

JOURNALISM, POLITICS AND SOCIETY

e-ISSN: 3005-527X , p-ISSN: 3005-5261

Volume 01, Issue 02, June 2023, Pages 128-140

Journal Homepage: <https://jpolas.com>**Audience Experience to Series Ertugrul and Fulfillment of Social and Psychological Needs Gratification****Zarafshan Ansari¹**¹Assistant Producer, Hum News, Islamabad Pakistan.Email: Zarafshan.ansari@hum.tv**Parshant Singh²**²Assistant Controller, University of Punjab, Lahore Pakistan.Email: parshanthaswani@gmail.com**Abstract**

The study focuses on audience's exposure to series Ertugrul and fulfillment of social and psychological Needs Gratification; moreover, the article thesis calls attention to the age group and gender of youth which is comparatively more fulfilling their social and psychological needs. The age has been grouped under 20 years of age and above. The study explores the needs fulfilled by audience by watching the drama. Frequency of the most Popular Turkish dramas viewership has also been found. Quantitative Survey research method has been used in which total of 251 Responses are collected from National university of Modern languages, Bahria University Islamabad Campus, National University of Science and Technology Quaid e Azam University and International Islamic University via hand-to-hand questionnaires and Online Surveys. Data has been assembled, entered, and tested on SPSS software. Findings and discussions show that Turkish Drama Ertuğrul is being utilized differently by people with different Age groups, Genders, Universities, preference of viewing and frequency of viewing. According to the findings, the respondents gratify most of the needs most likely. The audiences most likely relate the dramato Islam, and they find it as a source of Spiritual maintenance. The researcher further found out that audiences are more likely to learn about and patience and Strength. The drama overall is a good source of social and psychological needs gratification.

Keywords: Gratification, Ertugrul, socialisation, Entertainment, surveillance, culture.

© 2023 The Authors. This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License

1. Introduction**1.1 History of the Pakistani Drama Industry**

Pakistani dramas made an extraordinary history in the subcontinent drama Industry. There were the classical dramas which became the initial field of Industry. With a great delivery of messages, these dramas created an attachment between audiences and the story. These dramas were not only appreciated in Pakistan, but foreign audiences were fascinated by these dramas as well. Even after decades now these dramas are a source of inspiration among the youth. This was possible because of the captivating storylines by intellectual writers and talented actors. Dramas like "Dhoop Kinare", "Ankahi", "Tanhayaan" Dhowaan", "Waris" "Andheera Ujala", "ABC" "Ainak Wala Jin", "Uncle Urfi" etc. have still not lost their charm. These dramas not only had astonishing plots but also every aspect of the production was up to the mark. Unluckily this golden period of Pakistani dramas faced a decline when the Dramas from other countries gained popularity. Later the Pakistani

writers started gaining inspiration from these dramas and the storylines were limited to Love and Family Politics only. Later many projects were also made which are a great source of inspiration and motivation like “Alif”. “MeriZaat Zara e Benishaan”, “Shehr-e-Zaat” etc. (2015) but audiences are now fed up with the lame stories with no positive messages.

1.2 Boom of Ertuğrul

History is a great source of cultural flourishing. But unluckily there is a dearth of Historical projects in Pakistan. This might be because of the low-budget, Production quality is not up to the mark as is required in dramas like Ertuğrul (2019) A Turkish Series which broke the TRP records all around the globe. In 2019 a series created hype around the country. Ertugral based on history broke the records and spread worldwide. Directed by Metin Gunay, the TRT series Ertugral consists of 5 seasons with 150 episodes. 93% of Google users liked this series to date (2021). In Pakistan, it is called Ertugral Ghazi. Word Ghazi originated from the Arabic language which means a person who struggles for the sake of religion. The Drama Ertuğrul gained popularity in Pakistan within no time. The drama focuses on the life of Ertuğrul the famous warrior, who is a peaceful and justice-loving person. The captivating story and the plot keep the viewer entangled. The drama Ertuğrul shows the 700 years ago golden era of Muslims. Character Ertuğrul became popular in no time with his remarkable dialogue delivery, values, and ethics. The series portrays the real hero Ertuğrul Ghazi with realistic characteristics of a hero unlike Spiderman, superman, and batman who are just supernatural characters with mystic powers. The impacts of the series were seen when people of all ages from kids to Adults adopted the look of the main leads of the series.

