

The Effect of Watching Turkish Series on Gender Harmony in Jordanian Society

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Abstract

The study aimed to reveal the impact of Turkish series on gender harmony in Jordanian society, by identifying the nature of these series and the most widespread and followed ones, and identifying the motives for watching them, and the extent of their impact on both gender in Jordanian society. In terms of their understanding of their roles and responsibilities towards each other. The study also sought to provide recommendations on how to create a balance between the two genders' enjoyment of watching Turkish series and preserving the basic principles and social values of Jordanian cultural identity. The study used a quantitative approach on a random sample of (514) individuals from Jordanian society. The study tool was the questionnaire that was distributed to the study sample electronically. In his study, the researcher reached a number of results, the most important of which are: The convergence of the reality of Turkish series with the reality of Jordanian society reflects the great demand for watching these series, due to their dealing with common issues in Arab societies and Jordanian society in particular, such as issues of love, marriage, and family conflicts. Watching Turkish series has a clear impact on the relationship between the genders in Jordanian society, especially series that present stories of gender relations in a broader and open way, which leads to a change in beliefs, perceptions, and social behaviors, as well. As a change in opinions, attitudes and orientations among members of Jordanian society. The researcher recommends the need to educate members of Jordanian society about the dangers of these series and the customs, traditions and cultures they carry that conflict with the cultures of the Arab peoples, and to activate the supervisory role of the concerned authorities over the presented materials. In these series to avoid exacerbating its harm and negative effects. It is also recommended that Spreading awareness that these series are not a reference for members of the same gender to rely on in dealing with and influencing the opposite gender.

Keywords: Turkish Series, Gender Relations, Jordanian Society

INTRODUCTION

Soap operas are among the important media materials and entertainment programs provided by television through its satellite channels, in addition to various media and technology. The importance of these works comes from their influence on viewers' attitudes and cultures, as they carry the character of their people's cultures and their own value system that distinguishes them from other civilizations. Peoples and their cultures, and therefore it are a tool for expressing the identity of the peoples and countries to which they belong, and explaining the customs and traditions of their inhabitants. Turkish series represented a major material that topped various channels and achieved remarkable spread and popularity. Due to the richness of these series in the materials presented, the diversity of their artistic elements, and their treatment of the most important events and issues, as well as the way they present their contents, and the way they are translated and dubbed into the Syrian Arabic language that is beloved to the hearts of Arabs, in addition to their dealing with issues and events close to the reality of the customs and traditions of the Arab peoples, in particular It stems from Turkish culture, which is originally an Islamic culture. However, many Arab countries were under the authority of the Ottoman Empire, which ended at the beginning of the twentieth century, which contributed to the flow of some of the cultures and customs of Turkish society into Arab societies, and the flow of those cultures continued with the emergence of these series. (Abu Aweida, 2020).

American writer Nick Vivarelli explained that Turkey ranked second in the world after the United States of America in the spread of drama series, which had great impacts on various aspects of life and its progress. At a time when Arab television channels sought to compensate for the local loss of series and increase the rate of demand for them by displaying dubbed Turkish series, there was less control over the type of material shown with the aim of achieving the highest viewership rates, regardless of the level of the material shown and the extent to which it suits the characteristics of the Arab viewer, his beliefs and value. And its culture, resulting in

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many damages that threaten the cultural and social structure of Arab societies (Al-Shamli, 2009). Turkish series sought to establish new cultural contents that were not in line with the religious beliefs of Arabs, and their values and morals, so they canceled some of them and replaced others. It called for independence, the dissolution of families, the inculcation of deviant ideas, and reshaped the identity of the individual and refined his personality, which left social and cultural impacts on our Arab societies that were embodied in the behavior of individuals through imitation of the characters and heroes of Turkish series in terms of clothing, food, appearance, and the way of forming emotional and social relationships, etc. (Amari, 2015). These series were an incentive for the Arab viewer to achieve the ideal in the relationship between the gender that they embody in their content, and which his society lacks. However, this relationship appeared in Turkish series within high standards of idealism, and from this standpoint the current study came to address the impact of watching Turkish series on the relationship. Between the gender in Jordanian society.

Problem Statement

The relationship between the genders is considered part of the prevailing culture in Arab societies, as it is regulated by special rules and controls. However, with the development of technology and the spread and diversity of Arab satellite channels, these controls have changed and been exposed to many challenges. The development of technology and the spread of satellite television channels played a fundamental role in displaying foreign media materials. Such as Indian, English, Spanish, and Turkish series translated into Arabic. However, Turkish was at the top of the list and received a high space and great interest, due to its interesting and attractive content for the Arab viewer, as well as its closeness to the reality of Arab societies, as it dealt with issues and issues close to the reality of Arab societies. It swept the Arab countries and was accepted by audiences. Wide audiences of Arab peoples. The aim of showing these series on the screens of Arab channels was to capture the audience of the Arab people, influence their behavior, customs and traditions, and insert them into Turkish culture in a distinctive, civilized manner. Dubbed Turkish series appeared and became famous at the beginning of the twenty-first century, which aroused the interest of the Arab peoples all over the world. All over the world, Jordanian society was one of the countries most interested in, most interested in, and most affected by these series, which required it to confront many modern challenges. Because of the impact of these series on the values, beliefs, and orientations of its individuals, especially in the field of relationships between its individuals, which are governed by special controls and rules, however, the spread of these series has created many challenges to these controls. It made members of the same gender demand things that would bring them satisfaction from members of the opposite gender, and they aspire to build relationships that are more open and deeper than they are, and as dictated to them by the reality of Turkish societies. Most of the focus of Turkish series was on the gender, social, and emotional aspects that govern the relationship between the gender in their societies. Hence, the problem of the current study was determined in the following main question: What is the effect of watching Turkish series on the relationship between the gender in Jordanian society?

