

## **Abstract**

The objective of this study, on the one hand, is to understand the role which the Turkish drama plays in formulating Turkey's image among the students of Hebron University, and on the other hand, to objectively identify the core reasons and incentives that drive them to watch the Turkish television series.

The researcher has used the descriptive analytical methodology to come up with the study results; quantitative as well as qualitative data collection processes were employed for that purpose. A purposeful and representative sample, was chosen from the students of Hebron University. A questionnaire was designed as a tool for data collection and 290 questionnaires were distributed, on October 2011, within the Hebron University campus. Moreover, two separate focus group discussions were conducted by the researcher in the same period. Simultaneously, four intensive interviews were carried out with relevant experts in the field of drama and TV series.

As a result, quantitative and qualitative data were analyzed and presented; Quantitative data were included in the "Presented Results" chapter. The most distinctive results of this analysis were the following: 96.9% out of the total sample of students reported watching Turkish series, 69.7% of the same sample reported having formulated the image of Turkey through the lens of the Turkish drama, and 36.9% have stated that romantic genres of the series were the most popular, while 85.2% of the sample have pointed out that they were attracted by the natural scenes within the series which motivated them to watch Turkish drama.

The qualitative data were analyzed and presented in the "Discussed Results" chapter. The collected data pointed out that romantic scenes of the series were the most preferably watched, followed by the sacrifice and loyalty scenes. For the most preferable series, the top ranked series respectively were Wadi Al The'aab, Sanawat

Al Daya', Domoo' Al Ward, Noor, Al 'eshk Al Mamnoo', and Ba'e'at Al Ward. The data have identified the most popular and impressive characters among the Turkish series and were also ranked from top to bottom as follows: Murad Alam Dar, Ammar Al Kosovi, Yahya, Lamees, Tareq and Lamees the heroin of Ba'e'at Al Ward. Consistency was found between the quantitative and qualitative data results at the level of the most popular series and characters.

In regards to the reasons and incentives that students of Hebron University did have for watching Turkish series, the study has revealed a number of reasons: the series scenarios which entailed romantic scenes, the high definition of the series sceneries, the scenarios' focus on issues of a great concern by the students and they missed them in their daily lives, the use of the Syrian accent in the dubbing which attracted the audience who were already acquainted with this accent. For the formulation of the image of Turkey, the students have reported that the good scenarios and the characters playing the roles have helped in formulating that image.

It is worth noting that Turkish drama has played a great role in influencing a positive image of Turkey among the students of Hebron University. The positive impression about the nature of Turkey, and the socio-cultural aspects of Turkish life - have all contributed and paved the way for creation of the symbolic capital of Turkey.