1.3 Summary of Ottoman Empire

The Ottoman Empire was a huge empire that ruled over south Eastern Europe, Western Asia, and North Africa. The Ottoman Empire was established in the 13 century and continued until the early 20th Century. The empire started as a tribe and emerged as Ottoman Empire. The word ottoman means “the man who founded the empire”. The empire ruled for 6 Centuries. (2020)

1.4 Ertuğrul around the Globe

The series broadcasted around the world. It gained popularity around the globe within no time. Family-Friendly Content, Representation of Islam, and constant preaching of religion made it most popular in the Islamic Republic of Pakistan. When people started watching the series, they recommended their circle to watch the series, and this was a chain was formed and the series gained popularity. (2020).

1.5 PM Imran Khan

PM Imran Khan emphasizes the youth to watch this show, according to him this way they will learn their Islamic history (2020). The series is based on the lifespan of Ertuğrul. The plot is based on the courage of Oghuz Turks and the invasion of Mongols, knight Templars, and Christians in Anatolia. Since PM’s promotional speech the drama has gained popularity. Imran Khan while giving it a five-star review suggests children and youth watch Ertuğrul so that they can differentiate between third-hand culture and real Islamic Culture. Also, Khan called it a Turkish game of thrones, although it turned out to be more than just GOT. Since then the show gathered a huge fan following in Pakistan. (Inayat, 2020).

1.6 The popularity of Ertuğral in Pakistan

Pakistanis are seen to be highly influenced by the history of Turks Portrayed in the series. They genuinely believe that the 12th Century Turks belong to them. The Drama went on Trending since it started airing on PTV, as PTV is a National television channel and has the highest reach. Pakistan’s youth considers Imran Khan as an opinion maker since PM IK’s suggestion played a role in giving this drama hype. Social Media, on the other hand, gave it a hype, since 2019 there have been several posts

and memes regarding the drama which drove people to watch the drama. And once you start watching the series you won't stop. The initial 150 dubbed episodes were viewed by a top score audience of approximately 56 million audiences in Pakistan. (2020).

The research is designed to investigate the reasons which enforces people to watch Ertugral, and what are the social and psychological needs they want to fulfill. The researcher wants to find out the key factors which keep the audience intact with the series. The series has a huge fan following and one who starts watching it cannot get out of the spiral until the finale. The research will be focusing on how people gratify their social and psychological needs i.e. Surveillance, Entertainment, Personal Identity, and Socialization through serial Ertugral.

1.7 Objectives

- To determine the driving force in watching the drama Ertuğrul.
- To find how people get personal identity from watching the drama Ertuğrul
- To find out how far the watching of drama Ertuğrul engages people with socialization
- To find out whether or to what extent the drama Ertuğrul enables people to eternalize knowledge of Islamic History.
- To find out how people seek entertainment by watching the drama Ertuğrul

2. Literature Review

This study deals with the audience's exposure to drama Ertuğrul and fulfillment of social and psychological needs. This is a plethora of work done by the Previous TV Drama researchers all over the world. In most of the research studies, the researchers used the Uses and Gratification Theory. The main theme involved in the previous studies included knowledge-seeking personal identity socialization and entertainment. This study also grounds uses and gratification approach to explore audiences' social and psychological needs for gratification. This research intends to review the literature of the previous studies using the main themes of the theory.

2.1. Personal Identity

Personal Identity Need of Audiences is fulfilled when Audience affiliates themselves with a specific character who carries similar values as them they relate themselves with a certain product or idea which resonates with their thinking.

2.2 Cultural Identity

Azam Awan (2018) conducted a focus group discussion on a K drama. Results revealed that the Self-identity built, is a reflection of the exploration of information and discovery by Audiences. The Audience identified themselves to be one or more of the roles portrayed in the drama. Alradimi et al. (2019) performed a quantitative analysis on University students and the results revealed that learning about the cultures, was one of the top reasons for watching series in other countries. Rohn (2020) Suggests that people watch Turkish dramas because of cultural Proximity. Turkish Series a play major role in the promotion of Turkish Culture as well as a great source of entertainment and information. People prefer watching historical and contemporary dramas.

2.2 Surveillance

People use media to get information and knowledge from the media content. They gratify their need for information from the media content. People satisfy their need for information from the media by seeking it in media content (Katz). Donahue (2014) concludes that most people gain their knowledge of the past using virtual media. For Instance Darrin Brown (2012) found out that the audiences' curiosity and full gratification increases with the frequency of viewing the dramas. Lucinda Austen (2012) highlighted that People use electronic media to get educational information. The involvement, convenience, and personal recommendations encourage the use of the media. Additionally, in his study Murray (2007) reveals that 52% viewed religious content for purpose of religious preaching, and the rest watched to feel close to God and to strengthen their faith.