Research Questions

1. What image do Turkish series present about gender relations in their societies?
2. To what extent does watching Turkish series affect the relationship between the gender es in Jordanian society?
3. What are the positive effects of watching Turkish series on the relationship between the gender in Jordanian society?
4. What are the negative effects of watching Turkish series on the relationship between the gender in Jordanian society?
5. What challenges do gender relations face in light of the spread of Turkish series?
6. What are the proposed solutions to reduce the negative impact of watching Turkish series on gender relations in Jordanian society?

Hypotheses

H1: There are statistically significant differences at the level ($\alpha = 0.05$) in the attitudes and perceptions of the Jordanian youth group towards the convergence of the reality of the Turkish series with the reality of Jordanian society, attributed to the variable (gender, age, marital status, and level of education).

H2: There are statistically significant differences at the level ($\alpha = 0.05$) in the attitudes and perceptions of the Jordanian youth group towards the impact of Turkish series on social and cultural values and relationships in Jordanian society.

Research Objectives

In his current study, the researcher seeks to achieve a number of goals:

1. Identify the nature of Turkish series, their types, and the most widespread ones in Jordanian society.
2. Revealing the motives of Jordanian society audiences for watching Turkish series.
3. Determine the cultural values and beliefs that Turkish series convey to the audience of Jordanian society.
4. Explaining the impact of watching Turkish series on gender relations in Jordanian society.
5. Identify the content of Turkish series, and how it affects the genders' understanding of their roles and responsibilities towards each other in Jordanian society.
6. Providing recommendations on how to create a balance between the Jordanian society's audience's enjoyment of watching Turkish series and their preservation of social values and basic principles of Jordanian cultural identity.

Importance of Studying

The importance of the study lies in its coverage of important television media material, represented by Turkish series, which have been widely watched by the Jordanian public. This importance appears in two aspects: The scientific aspect and the practical aspect as explained as follows:

Scientific Importance

It is hoped that this study will contribute to filling the knowledge gap about the impact of Turkish series on gender relations in Jordanian society, and will provide valuable information that will benefit social and cultural studies.

1. It will contribute to highlighting the aspects of the influence of Turkish series on individuals' beliefs and behaviors regarding gender and social relations.
2. It will provide a more accurate and deeper understanding of the changes occurring in gender relations in Jordanian society as a result of external influences resulting from these series.
3. Benefiting from the results in developing new theories about the impact of the media on gender relations in Arab societies.
4. It revealed the opinions of a sample of Jordanian society regarding these series and the extent of their interest in them and their influence by them.

Practical Importance

This study can contribute to developing educational and guidance strategies that enhance the awareness of young people and adults regarding the impact of media content on gender ual culture and social relations in society. The results of this study can help improve gender relations in Jordanian society by raising awareness about the impact of Turkish series on these relations. The study may contribute to developing awareness programs for the public about the impact of Turkish series on social values and practices.

1. Providing future viewpoints and visions aimed at finding and developing effective media policies that take into account and limit the negative impact of Turkish series on society.
2. Sending a call to the necessity of paying attention to television presentation in a way that is compatible with the nature of Arab society, with its morals and cultural characteristics.

The Limits of The Study

This study will be conducted in light of the following limitations:

1. Time limits: The current study was implemented in the year 2024.
2. Spatial limits: The current study was applied in the Hashemite Kingdom of Jordan.
3. Human limits: The study was applied to a sample of (505) individuals from Jordanian society.
4. Objective limits: The current study was limited to the effect of watching Turkish series on the relationship between the gender in Jordanian society.

Terminological And Procedural Definitions

1. Influence: It is an essential element of the communication process, and its final outcome, and appears through a change in human behavior and belief, or through changing or modifying it, whether for the better or for the worse (Maghari, 2016).
2. Procedural impact: It is what the dubbed Turkish series shown on Arab satellite channels and various media outlets change in the view and orientations of members of Jordanian society regarding the relationship between the gender e, according to the members of society's self-esteem.
3. Turkish series: They are a group of artistic works presented by Turkish actors and directors. They are a series of events dubbed in the Syrian dialect, presented on Arab satellite channels and various media outlets. They shed light on the way of life of Turkish families and the points of rapprochement with Arab societies (Qarmazli and Suna, 2011).
3. Turkish series, in practice: are Turkish series dubbed and shown on Arab satellite channels and various media outlets, which are watched by members of Jordanian society of both genders.
4. Jordanian society: It is an Arab people living in the Hashemite Kingdom of Jordan. It is a society defined by the number of its members (11 million and 58 thousand) by the end of the year 2021, 82.6 of whom live in cities, and the rest in the countryside and the desert (Department of General Statistics, 2024).
5. Jordanian society procedurally: It is the members of Jordanian society of both gender , numbering (11 million and 58 thousand), of whom the current study was conducted on a sample of (505).
6. The relationship between the genders: These are the relationships that illustrate the interaction of members of one gender with the other gender, and this relationship is governed by special rules resulting from the culture of society and its religious controls (Shahin et al., 2024).
7. The relationship between the gender procedurally: It is the relationship that explains the interaction of members of Jordanian society of both genders with each other, whether it is family relationships, romantic relationships, friendship relationships, work colleague relationships, etc., which is governed by the customs, cultures, and values of Jordanian society, as well as the rules and regulations. His religion is Islamic.

