the same between the two nations. Though they seem to be open and positive in such issues, which would promote interaction and getting to know each other better, however, it seems that they continue to have fears towards certain issues which are associated with the differences in Religion (e.g. Islam and Orthodox Church) and historical events of the past which placed the two people in a condition of rivalry and hatred (e.g. the Ottoman empire and enslavement of 400 years). These hidden fears make some students feel reluctant, afraid and skeptical towards the Turkish people even today. Also, these fears make a few students skeptical about the hidden aims of the Turkish serials which are shown today: i.e. that they aim to hide a few dark sides of the Turkish history or modern Turkey and show an ameliorated picture.

In this frame of interpretation of the above findings, it is interesting to mention that the "memory of the past" seems to be vivid in students' attitudes.

In conclusion, in a *sociological dimension*, the *students of the sample could be divided in two groups*: The first group seems to be more open to the "difference", expressing the attitude that there are more commonalities between the two people compared to the other Europeans. The second group seems to be still afraid, especially in issues of religious diversity and historical events.

Students' answers show a tendency either to be open, i.e. an intercultural approach, or hesitant, i.e. a nationalistic approach.

In a *political direction*, the students express their skepticism towards the hidden aims of the Turkish TV serials which movie makers would wish to pass in a laden way. Sociologists would assert that this in the frame of propaganda, the power of movies on the audience, trying to show an embellished picture of a situation and hide some dark aspects, i.e. at these two Turkish TV Serials, hard Sharia laws and discrimination which minorities face.

Whilst some others might believe the contrary: i.e. that old Turkey has a great past, with its good and bad aspects, and that modern Turkey has made significant progress to enter the EU. Of course, in this direction, these are political issues, whose interpretation and aims are beyond the scope of this paper.

In another one, but different sociological direction, "Binbir Gece" was also the talk of the town among Greeks who try to overcome the consequences of the financial crisis. "Vima's" leading commentator Kosmas Vidos had written in an article that "not only the model of soap opera between the two countries is similar but also that Binbir Gece is a good solution for TV networks hit by the crisis" (see: Hürriyet Daily News, 18th July 2010).

George Pleios, Professor of Media at the University of Athens, had a different explanation for this serial's success. He said that "Binbir Gece was not a sign that Greek society realized that the two cultures have a lot in common", but that "the success of this soap opera shows the growing fear and compassion that the Greek media as well as the society have for the Turkish government and Turkish society" (as above).

Prof. Pleios said: "For the Greek public and the media, Turkey is tough to deal with in foreign relations and is full of emotion. This emotional aspect is what differentiates Turkey from Europe. Greece has always wanted to be European, even though it has had more in common with non-European societies".

And he continued, concluding:

"As a result of Turkey's leading position in the region, this dichotomy is what leads to the Greek public watching Turkish soap operas to replace the loss of Greek identity in the international arena".

Taking all the above and contradictory attitudes into consideration one thing is certain: Turkish TV Serials today have 'intruded' within the Greek homes, as a topic of discussion in our everyday lives, about our different neighbours.

Finally, it is up to us, to choose to be open to the different and create bridges of communication and human interaction, beyond any hidden political agendas, which we, as common people, we are not aware of.

On the other hand, some students have expressed the opinion that these two TV serials are shown by Greek TV, as the other Turkish TV serials, in a wave of new trend; like in case with the Brazilian TV serials some years ago, which had become a 'fashion' for some years.

Notwithstanding the different aforementioned reasons, one issue is certain: that the Turkish Serials are a new condition for the Greek TV, which seem to be very popular, at least for the time being. Also, not to forget that the influence and impact of TV on the audience could be either positive or negative, which means that "ex cathedra" TV and mass media, in general is a powerful tool that mold people's perceptions, ideas and attitudes. It is also evident that the multicultural climate of modern societies (Banks 2008) touches our everyday lives and point out the different traits we might have either as persons or as people living in different nations (Banks 2004).

At educational level, specifically at Universities an ultimate goal when teaching students about diversity issues is to help them acquire a broader perspective about embracing differences, getting rid of prejudices and develop an intercultural sensitivity (Yurtseven, Altun 2015) as well as develop themselves and function as global citizens (Palaiologou & Dietz, 2015).