2.3 Entertainment

Viewers are inclined towards the specific media content because they are being entertained by watching the media content. They enjoy watching the Dramas which is why they select that specific drama. Rafeli (1986) researched university students to determine the needs they fulfill by using the university Internet, and it was found that they use the internet to gratify the needs of diversion, entertainment, and recreation besides Research by (Babrow, 2009) shows that students have comparatively more reasons to watch soap operas than to avoid these, which means they feel satisfied after watching the soap opera which forces them to be a regular viewer.

2.4 Socialization

Audiences find a topic to socialize with their family and social circle by watching the Media content. To satisfy their Social Integrative needs, audiences use Social Networking sites. Audiences also watch specific programs, not for their self needs but only because they find it as a topic of discussion with their peer group. Audiences are interested in media content because they find it as a topic to socialize with their circle. Halakaoho (2012) Concluded that there is a certain chance of audiences discussing their favorite TV series in their social circle. Gerbner and Gross (1976) indicated that TV being a medium is a source of Socialization for a maximum number of individuals, as TV gives them topics to talk about certain topics with pupils. Rubin found out that Audiences develop social gratification by watching Television. Darrin and fellows (2012) suggested that fewer number of respondent agreed that crime dramas give them an occasion to talk to people.

2.5 Theoretical Framework

Uses and gratification (U & G) theory proposes a different dimension, unlike Magic Bullet theory which assumes audiences as passive users. According to Blummer and Katz U&G approach proposes that it is the audiences who use media to fulfill their social and psychological needs i.e. need for Surveillance, entertainment, education, and social identity. The uses and Gratification approach creates a shift from what media does to people to what people do with media. The researcher in this study seeks to find out the major social and psychological needs Pakistani Viewers want to fulfill by watching the Drama Ertuğrul.

2.6 Research Questions

RQ1: To what extent people watch the drama Ertuğrul in the Pakistani Society?

RQ2: How far do people get social and psychological needs satisfaction by watching the Ertuğrul Drama?

3. Methodology

To find out the social and psychological needs behind watching the series Ertuğrul, the Researcher developed a questionnaire, and Survey was conducted using quantitative analysis. A questionnaire is developed by breaking down the four needs into different variables. This scale is comprised of 5 Likert-type items that ask respondents to specify the degree to which they agree with each of the statements. Answers ranged from 1) strongly disagree to 5) strongly agree.

3.1 Population and Sampling

The researcher used Purposive-Convenient Sampling among the Students of Bahria University, National University of Science and Technology, National University of Modern Languages, Islamic University, and Quaid e Azam University in Islamabad. Students who have watched the Drama Ertuğrul and belong to the above-mentioned universities will be the Sample Population. The questionnaire was distributed among 250+ students of Bahria University Islamabad Campus, National University of Science and Technology, National University of Modern Languages, Islamic University, and Quaid e Azam University in Islamabad. The Survey has been distributed through Online Survey as well as a questionnaire through the hand.

4. Data Analysis

The research deals with Audiences' Exposure to series Ertuğrul and fulfillment of Social and Psychological needs gratification. 32 questions were asked with 251 students of selective Universities to know how the Audiences gratify their social and psychological needs by watching the drama Ertuğrul. Data from 251 students of NUML, NUST, BUIC, QAU, and IIUI was collected.

Table 1 Excitement

Excitement	Frequency
Religiosity	151 (59.9)
Patriotism.	98 (38.9)
Awareness	87 (34.5)
Nationhood	78 (31)
Pleasure	50 (19.8)
Sadness	16 (6.3)
Fear	10 (4)

Note: Percentages are given in parenthesis.

The researcher further found out that the most generated excitement in audiences is Religiosity.151 (59.9%) Audiences believe that drama excites religiosity in them while watching. The secondmost generated excitement is Patriotism. 98 (38.9%) feel patriotism while watching the drama. The third most generated excitement is Awareness; Awareness is generated in 87 (34.5%) of respondents. Rest, 78 (31%) nationhood, 50 (19.8%) generate Pleasure, 16 (6.3%) feel sad, 10 (4%) feel fear while watching the drama.

Table 2 Personal Identity Factor of Social and Psychological needs

Variables	Low	Moderate	Much
Islamic Culture	28 (11.1)	52 (20.7)	171 (68.1)
Close to Islam	51 (20.3)	89 (35.5)	111 (44.2)
Spirituality	67 (26.7)	73 (29.1)	111 (44.2)
Islamic Values	64 (25.5)	73 (29.1)	114 (45.4)
Relating with Characters	136 (54)	67 (26.7)	48 (19.1)
Adoption of Characters	155 (61.8)	45 (17.9)	51 (20.3)

Idealizing the characters	129 (51.4)	52 (20.7)	70 (27.9)
---------------------------	-------------	------------	------------

Note: Percentages are given in parenthesis.