THEORETICAL FRAMEWORK AND PREVIOUS STUDIES

First: The Emergence of Turkish Series

Turkish series emerged in the late 1990s and the beginning of the new millennium, when they began to gain increasing popularity at the local and international levels. These series were distinguished by their exciting stories and high-quality production, and were shown in several countries in different languages. One of the most prominent works that contributed to raising the popularity of Turkish series internationally was the series "

Nour,” “Jewel of the Palace,” “Asi,” and “The Sultan’s Harem,” which represented an amazing success and was a qualitative leap in the Turkish television industry, and attracted the attention of audiences in many countries thanks to its influential and diverse stories and distinguished performance. The Turkish newspaper *Hurriyet* confirmed in a report It was published in 2008 that the number of countries importing Turkish series reached (22) countries since Turkey began exporting its series in 2006 AD, and that these series broke records in terms of the highest viewing rates in the Arab world, and their sales proceeds reached (3) million dollars annually (Al-Hadi, 2012).

Turkish series spread in the Arab world specifically in 2006, through the showing of the series (Noor and the Lost Years) on MBC channels, where these series were very popular and received a wide audience among the Arab masses, which prompted these channels and others to buy more series. Turkish and shown on screens for twenty-four hours, and it was announced the opening of the first Arabic-speaking Turkish channel called “TRT” specifically for showing these series, in addition to the emergence of a new channel on Nilesat called “Time Mix” dedicated to showing foreign, Turkish and international series (Al-Mohammadi, 2020).

Second: The Concept of Turkish Series

Turkish series are known as plays divided into a group of successive episodes, each of which leads to the next, within a logical sequence. They are series that were written and acted in the Turkish language, and their roles were performed by Turkish actors. These series were translated into the Arabic language according to specialized translators with the voices of Arab actors, according to what is appropriate for the event and image (Al-Dulaimi, 2013).

Third: Characteristics Of Turkish Series

Turkish series are distinguished by presenting interesting stories and rich narratives, in addition to having high quality production and direction, and focusing on human relationships and social and family conflicts, in addition to presenting a variety of characters that make the audience sympathize with them and become significantly involved in the events of the story. They are also characterized by long episodes. One series continues to be shown for years and not for one television session as is usual, with the aim of the audience becoming attached to it and waiting impatiently for it. Most of these series are full of contrived surprises, exaggerated displays of emotions, and cover various topics. Such as romantic, comedic, political, social, and others (Jaradat, 2011).

Fourth: Motives For Watching Turkish Series

There are many reasons behind watching Turkish series and becoming attached to them. These motives lie in (Soft War Center for Studies, 2016):

1. Media; the media plays an important role in directing the viewer’s interests and attachment to Turkish series, by promoting these series in interesting and exciting ways.
2. Emptiness; The large amount of free time that members of Arab society suffer from is a reason for spending most of their time watching and following these series, especially the group of women who stay inside the home and find these series the most appropriate solution to spend their free time.
3. The availability and ease of collecting these series; These series were not only shown on television channels, but the tremendous technological development was a contributing factor in disseminating these series and making them easy to obtain through various Internet programs and applications.
4. The spread of crises and poor economic conditions; Represents the security situation
5. The distinction of Turkish series; From the strength of the direction, the durability, the diversity of events, the beauty of the actors, and the adoption of the Syrian dialect that everyone loves in dubbing, as well as the convergence of some customs and traditions, and the exaggeration of romantic scenes and emotional feelings.

Fifth: The Content of Turkish Series

Turkish series carried a set of concepts and values, and tried to broadcast them to the external community by attracting the largest number of viewers. What indicates the success of this process is the emergence of the influence of these series in one way or another on the Arab viewer. The influences were embodied in his personality, beliefs, and practices, in addition to his orientations, and among the most important contents published by Turkish series are the following (Al-Muhammadi, 2020):

1. Encouraging excessive openness and the formation of forbidden relationships; Through their content, Turkish series encouraged the formation of relationships between the genders, motivated by love, friendship, or fellowship. These contents called for mixing, communication, and excessive openness, which affected conservative families and made them face many challenges.
2. Promoting beliefs and culture different from the cultures of the Arab peoples; Such as resorting to civil marriage, demanding equality between males and females, calling for freedom and independence, arbitrating matters away from religion, and establishing gender equal relations before marriage.
3. Spreading indecent and disruptive behavior and practices; Such as cohabitation, friendship, secret marriage, abortion, rebellion, wearing scandalous and revealing outfits, as well as drinking alcohol, gambling and using violence.

Sixth: The Impact of Watching Turkish Series on The Relationship Between The Gender Es In Jordanian Society

Watching Turkish series has many effects on the relationship between the gender in Jordanian society. Some of them are positive and some are negative, and the following is an explanation of each of them as follows:

First: The Positive Effects of Watching Turkish Series on The Relationship Between the Gender Es in Jordanian Society

1. Strengthening and consolidating marital relations; the relationship between couples in Jordanian society is witnessing positive effects resulting from Turkish series. These series are a source of inspiration and thinking about important family values and principles, and their presentation of stories of love, sacrifice and mutual understanding enhances the process of communication and understanding between couples. Showing some series.
2. Social and cultural aspects have a way of opening the door to dialogue and interaction between spouses about many important matters and issues, which contributes to enhancing family cohesion and cooperation in facing challenges (Jaradat, 2011).
3. Contributing to spreading the culture of dialogue between the genders in society: The viewer of Turkish series notices how dialogue exists between spouses, friends, or colleagues at work, as these series explain how the family cares for its children, giving them the right to express their opinions on a subject and respecting and appreciating those opinions. These series open a space for dialogue between their members, and the matter is not limited to families, but extends to the interaction of the gender outside the family, so relationships are based on the principle of the right to express one's opinion and have it heard by others and respect it, which creates an atmosphere of understanding and effective communication and thus the success and compatibility of relationships (Mujahid, 2012).
4. Taking into account the customs of Turkish society and its positive culture in how members of one gender deal with the opposite gender, regardless of their various classes and levels: Turkish series have made it easy to view and learn about its culture. We find that they have shown us the classes of Turkish society, their way of life, and their ways of living. These series have presented the disparity between classes. And the ways they deal with each other; the rich class, who are the owners of money and companies, showed the working class who works for the owners of companies, and the destitute and poor class, such as servants, nannies, and others. It explained the commonalities between these

classes and their need for each other, which opened a way for expanding relations and respecting them within Jordanian society (Al-Muhammadi, 2020).