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Appendix: The Questionnaire (in Greek language, combined for the two surveys)

ΕΡΩΤΗΜΑΤΟΛΟΓΙΟ

Έρευνα για τα τουρκικά σίριαλ "Χίλιες και μια νύχτες" και «Σουλεϊμάν ο Μεγαλοπρεπής»: χτίζοντας γέφυρες πολιτισμών;

ΤΜΗΜΑ : ΝΗΠΙΑΓΩΓΩΝ 1 ΔΗΜΟΤΙΚΗΣ 2 ΒΑΛΚΑΝΙΚΩΝ 3

ΚΑΠΟΙΟ ΑΛΛΟ.....

ΕΤΟΣ ΣΠΟΥΔΩΝ ΦΥΛΟ

1α. Παρακολουθείτε το τούρκικο σίριαλ "Χίλιες και μια νύχτες";

ΝΑΙ 1 ΟΧΙ 2

1β. Εάν απαντήσατε ΝΑΙ, πόσο συχνά το παρακολουθείτε:

ΔΕΝ ΧΑΝΩ ΕΠΕΙΣΟΔΙΟ 1 ΣΥΧΝΑ 2 ΣΠΑΝΙΑ 3

2. Παρακολουθείτε το σίριαλ ΚΙΣΜΕΤ; ΝΑΙ 1 ΟΧΙ 2

Είχατε παρακολουθήσει ΤΑ ΣΥΝΟΡΑ ΤΗΣ ΑΓΑΠΗΣ; ΝΑΙ 1
ΟΧΙ 2

3. Πώς θα χαρακτηρίζατε τους ήρωες της σειράς; Περιγράψτε τον/την καθένα/καθεμία με τρία επίθετα, τα οποία, κατά την άποψή σας, τον/την χαρακτηρίζουν.

ΣΕΧΡΑΖΑΤ 1. 2. 3.

ΟΝΟΥΡ 1. 2. 3.

ΚΕΡΕΜ 1. 2. 3.

ΜΠΕΝΟΥ 1. 2. 3.

ΝΙΝΕΤ 1. 2. 3.

ΜΠΟΥΡΧΑΝ 1. 2. 3.

ΑΛΙ ΚΕΜΑΛ 1. 2. 3.

ΦΟΥΣΟΥΝ 1. 2. 3.

4. Στη συνέχεια, αναφέρονται ορισμένοι λόγοι για τους οποίους, ενδεχομένως, η τουρκική σειρά "Χίλιες και μια νύχτες" να είναι ιδιαίτερα δημοφιλής στο ελληνικό κοινό. Σημειώστε το βαθμό συμφωνίας σας για κάθε λόγο ξεχωριστά, **επιλέγοντας ένα βαθμό από το 1 έως 5** (όπου 1=διαφωνώ απόλυτα, 2=διαφωνώ εν μέρει, 3=δεν είμαι σίγουρος/η, 4=συμφωνώ, 5=συμφωνώ απόλυτα).

α. Διότι ταυτιζόμαστε με τους ήρωες όσον αφορά στην καθημερινότητά τους και τις δυσκολίες αντιμετωπίζουν.

β. Διότι προβάλλονται πρότυπα και αξίες, τα οποία είναι κοινά στην ελληνική κοινωνία και οικογεια.

γ. Διότι ξεφεύγει από το τρίπτυχο κλασικό σενάριο σαπουνόπερας αμερικάνικου τύπου (βία, σεξ, χρήμα) .

δ. Διότι προβάλλει έναν τρόπο ζωής πιο κοντά στην ελληνική πραγματικότητα

5. Στη συνέχεια, αναφέρονται ορισμένοι λόγοι για τους οποίους, ενδεχομένως, η τουρκική σειρά "Χίλιες και μια νύχτες" να έχει μία θετική ή αρνητική επίδραση στο ελληνικό κοινό. Σημειώστε το βαθμό συμφωνίας σας για κάθε λόγο ξεχωριστά, **επιλέγοντας ένα βαθμό από το 1 έως 5**

α. Βοηθά στο να αμβλύνουμε το φόβο μας για το διαφορετικό (Ισλάμ, Μουσουλμάνους).

β. Βοηθά στο να κατανοήσουμε τις ομοιότητες στα ήθη, έθιμα και καθημερινότητα που έχουμε με τους γείτονές μας.