The gathered data was divided in further 4 sections 1 for each Identity. When data for Personal Identity was collected, the researcher found out that the maximum number of people relate the drama to the magnificent past of Islamic Culture.

Islamic Culture

The results show that a greater number of students i.e., 171 (68.1 %) relate the drama to the magnificent past of Islamic Culture.

Close to Islam

The researcher further established that a supreme number of people feel close to Islam by watching the drama Ertuğrul. The results show that 111 (44.2 %) people are more likely attracted to Islam by watching the drama Ertuğrul. 89 (39.5 %) people somewhat feel close to Islam by watching the drama.

Spirituality

While calculating the data on Spirituality, the researcher found out that a greater number of the respondents are inclined toward Spirituality by watching the drama Ertuğrul. The results show that 111 (44.2%) respondents are more likely to believe that drama arouses their spirituality.

Islamic Values

Audiences are more likely to adopt Islamic values by watching the drama Ertuğrul. 114(45.4%) people were most likely to watch the drama to adopt Islamic values.

Identity

According to the results, fewer people relate themselves to certain characters in drama Ertuğrul. The results show that 136 (54%) people are less likely relate themselves to certain characters of the series, and only 48 (19.1%) are more likely to relate themselves to characters of the drama Ertuğrul. It shows that People rarely relate themselves to drama Characters.

Adopting Characters

More people are least likely to adopt the characters of drama Ertuğrul. Results show that 155 (61.8%) people hardly adopt the characters of drama Ertuğrul, and only 51 (20.3%) adopt the characters to a higher extent.

Idealizing Characters

A greater number of people are more likely to idealize the characters of the drama Ertuğrul in their real life. 129 (51.4%) people don't idealize the characters of drama series, and 70 (27.9%) are more likely to idealize the characters of the drama Ertugural. It was found that people were less likely personally relate to, adopt or idealize the Characters or roles of drama Ertuğrul.

Table 3 Surveillance Factor of Social and Psychological needs

Variables	Low	Moderate	High
Islamic History	48 (19.1)	75 (29.9)	128 (51.0)
Thinking	88 (35.1)	86 (34.3)	77 (30.7)

Patience	53 (21.1)	84 (33.5)	114 (45.4)
Evil forces	64 (25.5)	64 (25.5)	123 (49.0)
Islamic Knowledge	65 (25.9)	85 (33.9)	101 (40.2)
Gaining Knowledge	87 (34.7)	73 (29.1)	91 (36.3)
Cruelty	42 (16.7)	101 (40.2)	108 (43.0)

Note: Percentages are given in parenthesis. **Islamic History**

The table shows the gratification of surveillance of the respondents. As evident from the table, a greater number of people seek knowledge of history by watching the drama Ertuğrul. More people most likely seek Islamic knowledge by watching the drama. Results show that 128 (51.0%) out of 251 respondents mostly seek knowledge about Islamic history by watching the drama Ertuğrul. 48 (19.1%) were least likely to seek Islamic Knowledge while watching the drama Ertuğrul.

Thinking Embedded

As evident from the given table, a greater number of people are least likely to be provoked for thinking about the scenes embedded in the drama. Results show that 88 (35.1%) people are least likely to think about the scenes embedded in the drama, 86 (34.3%) people somewhat think about the embedded scenes, and slightly fewer people 77 (30.7%) are encouraged to think about the scenes embedded in the drama. There is a slight difference between the people who are encouraged and those who are not encouraged for thinking about the scenes embedded in the drama.

Patience

Furthermore, while analyzing, the researcher found out that more people are learning to keep patience while watching the drama Ertuğrul. The results show that 114 (45.4%) people watch the drama to learn patience, and a lesser number of people i.e. 53 (21.1%) people least likely to watch the drama to learn patience.

Evil Forces

It was further revealed that a greater number of people watch the drama to learn how to fight against evil forces. The results show that 123 (49.0%) people learn to fight against evil forces, and 64 (25.5%) people were least likely to watch the drama to learn the tactics to fight against evil forces.

Islamic Knowledge

The table further shows that a greater number of people are seeking Islamic Knowledge by watching the drama. The results show that 101 (40.2%) people watch the drama to gain Islamic Knowledge, and fewer people 65 (25.9%) are least likely to watch the drama Ertuğrul to gain Islamic knowledge.

Knowledge

The researcher further found out that a slightly greater number of people watch the drama to gain Knowledge. The results show that 91 (36.3%) people most likely watch the drama to gain knowledge, 73 (29.1%) watch the drama to gain knowledge to some extent and 87 (34.7%) people least likely watch the drama to gain knowledge.