Second: The Negative Effects of Watching Turkish Series on The Relationship Between the Genders in Jordanian Society

1. Family disintegration; Watching Turkish series has affected families through the content they contain that targets the social entity of the family, and attempts to dismantle it and distance it from its beliefs, values, and customs. Among the ways families disintegrate are divorce, marital disputes, neglect of marital duties, and failure to bear the responsibility required of each individual, as a study conducted has proven. In Jordanian society, the level of domestic violence resulting from the jealousy of spouses due to watching Turkish series has increased. In addition, watching these series may cause family members to become preoccupied and distanced from each other in order to achieve freedom and independence, so the time allocated between them for communication and real interaction decreases, which threatens the family and leads it to collapse (Al-Shaya, 2015).

2. The relationship between the spouses is destabilized; Marital relations in Jordan face many challenges resulting from watching Turkish series, as these viewings lead to an increase in cases of separation and the desire for isolation and distance from reality. The ideal and exciting love stories that these series present lead couples to feel dissatisfied with their relationship and not achieve satisfaction. In it, there are differences of opinions and conflicting points of view, which negatively affect communication and understanding between them, and contribute to creating an uncomfortable and unsatisfactory atmosphere, changing their concepts of beauty and romance, leading them to search for the excessive idealism that they see in these series (Al-Hadi, 2012).

3. Inculcating the Western lifestyle and culture among both gender ; Turkish series represent an important and dangerous means of transmitting the Western lifestyle and culture. Thus, they constitute a threat to Arab and Islamic values and culture, which calls for changing them and liberation from them, by changing the lifestyle, whether within the family, within the school, or various institutions, and thus influencing the general system of society. And changing it (Mahmoud, 2005).

4. Weakening religious beliefs among both genders; Turkish series show many events, all of which are devoid of religious beliefs and orientations. In addition to the absence of religion as a way of life, it was also absent in all its manifestations. Despite this, these series promoted secularism and other religious beliefs, which weakened the religious motive of members of society and spread obscenity and immorality. , and despicable treatment between the gender (Al-Mohammadi, 2020).

Sixth: Ways To Limit the Spread of The Phenomenon of Watching Turkish Series and Its Negative Impact on The Relationship Between the Genders in Jordanian Society

To reduce the negative impact resulting from watching Turkish series, several important steps must be followed, which are (Jaradat, 2011):

1. Activating the awareness and supervisory role of the family; The family is the first and strongest factor in reducing the negative impact of watching Turkish series through parents' awareness of their children, guiding them to the dangers resulting from these series, organizing their time and occupying them with everything that is important and useful, and working to meet their needs and satisfy their desires in the right ways.

2. Activating the role of educational institutions and centers; by holding awareness seminars and lectures and publishing videos about the dangers of watching Turkish series with offensive and abnormal content and their consequences on the individual, family, society and religion.

3. Strengthening the media awareness role; By publishing meaningful content, reducing harmful content, and educating members of society about the danger of foreign cultures to the culture, customs, and values of the Arab peoples, and how to deal with and receive them in the correct ways.

4. Activating the role of officials and those in charge of television channels; By enhancing censorship of content, watching it before it is broadcast, supporting local content and working to broadcast it, and disseminating Arab cultures instead of receiving Western cultures.

PREVIOUS STUDIES

The collected studies related to the impact of watching Turkish series on the relationship between the genders in Arab society will be presented, and the studies will be presented from the most recent to the oldest and commented on, as follows:

Khan et al (et al, 2021) conducted a study that aimed to identify the impact of Turkish drama on Pakistani social and cultural values, and to investigate from a critical perspective the impact that Turkish dramas may have on the developing attitudes of Pakistani women. The study concluded with results that showed the impact of Turkish drama the current study agreed with previous studies that there are positive and negative effects of watching Turkish series on the relationship between the genders in Jordanian society. Studies differed in their treatment of the sample. Some studies dealt with the youth group, such as the study of Rehan and Shafiq (2020), and some of them singled out university students, such as the study by Maghari (2016), and the current study differed from previous studies in that it dealt with all members of Jordanian society of both genders. The current study is distinguished from previous studies by examining the impact of watching Turkish series on the relationship between the genders in Jordanian society.

METHODOLOGICAL PROCEDURES FOR THE STUDY

Type and Method of Study

The quantitative approach was followed in the current study; Due to the possibility of relying on this approach in large study samples that accurately represent the study population, which contributes to reaching logical and sound scientific results. The current study relied on the quantitative approach in an effort to enrich the research study and accurately reach the desired results, by employing the quantitative approach to measure the impact of watching Turkish series on the relationship between the gender in Jordanian society.