δ. Συμβάλλει στο να εξοικειωθούμε με τους Μουσουλμάνους που ζουν στη χώρα μα

ε. Συμβάλλει στο να 'ταυτιστούμε' με τα κοινά προβλήματα και δυσκολίες που αντιμετωπίζουν οι Μουσουλμάνοι γείτονές μας στην καθημερινότητά τους, στην κοινωνία σοποία ζουν σήμερα.

στ. Συμβάλλει παραπλανητικά στο να παρουσιάσουν μία

ωραιοποιημένη εικόνα για τη σύγχρονη Τουρκία, αποσιωπώντας μελανά σημεία της (όπως: τους σκληρούς κανόνες της σαρία, την εκμετάλλευση των εργατών, την εξαθλίωση των αγροτών που αφήνουν την τουρκική ενδοχώρα για να εγκατασταθούν μαζικά στην Κωνσταντινούπολη και τη Σμύρνη, την απουσία ελεύθερης έκφρασης και τη μη τήρηση των ανθρωπίνων δικαιωμάτων των μειονοτήτων).

ζ. Συμβάλλει στο να κατανοήσουμε ότι έχουμε περισσότερες ομοιότητες με τον Τουρκικό λαό παρά με τους ισχυρούς Ευρωπαίους.

η. Συμβάλλει στο να κατανοήσουμε περισσότερο τις ουσιαστικές διαφορές μας με τον Τουρκικό λαό και να μην ταυτιστούμε μαζί του.

6. Γνωρίζοντας ότι η Τουρκία επιδιώκει να ενταχθεί στην Ευρωπαϊκή Ένωση ως κράτος- μέλος αυτής και δεδομένης της συχνής έντασης και σύγκρουσης συμφερόντων που επικρατεί στις ελληνοτουρκικές σχέσεις, αλλά και λόγω της σκληρής στάσης της ΕΕ απέναντί μας λόγω της πρόσφατης οικονομικής κρίσης που βιώνουμε ως χώρα, στη συνέχεια, αναφέρονται ορισμένοι λόγοι τους οποίους, ενδεχομένως, η σειρά "Χίλιες και μια νύχτες" επιδιώκει να επιτύχει. Σημειώστε το βαθμό συμφωνίας σας για κάθε λόγο ξεχωριστά, **επιλέγοντας ένα βαθμό από το 1 έως 5**

α. Το ελληνικό κοινό τηλεθέασης 'αντιμετωπίζει' το φόβο του για τη σκληρή, επεκτατική πολιτική της Τουρκίας και συμπάσχει με τον απλό Τουρκικό λαό στην καθημεριότητά του.

β. Το ελληνικό κοινό τηλεθέασης 'εκτονώνει' το συναισθηματικό του κόσμο και διαπιστώνει ότι υπάρχουν περισσότερα κοινά στοιχεία στην πολιτιστική ταυτότητα των δύο λαών σε σύγκριση με άλλους Ευρωπαίους (π.χ. Γερμανούς, Άγγλους, Σουηδούς).

γ. Αποτελεί έναν 'έξυπνο' τρόπο για να περάσει το μήνυμα ότι η σύγχρονη Τουρκία, με σύμβολο το Ισλάμ, δεν είναι τόσο σκληρή ως χώρα της Ανατολής αλλά μπορεί να διεκδικήσει μία θέση στην Ευρωπαϊκή Ένωση.

δ. Αποτελεί έναν 'έξυπνο' και ύπουλο τρόπο προπαγάνδας της τουρκικής διπλωματίας για να περάσει τα μηνύματα που αυτή θέλει στην ελληνική κοινωνία.

7. Πιστεύετε ότι η συγκεκριμένη σειρά χτίζει γέφυρες δεσμών ανάμεσα στον ελληνικό και τουρκικό λαό ή αποτελεί μία μορφή προπαγάνδας της τουρκικής διπλωματίας στο πλαίσιο προβολής τουρκικών σειρών,

με σκοπό να επηρεάσει θετικά το ελληνικό κοινό τηλεθέασης και να του δημιουργήσει θετική προδιάθεση;

Τεκμηριώστε την επιλογή σας εκφράζοντας τις σκέψεις σας.....

.....

.....

.....