The cruelty of Real-world

The results show that the reality of cruelty was unveiled to a greater number of people i.e. 108 (43.0%), more number of people somewhat believe that the drama has unveiled the reality of a cruel world to a greater extent whereas on the other hand fewer number of people 42 (16.7%) least likely are of the

view that the drama has unveiled the reality of the cruel world. Overall the results show that a greater number of audiences seek surveillance by watching the drama Ertuğrul.

Table 4 Entertainment Factor of Social and Psychological needs

Variables	Low	Moderate	High
Entertainment	87 (34.7)	73 (29.1)	91 (36.3)
Next Episode	93 (37.1)	50 (19.9)	108 (43.0)

Note: Percentages are given in parenthesis

Table 4 shows the Gratification by Entertainment of the respondents. As evident from the table, the maximum number of audiences watch the drama Ertuğrul for getting the Entertainment.

Table 5 Socialization needs gratification Factor of Social and Psychological needs

Variables	Low	Moderate	High
Family	56 (22.3)	66 (26.3)	129 (51.4)
Speeches and Comments	66 (26.3)	95 (37.8)	90 (35.8)
Peer Discussion	128 (51.0)	63 (25.1)	60 (23.9)
Scenes Discussion	102 (40.6)	65 (25.9)	84 (33.5)
Finishing Episodes	101 (40.2)	75 (29.9)	75 (29.9)

Note: Percentages are given in parenthesis.

Table 5 Personal Identity Factor of Social and Psychological Need Gratification by Frequency of viewing

Variables	Less			Moderate			High		
	Low	Moderate	High	Low	Moderate	High	Low	Moderate	High
Islamic Culture	17(17)	34(34)	49(49)	2(5)	9(22.5)	29(72.5)	9(8.1)	9(8.1)	93(83.8)
Close to Islam	36(36)	36(36)	28(28)	6(15)	18(45)	16(40)	9(8.1)	35(31.5)	67(60.4)
Spirituality arousal	44(44)	29(29)	27(27)	9(22.5)	19(47.5)	12(30)	14(12.6)	25(22.5)	72(64.9)
Islamic Values	40(40)	28(28)	32(32)	8(20)	19(47.5)	13(32.5)	16(14.4)	26(23.4)	69(62.2)
Relating Identity	40(40)	28(28)	32(32)	8(20)	19(47.5)	13(32.5)	16(14.4)	26(23.4)	69(62.2)
Relating Yourself	60(60)	22(22)	18(18)	18(45)	11(27.5)	11(27.5)	58(52.3)	34(30.6)	19(17.1)
Adopting Characters	73(73)	14(14)	13(13)	21(52.5)	13(32.5)	6(15)	61(55)	18(16.2)	32(28.8)
Idealizing Characters	70(70)	13(13)	17(17)	15(37.5)	13(32.5)	12(30)	44(39.4)	26(23.4)	41(36.9)

Note: Percentages are given in parenthesis.

The table shows the personal Identity gratification of Audiences by the frequency of viewing. As evident from the table the people who watch the drama with high viewing are more likely to get personal Identity gratification than those who moderately or less likely watch the drama Ertuğrul.

Table 6 Socialization Factor of Social and Psychological needs by Frequency of Viewin

Variables	Less			Moderate			High		
	Low	Moderate	High	Low	Moderate	High	Low	Moderate	High
Finishing Episode	50(50)	30(30)	20(20)	13(32.5)	16(40)	11(27.5)	38(34.2)	29(26.1)	44(39.6)
Friends andfamily	60(60)	20(20)	20(20)	12(30)	16(40)	12(30)	30(27)	29(26.1)	52(46.8)
Peer Discussion	64(64)	21(21)	15(15)	17(42.5)	13(32.5)	10(25)	47(42.3)	29(26.1)	35(31.5)
opinion Leaders	41(41)	35(35)	24(24)	8(20)	19(47.5)	13(32.5)	17(15.3)	41(36.9)	53(47.7)
Family	32(32)	24(24)	44(44)	6(15)	14(35)	20(50)	18(16.2)	28(25.2)	65(58.6)

Note: Percentages are in Parenthesis

The table show respondent's gratification of Socialization by Frequency of viewing. As evident from the table, Respondents with light and moderate viewing are least likely and less likely to watch the drama for Socialization purposes respectively; whereas a greater number of respondents with high viewing are most likely to watch the drama for Socialization.