Study Population and Sample

The study population was represented by all members of Jordanian society, numbering (11 million and 58 thousand people) for the year 2021, according to the Jordanian Department of General Statistics, and a random sample of (514) individuals was selected from the vocabulary of Jordanian society, considering this type of sample is the most appropriate to achieve the objectives of the study. And to answer her questions, Table No. (1) Included an explanation of the distribution of the study sample members, according to their demographic characteristics, as follows:

Table No. (1) Distribution of the study sample members according to their demographic characteristics

Variables	Categories	Repetition	percentage
Gender	Male	211	41.1%
	female	303	58%
	total	514	100%
Age	year 30 to 18	229	44.6%
	year 40 to 31	136	26.5%
	year 41 to 50	78	15.2%
	year 50	71	13.8%
	Total	514	100%
marital status	Widow/widower	38	7.4%
	Single/bachelor	210	40.0%
	Married/married	216	42%
	Absolute/absolute	50	9.7%
	Total	514	100%
Academic achievement	Bachelor's	206	40.1%
	High School	110	21.4%
	Ph.D	43	8.4%
	"diploma"	75	14.6%
	uneducated	39	7.6%

Variables	Categories	Repetition	percentage
	Master's	41	8%
	Total	514	100%
language	Turkish language	53	10.3%
	Translated Arabic language with readable texts	204	39.7%
	Arabic language dubbed with Arabic voices	257	50%
	Total	514	100%

The data in Table No. (1) Indicates the distribution of the study sample members according to their demographic characteristics. The data shows that the percentage of females out of the total sample polled about the impact of drama on the relationship between the gender es in Jordanian society was (58%), while the males (41.1%).

The data of the previous table also indicates that a percentage of (44.6%) of the study sample members were within the age group “from 18 to 30 years,” and that the largest category within the marital status variable was for the “married” category, with a rate of (216) and a percentage of (42.0). % of the total sample surveyed; It is also noted that the “Bachelor’s” category is the highest category within the academic achievement variable, as their percentage was (40.1%), and the lowest category within the same variable is for the uneducated, with a percentage of (7.6%) of the total study sample. Regarding the category through which the study sample prefers to follow Turkish series, “Arabic language dubbed with Arabic voices” came at a rate of (50%), and the lowest language was “Turkish” at a rate of (10.3%) of the total study sample.

Study Tools

The questionnaire tool will be used to collect data and information from the study sample, with the aim of answering the study’s questions and testing its hypotheses. The questionnaire will be distributed electronically via the “Google Drive” website within the (Google Forms) applications.

Validity And Reliability Procedures

The validity of the study tool was verified before applying it to the sample members through:

1. Apparent Honesty: For the purposes of verifying the apparent validity, the study tool was presented to a number of (7) academic specialists in the field of drama and television, including university professors, to express their opinion on its paragraphs in terms of its linguistic formulation, the extent to which the paragraphs belong to their fields, and their suitability for the goal for which they were designed, and it was modified accordingly. The arbitrators’ directions were to change and delete some paragraphs, make adjustments to their linguistic and scientific wording, and come up with a final form.

2. Internal Construct Validity

It means the extent to which the paragraphs of each of the study variables express the variable to which it belongs. Attention was focused on ensuring that each of the study variables is accurately represented by a set of paragraphs and phrases in an appropriate manner and that they actually measure this variable. The validity of the questionnaire’s content was measured by measuring the relationship between each paragraph and the axis to which it belongs. The paragraphs whose correlation coefficient is weak and whose statistical significance is at the level of ($\alpha \leq 0.05$) have been excluded. This can be stated as follows:

The Extent To Which The Reality Of The Turkish Series Converges With The Reality Of Jordanian Society

Table (2) Internal construct validity for all items of the first axis

Paragraph	Correlation coefficient	Significance level	Paragraph	Correlation coefficient	Significance level
1	0.592	0.00**	2	0.605	0.00**
3	0.602	0.00**	4	0.620	0.00**
5	0.596	0.00**			

** Statistically significant at the level (0.01)

It is clear from Table (2) that the correlation coefficients for the items of the study tool within the first axis ranged between (0.592) and (0.620), and are statistically significant at the level (0.01), and this indicates the presence of internal consistency between the items of the study tool.

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Table (3) Internal construct validity for all items of the second axis

Paragraph	Correlation coefficient	Significance level	Paragraph	Correlation coefficient	Significance level
6	0.514	0.00**	7	0.583	0.00**
8	0.610	0.00**	9	0.675	0.00**
10	0.634	0.00**	11	0.623	0.00**
12	0.666	0.00**	13	0.573	0.00**
14	0.627	0.00**	15	0.632	0.00**
16	0.653	0.00**	17	0.613	0.00**
18	0.616	0.00**			

It is clear from Table (3) that the correlation coefficients for the items of the study tool within the second axis ranged between (0.514) and (0.675), and are statistically significant at the level (0.01), and this indicates the presence of internal consistency between the items of the study tool.

Stability Procedures

To ensure the stability of the study tool, the internal consistency of all items of the study tool was calculated according to the Cronbach alpha equation. The results showed that the Cronbach alpha coefficient for all questionnaire items reached (0.902), and based on the rule referred to in most human studies, which indicates that the Cronbach alpha value is (0.70) and above means the presence of stability. All values were greater than (70%), and this indicates that the paragraphs enjoy stability.

Analysis Of the Study Results

This section deals with a presentation of the results of the study and their discussion in light of the objectives, questions and hypotheses of the study. This can be stated as follows: Results of the first question: What is your favorite genre of watching Turkish series? To reach an accurate description of the characteristics of the study sample according to the preferred type of watching Turkish series, frequencies and percentages were extracted, as follows:

Table No. (4) Distribution of sample members according to preferred type of watching Turkish series

Preferred type	Number	Percentage
Turkish comedy series	168	32.7%
Romantic Turkish series	152	29.6%
Social Turkish Series	80	15.6%
Turkish Historical Series	53	10.3%
Turkish police series	30	5.8%
Turkish religious series	17	3.3%
Turkish political series	14	2.7%
total	514	100%

The data in Table (4) and Figure No. (1) indicate the distribution of the study sample members according to the preferred type of watching Turkish series, as it appears that the "Turkish comedy series" came in first place with (168) occurrences, with a percentage of (32.7%) of the total sample. The study was followed by the "Romantic Turkish Series" with (152) repetitions and a percentage of (2.6%) of the total study sample. While the least preferred series from the point of view of the study sample were: "the Turkish religious series" and "the Turkish political series" with (17) occurrences and a rate of (3.3%) and with (14) occurrences and a rate of (2.7%), respectively. The researchers explain the results of the study in relation to the study sample's preference for the Turkish comedy series and the romantic series. This may reflect the viewers' desire for entertainment, the search for entertainment, and to escape from the pressures of life by watching entertaining

and enjoyable content. In addition to searching for inspiration in emotional and romantic stories and the world of emotional fiction; As for the least preference, which is the religious and political series, this may be because these types of series have their own and relatively limited audience, and because of their specialized nature that may not attract the attention of the general public.

Results of the second question: Who do you usually watch Turkish series with?

To reach an accurate description of the characteristics of the study sample according to their attitudes towards those who prefer to watch Turkish series, frequencies and percentages were extracted, as follows:

Table No. (5) Distribution of the sample members according to their attitudes towards those who prefer watching Turkish series

Viewing preference aspects	Number	Percent
Single	235	45.7%
With my partner (husband/wife)	124	24.1%
With my family, parents and children	92	17.9%
with my friends	51	9.9%
With the neighbors	12	2.3%
Total	514	100%

The data in Table (5) indicates the distribution of the study sample members according to their attitudes toward those who prefer to watch Turkish series. Aspects of viewing preference show: “On my own” came in first place with (235) occurrences and a percentage of (45.7%) of the total study sample, followed by the preference is “with my partner (husband/wife)” with (124) occurrences and (24.1%), then “with my family, parents and children” with (92) occurrences and (17 %) followed by: “with my friends” with (51) occurrences. At a rate of (9.9%) of the total study sample, while the least viewing preference was for: “With the Neighbors” at a rate of (12) repetitions and at a rate of (2.3%) of the total study sample.

The researchers explain the result of the study regarding the highest viewing preference that this may indicate that viewers want to relax and enjoy watching series without distraction, or they may have different interests than their family members or friends in choosing series. As for the preference to watch with a partner, this may be due to strengthening emotional bonds and working to provide an opportunity to spend quality time together. While the researchers attribute the preference for watching with neighbors to come in last place, it may be due to the fact that the study sample of those who chose this preferred privacy and that they had different preferences than their neighbors.

Results of the third question: What is your favorite way to watch Turkish series?

To reach an accurate description of the characteristics of the study sample according to the study sample’s preferred method of watching Turkish series, frequencies and percentages were extracted, as follows:

Table No. (6) Distribution of sample members according to preferred means of watching Turkish series

Preferred method	Number	Percentage
Various TV stations	123	23.9%
(Film and series screening platforms (watch	151	29.4%
,Social networking sites (Facebook, YouTube, Instagram	85	16.5%
All means	155	30.2%
total	514	100%

The data in Table (6) indicates the distribution of the study sample members according to the preferred method of watching Turkish series, where the preferred method: “all means” came in first place with (155) occurrences and a percentage of (30.2%) of the total study sample, followed by the preferred method “ Platforms for showing movies and series (watch) with (151) occurrences and a percentage of (29.4%), then the preferred medium was “various TV stations” with (123) occurrences and a percentage of (23.9%), and in last place was the preferred medium “social networking sites (Facebook, YouTube, Instagram, etc.) with a frequency of (85) and a percentage of (16.5%) of the total study sample. The researchers explain the result reached by the study regarding the study sample’s preference for all means that this may be due to the flexibility of viewers in using the various means available or that may be available due to the circumstances of place or time in watching

Turkish series. As for social media solutions, which ranked last among the preferences of the study sample, this may be due to the large number of false or misleading links that lead to annoying ads instead of the desired content, which may result in a bad and frustrating viewing experience, in addition to the restrictions on copyright and exclusive display that are blocked on Social networking sites, which limits access to some famous or new series, in addition to the quality of the display. Often, the quality of the display is poor on social networking sites in terms of clarity of viewing, in addition to concerns about privacy and security when clicking on links of unknown origin.

Results Of the Fourth Question: How Often Do You Watch Turkish Series Throughout the Week?

To reach an accurate description of the characteristics of the study sample according to the frequency of watching Turkish series throughout the week, frequencies and percentages were extracted, as follows:

Table No. (7) Distribution of sample members according to the frequency of watching Turkish series

Viewing rate	Number	Percentage
Every day for at least two hour	91	17.7%
Once any day of the week	87	16.9%
to 3 days a week 2	85	16.5%
More than 3 days a week	68	13.2%
Only on weekend days	29	5.6%
Only on weekend days	154	30.0%
total	514	100%

The data in Table (7) indicates the distribution of the study sample members according to the rate of viewing Turkish series, where the viewing rate came in first place: “Only on weekend days” at a rate of (154) frequencies and at a rate of (30%) of the total study sample, and the rank was The second is for viewing rate, “daily, for an average of an hour at most,” with a rate of (91) frequencies and a percentage of (17.7%) of the total study sample.