Table 7 Entertainment factors of social and Psychological needs by viewing

Variables	No			Maybe			Yes		
	Low	Moderate	High	Low	Moderate	High	Low	Moderate	High
Entertainment	34 (60.7)	15 (26.8)	7(12.5)	8(40)	9(45)	3(15)	39(22.3)	54(30.9)	82(46.9)
Next Episode	39(69.9)	11(19.6)	6(10.7)	11(55)	4(20)	5(25)	43(24.6)	35(20)	97(55.4)

Note: Percentages are given in parenthesis.

While analyzing the results further found out that the Students with less inclination towardsthem drama are less likely entertained by watching it, whereas those with moderate inclination are somewhat entertained and those with high inclination are more likely entertained.

Table 8 Socialization Factor of Social and Psychological needs

Variables	Male			Female		
	Low	Moderate	High	Low	Moderate	High
Family	25 (20.7)	38 (31.4)	58 (47.9)	31 (23.8)	28 (21.5)	71(54.6)
Opinion Leaders	29(24.0)	49(40.5)	42(34.7)	37(28.5)	46(35.4)	47(36.2)

Peer Discussion	59(48.8)	29(24.0)	33(27.3)	69(53.1)	34(26.2)	27(20.8)
Friends and Family	50(41.3)	38(31.4)	33(27.3)	52(40.0)	27(20.8)	51(39.2)
Finishing Episode	50(41.3)	41(33.9)	30(24.8)	51(39.2)	34(26.2)	45(34.6)

Note: Percentages are given in parenthesis. The table show Audiences need the gratification of socialization by watching the drama Ertuğrul by gender. It is evident from the table that the number of females filling their socialization need gratification is more than that of males. The hypothesis was that there is a likelihood that people watch the drama Ertuğrul for Surveillance. To test the hypothesis the respondent computed the variables of Surveillance need. As the above discussion shows the audiences are more likely fulfilling their surveillance need gratification. A greater number of audiences watch the drama for gaining Islamic Knowledge, Knowledge about Islamic History, to learn patience, to gain Knowledge. A greater number of audiences watch the drama as it teaches them to fight against evil forces as well as a greater number of audiences believe that the reality of the cruel world is unveiled after watching the drama. Hence the Hypothesis is approved

H:1 There is a likelihood that people watch the drama Ertuğrul for Entertainment

The hypothesis was that there is a likelihood that people watch the drama Ertuğrul for Entertainment. To test the hypothesis, the respondent computed the variables of Entertainment needs. The researcher found out that audiences are watching the drama for entertainment purpose to a greater extent, as well as they most likely anxiously wait for the next episode of the drama. Hence the Hypothesis is accepted.

H: 2 There is a likelihood that people watch the drama Ertuğrul for Socialization.

The hypothesis was that there is a likelihood that people watch the drama Ertuğrul for Socialization. To test the hypothesis, the respondent computed the variables of Socialization need. The researcher found out that people are more likely to watch the drama for family gatherings and they discuss the speeches and comments made by opinion leaders about the drama. The researcher further found out that people are less likely to discuss the whole episodes and scenes in the drama with their friends and family. Fewer people watch the drama for peer discussion hence proving that the hypothesis is partially approved.

H: 3 There is a likelihood that people watch the drama Ertuğrul for Personal Identity.

The fourth hypothesis was that there is a likelihood that people watch the drama Ertuğrul for Personal Identity. To test the hypothesis, the respondent computed the variables of Personal Identity needs. Most of the audiences relate the drama with the magnificent past of Islamic culture, Maximum believes that drama keeps them close to Islam, Majority believes that drama arouses their spirituality, and a greater number of audiences believe that drama keeps them close to Islamic Values. On the other hand, the majority of people are least likely to relate, adopt or idealize themselves with the characters of the drama. Hence the hypothesis is partially proven to be true.

RQ1: To what extent people watch the drama Ertuğrul in the Pakistani Society?

Journalism, Politics and Society, 1(2), 2023

The researcher found out that a greater number of people watch drama Ertuğrul to a greater extent. The researcher further analyzed that those who watch the drama to a greater extent are more likely to satisfy all social and psychological needs including Personal Identity, Surveillance, Entertainment, and Socialization.

RQ2: How far do people get social and psychological needs satisfaction by watching the Ertuğrul Drama?