It ranked third for the viewing rate “daily at least two hours” at a rate of (87) repetitions or (16.9%), followed by the viewing rate “once on any day of the week” with a rate of (85) repetitions or a rate of (16.5%), then the viewing rate “Two to 3 days a week” at a rate of (68) frequencies and a rate of (13.2%), and the last place for viewing rate was “more than 3 days a week” at a rate of (29) frequencies and a rate of (5.6%) of the total study sample. The researchers explain the result of the study in terms of the higher viewing rate by the study sample. Perhaps this may reflect a preference for watching Turkish series in their free time during the weekend, and their preoccupation with studying or working during the weekdays.

Results Of the Fifth Question: What Is the Main Reason Behind Watching the Turkish Series?

To reach an accurate description of the characteristics of the study sample according to the main reason for watching Turkish series, frequencies and percentages were extracted, as follows:

Table No. (8) Distribution of sample members according to the main reason for watching Turkish series

main reasons	Number	Percentage
Entertainment, enjoyment and spending free time	311	60.5%
Escape from the pressures of daily life and work	33	6.4%
Escape from household and family pressures	7	1.4%
Cultural rapprochement between Turkish and Arab society and its impact on viewer behavior	20	3.9%
The Turkish series simulates the social and cultural reality in which I live in my society	13	2.5%
Turkish series discuss social problems and issues that exist in the reality in which I live	28	5.4%
My admiration for Turkish culture and Turkish society	19	3.7%
My admiration for the Turkish actor or actress	12	2.3%
Turkish series discuss global humanitarian problems and issues	28	5.4%
The Turkish series expresses feelings and emotions inside me that cannot be disclosed to those around me	43	8.4%
total	514	100%

The data in Table (8) indicates the distribution of the study sample members according to the main reason for watching Turkish series, where the main reason: “entertainment, enjoyment, and spending free time” came in

first place with (311) occurrences and a percentage of (60.5%) of the total study sample, which is A very high percentage compared to other percentages that were close to each other, as the reason came: “The Turkish series expresses feelings and feelings inside me that cannot be revealed or disclosed to those around me” in second place with (43) occurrences and a percentage of (8.4%) of the total sample. the study.

While the reason: “My admiration for the Turkish actor or actress” came in the penultimate place with (12) occurrences and a percentage of (2.3%), while the reason came in last place: “Escape from family pressures” with (7) occurrences and a percentage of (1.4%) of the total study sample, which is a very low percentage compared to the highest percentage. The researchers explain the result of the study in terms of the reason for watching Turkish series, which is that the vast majority of viewers see Turkish series as a means of entertainment and enjoyment in their free time. This may be due to the quality of the exciting stories presented by Turkish series.

Results Of the First Axis: The Extent to Which the Reality of The Turkish Series Converges with The Reality of Jordanian Society

To identify the estimates of the study sample members about the extent to which the reality of the Turkish series converges with the reality of Jordanian society, the arithmetic averages and standard deviations of their answers were calculated according to the following equation: $Score = (\text{maximum alternative} - \text{minimum alternative}) / \text{number of levels}$: $(1-5) / 3 = 1.33$ First: (less than 2.33) a low degree of approval. Second: (from 2.33 to less than 3.66) a moderate degree of agreement. Third: (from 3.66 - 5.0) a high degree of agreement.

Table No. (9) How close the reality of the Turkish series is to the reality of Jordanian society

Rank	Number	Range of Closeness	Arithmetic Mean	Standard Deviation	Degree of Agreement
1	2	The topics and social issues presented by Turkish series are similar to the social topics and issues in Jordanian society	2.86	1.13	Medium
2	1	Turkish series present topics and issues that mimic the reality of Jordanian society	2.84	1.12	Medium
3	3	The styles and costumes of actors and actresses in Turkish series are similar to the styles and costumes of young men and women in Jordanian society	2.61	1.20	Medium
4	5	The behaviors of characters in Turkish series are similar to the behaviors of characters in Jordanian society	2.60	1.08	Medium
5	4	Gender relations in Turkish series are similar to gender relations in Jordanian society	2.52	1.17	Medium
The first axis as a whole			2.69	-	Medium

The results of Table (9) indicate that the arithmetic averages of the sample members’ estimates for the items of the first axis ranged between (2.52 - 2.86), as paragraph No. (2) States: “The topics and social issues presented by Turkish series are similar to the social topics and issues in “Jordanian Society” ranked first, with a mean of (2.86) and a standard deviation of (1.13) and a moderate degree of agreement, while Paragraph No. (1), which states: “Turkish series present topics and issues that mimic the reality of Jordanian society” came in second place with a mathematical mean. (2.84) and a standard deviation of (1.12) with a moderate degree of agreement.

The third place came for Paragraph No. (3), which states: “The forms and costumes of actors and actresses in Turkish series are similar to the forms and costumes of young men and women in Jordanian society,” with an arithmetic mean (2.61) and a standard deviation (1.20) and with a moderate degree of agreement; While Paragraph No. (5), which states: “The behaviors of characters in Turkish series are similar to the behaviors of characters in Jordanian society,” ranked fourth with a mean (2.60) and standard deviation (1.08) and with a moderate degree of agreement, while Paragraph No. (4) which states: “The relations between the genders in Turkish series are similar to the relations between the genders in Jordanian society,” ranked fifth and last with an arithmetic mean (2.52) and a standard deviation (1.17) and with a moderate degree of agreement. The data in the previous table also indicate that the arithmetic mean for the first axis as a whole reached (2.69), with a moderate degree of agreement. This indicates that most of the sample members who watch Turkish series believe that these series present the relationship between the gender in a similar way, as is the case in the

relationships between Both genders within Jordanian society, and the social issues that are raised in Turkish series and the topics that arise from them touch to some extent on social topics and issues in Jordanian society.