While analyzing the researcher found out that people highly gratify their social and psychological needs including Personal Identity, Surveillance, Entertainment, and Socialization. While evaluating personal Identity. The researcher estimated that audiences are more likely to relate the drama to the magnificent past of Islamic Culture, believing that drama keeps them close to Islam and keep their Islamic Values high. Moreover, people are more likely to believe that drama awakens their spirituality. On the other hand, the audiences are less likely personally relate, idealize, adopt, or themselves with the characters of Drama series. While estimating the surveillance the researcher established that people are more likely to learn about Islamic History, Islam, and basic Knowledge. They are also more likely to learn to keep patience and to fight against evil forces. Although a little fewer people are more likely are encouraged to think about the scenes embedded in the drama. The researcher further evaluated Entertainment need and found out that people watch the drama for entertainment purpose to a good extent, and also a greater number of audience wait for the next episode of drama excitedly. Furthermore, the researcher found out that people are more likely to watch the drama for being close to their family but they are least likely to discuss the drama with their Peer Groups, Friends, or Family. The researcher also found out that the people are more likely to discuss the drama Speeches made by opinion leaders with friends and family.

5. Conclusion

The study was to check the Audiences' Exposure to drama Ertuğrul and fulfilment of Social and Psychological needs gratification, to what extent the audiences watch the drama for the fulfilment of their social and psychological needs. The research was being conducted by the Faculty of Media Studies department of Bahria University Islamabad Campus. After collecting the data, it was analyzed through the SPSS software. The researcher, first of all, found out the frequency for each of the questions, then the researcher compared the groups by splitting files as per the Preference of Viewing, Frequency of Viewing Gender, University, and Age. The researcher found a significant difference between different genders, age groups, viewers, and Universities. The researcher concluded that the audiences partially gratify their personal identity need, and fulfil the need for entertainment to a greater extent. The audiences are utilizing the drama as a good source of information and knowledge-seeking. The Audiences gratify their Socialization needs almost partially. The most gratified need was Surveillance where audiences are gaining knowledge and learning from the drama Ertuğrul. Overall the drama appears to be a good source of gratifying social and psychological needs.

References

- Askari, A. (2020, June 11). 'Resurrection: Ertugrul'; A critical analysis. Muslim Mirror. Pakistan.
- Azam Awan, R. B. (2018). Pay TV and Audience perception: Intercultural Responses to K-Drama on Indonesian Audience. Research Gate, 285-293.
- Babrow, A. S. (2009). Student motives for watching soap operas. Journal of Broadcasting & Electronic Media, 309-321.
- Berg. (2017). Importance of cultural proximity on the success of Turkish dramas in the Arab world. International Journal of Communication, 3015-3430.
- Bradely and Greenberg. (1973). Gratifications and Motivations of Television viewing for British

Journalism, Politics and Society, 1(2), 2023

children. ERIC.

- Buccianti, A. (2010). Turkish soap operas in the Arab world: Social liberation or cultural alienation? *Arab Media and Society*.
- Darrin Brown, S. L. (2012, January). Consuming television crime drama: A uses and gratifications approach. *American Communication Journal*.
- Desk, O. (2020, October 2). PM Imran Khan once again praises Turkish drama series 'Dirilis: Ertugrul'. Retrieved from The News*: <https://www.thenews.com.pk/latest/723463-pm-imran-khan-praises-turkish-drama-series-dirilis-ertugrul-again>
- Donahue, K. A. (2014). Fact Through Fiction: A Case Study of Televised Historical Drama's Influence on Audiences' Perceptions of the Past. *Semantic Scholar*.
- Dr. Zaeem Yasin, Naveed Iqbal, Hareema Tariq, Maha Fareed, & Ilsa Islam. (2021). Role of "Dirilis Ertugrul" in Creating Awareness and Understanding of Islam Among Pakistani Youth. *Journal of Management Practices, Humanities and Social Sciences*, 40-49.
- Ertugrul. (2021). Retrieved from Netflix: <https://www.netflix.com/pk/title/80127001>
- Frud Bezhani & Daud Khattak. (2020, June 17). Pakistan Turns To Turkish TV Drama To Fill Identity 'Vacuum'. Retrieved from Radio Free Europe Radio Liberty: <https://www.rferl.org/a/pakistan-turns-to-turkish-tv-drama-to-fill-identity-vacuum-/30676048.html>
- George Gerbner & L. Gross. (1976). Living With Television: The Violence Profile. *Journal of Communication*, 26(2), 173-199.
- Gerbner. (1984). *Religion and Television*. University of Pennsylvania Press.
- Greene, K. A. (1999). Gundogar, A. (2012). *Perception of Turkey in Middle East 2011*. Istanbul, Turkey: TESEV Publications.
- Halkoaho, J. (2012). Identity-Related Media: A Focus on Consumers' Relationships with their Favorite TV Programs.
- Harwood, J. (1999). Age Identification social Identity gratification and television viewing. *Journal of Broadcasting & Electronic Media*.
- Images, D. (2020, May 26). A summary of Ertugrul's impact on Pakistan. Retrieved from <https://images.dawn.com/news/1185319>
- Imran, M. A. (2012). *Role of Cable Television in Political Socialization of Youth: Testing the Knowledge Gap Hypothesis*. Faisalabad.
- Inayat, N. (2020, May 14). Imran Khan is binge-watching Ertugrul during Covid, recommending Turkish shows to Pakistanis. *The Print, Pakistan*.
- Irfan Sahin, C. D. (2017). Personal Interview.
- K, I. (2004). *Feeling Asian Modernities Transnational Consumption of Japanese TV Dramas*. Hong Kong University Press, Vol 1.
- Katz, E. (n.d.). *Uses and Gratification Theory*. *Communication Theories*.
- Khaliq, N. (2019). *The Historical dramas in Pakistani Entertainment Industry*. Dribbling Thoughts, Pakistan.
- Kraidy, M. &.-G. (2013). Neo Ottoman Cool: Turkish Popular Culture in the Arab Public Sphere. *Popular Communication*, 17-29.
- Kuyuku, M. (2014). TV Broadcasting in Turkey: The Turkish Audience in the Frame of Uses and Gratification Approach. In *International Conference on Turkey and Turkish Studies*, Atiner Institute, (pp. 5-27). Athens, Greece.
- Leung, Q. J. (2012). Lifestyles, gratifications sought, and narrative appeal: American and Korean TV drama viewing among Internet users in urban China. *International Communication Gazette*.
- Lucinda Austen, B. F. (2012, February 1). How Audiences seek out crisis information: Exploring the Social mediated crisis communication model. *Journal of Applied Communication Research*, 188-207.

Journalism, Politics and Society, 1(2), 2023

- Mendelson, Z. P. (2007). An exploratory study of reality appeal: Uses and gratifications of reality TV shows. *Journal of Broadcasting & Electronic Media*, 355-370.
- Muhammad Ashraf Khan and Samia Manzoor. (2013). Television Viewing and Schoolgirls of Multan: A Uses and Gratification Approach. *Pakistan Journal of Social Sciences*, 297-310.
- Murray, S. K. (2007). Using television: Programme content and. *Politics*, 59-69.
- Musa Khan, Yong_jin Won, Nilufer Pembecioglu. (2021). Cultural Exploration, Digital Distribution, and Penetration of K-Dramas in Turkey. *Transnational Marketing Journal*, 9(2), 367-387.
- Muslim, M. A. (2012). Role of Television in Political Socialization of Youth: Testing the Knowledge Gap Hypothesis. Faisalabad.
- Qane, S. (2015, December). Evolution of Pakistani Drama Industry. Retrieved from <https://medium.com/@salimqane/evolution-of-pakistani-drama-industry-c79e495dc6b9>
- Rafeli. (1986). Needs of university students.
- Rohn, K. (2020, April 20). Transnationalization, exportation and capitalization of Turkish Television dramas and its Impact on the Audiences of Egypt and Pakistan. *European Journal of Social Science*.
- Sarikakis, D. O. (2018). The Politics of Pleasure in global drama: A case Study of TV Series, The Magnificent Century (Muhtesen Yuzil). *Global Media and Communication*, 249-264.
- Shah, Q. A. (2020). Dirilis Ertugrul Ghazi Turkish Drama Serial - Qasim Ali Shah Reviews on Ertugrul Drama Serial. Pakistan.
- Staubhaar. (2003). Choosing National TV: Cultural Capital, Language and Cultural Proximity in Brazil. Impact of International television.
- Straubhaar. (1991). Beyond Media Imperialism: A symmetrical Independence and cultural Proximity. *Critical Studies in Media Communications*, 29-59.
- Syed, M. (2013, February 13). Retrieved from Dawn News: <https://www.dawn.com/news/778416/faraz-ansari-ceo-of-urdu1-talks-about-ishq-e-memnu-protests-against-foreign-dubbed-content-and-his-plans-of-taking-pakistani-programmes-to-channels-abroad>
- Turkish Ambassador, M. Y. (2022). (Z. Ansari, Interviewer)
- Why Dirilis Ertugrul so popular all around the world? A Turkish TV Show's Success is Explained. (2020). Simply Explained.
- Yang. (2008). Engaging with Korean Dramas: Discourse of gender, Media, and class formation in Taiwan. *Asian Journal of Communication*, 64-79.
- Yasmeen Sultana Farooqui, R. S. (2020). Motivations for Popularity of Turkish Drama Serial "Ertugrul" in Pakistan: A Content Analysis. *Global Media Journal – Pakistan Edition*.
- Yasuko, M. (2003). Gender Construction Through Interactions Between the Media and Audience in Japan. *International Journal of Japanese Sociology*.