The researchers explain the study's finding that Turkish series may have a great resonance with the Jordanian viewer, by expressing common issues in most human societies, including Jordanian society, such as love, marriage, family conflicts, and other issues that touch and attract viewers to them, from Through emotional impact and stimulating emotion in the viewer, making them feel similar to Turkish society. Results of the second axis: The impact of Turkish series on social and cultural values and relationships in Jordanian society To identify the estimates of the study sample members about the impact of Turkish series on social and cultural values and relationships in Jordanian society, the arithmetic averages and standard deviations of their answers were calculated, as follows:

Table No. (10) The impact of Turkish series on social and cultural values and relationships in Jordanian society

Rank	Number	Range of Closeness	Arithmetic Mean	Standard Deviation	Degree of Agreement
1	1	I believe that Turkish drama directly affects social and moral values among segments of Jordanian society	3.87	0.87	High
2	8	I believe that Turkish series are one of the reasons for the openness of relations between the genders, as they have become more free in our society today	3.77	0.98	High
3	3	I believe that Turkish series directly affect gender relations in Jordanian society	3.7	0.89	High
4	2	I believe that Turkish drama directly affects the religious values and beliefs in our Jordanian society	3.68	0.95	High
5	9	I believe that Turkish series are one of the reasons for influencing the actions, behaviors and attitudes of young people in Jordanian society	3.5	0.96	Medium
6	10	I believe that Turkish series are one of the reasons for the negative impact on family relationships in Jordanian society, such that many family relationships have become disjointed and disjointed after watching Turkish series	3.43	1.05	Medium
7	13	Watching Turkish series affects the inability to understand the role of each gender in the relations between the groups of Jordanian society... so that these roles change between female and male on the social, cultural and professional levels	3.38	0.97	Medium
8	11	I believe that Turkish series are one of the reasons for the high divorce rate in Jordan	3.23	1.06	Medium
9	5	The characters and events in Turkish drama (series) reflect those that occur in reality	3.19	1.01	Medium
10	4	Turkish series reflect societal themes and issues that actually occur in Jordanian society	3.15	1.04	Medium
11	12	I believe that Turkish series are one of the reasons for polygamy and multiple relationships in Jordanian society	3.13	1.08	Medium
12	7	I believe that Turkish series are one of the causes of the violence prevalent in our society today	3.00	1.05	Medium

Rank	Number	Range of Closeness	Arithmetic Mean	Standard Deviation	Degree of Agreement
13	6	I think that the way social relations are presented in Turkish series is consistent with the reality of relations between Jordanian society	2.85	1.09	Medium
The first axis as a whole			3.38	-	Medium

The results of Table (9) indicate that the arithmetic averages of the sample members' estimates for the items of the second axis ranged between (2.85-3.87), as paragraph no. (1) Stated: "I believe that Turkish drama directly affects social and moral values among groups." "Jordanian Society" ranked first, with a mean of (3.87) and a standard deviation of (0.87) and a high degree of agreement, while Paragraph No. (8) came in which states: "I believe that Turkish series are one of the reasons for the openness of relations between the gender es, such that they have become "More free in our society today" ranked second with a mean (3.77) and standard deviation (0.98) with a high degree of agreement.

Paragraph No. (3), which states: "I believe that Turkish series directly affect relations between the gender in Jordanian society," ranked third with an arithmetic mean (3.70) and a standard deviation (0.89) with a high degree of agreement, while Paragraph No. (12), which states, "I believe that Turkish soap operas are one of the causes of polygamy and multiple relationships in Jordanian society," was ranked eleventh with an arithmetic mean (3.13) and standard deviation (1.08) and with a moderate degree of agreement, while paragraph No. (7), which It states: "I believe that Turkish soap operas are one of the causes of the violence prevalent in our society today" in penultimate place with an arithmetic mean (3.00) and a standard deviation (1.05) and with a moderate degree of agreement; While Paragraph No. (6), which states: "I believe that the way social relations are presented in Turkish series is consistent with the reality of relations among Jordanian society," came in last place with a mean (2.85), standard deviation (1.09), and a moderate degree of agreement. The data in the previous table also indicate that the arithmetic mean for the second axis as a whole (2.38), with a moderate degree of agreement. This indicates that most members of the sample from Jordanian society who watch Turkish series have a belief and conviction that there is an impact of Turkish drama on moral and social values among people. Segments of Jordanian society, and that these series are among the reasons for openness in relations between the gender es. The researchers explain this result of the study by saying that Turkish drama has an impact on the moral and social values of viewers, especially if they are exposed to stories that display relationships between the gender es in a more open way, which may lead to a change in social perceptions and behaviors through a gradual impact on viewers. This, in turn, may contribute to changing opinions and attitudes within Jordanian society.

Hypothesis Testing

Testing the first hypothesis: There are statistically significant differences at the level ($\alpha = 0.05$) in the attitudes and perceptions of the Jordanian youth group towards the convergence of the reality of the Turkish series with the reality of Jordanian society, attributed to the variables mentioned above.

First: With Regard to Gender

The t-test was used to identify the differences in the attitudes and perceptions of the Jordanian youth group towards the convergence of the reality of the Turkish series with the reality of Jordanian society.

Table (11) A t-test for the differences in the attitudes and perceptions of Jordanian youth towards the convergence of the reality of the Turkish series with the reality of Jordanian society

Gender	SMA	standard deviation	(t)	Differences in means	Statistical significance
mail	3.0588	.965280	7.434	0.61982	0.000
Female	2.4389	.876440			

From the previous table it is clear that there are statistically significant differences at the level ($\alpha = 0.05$), and these differences tended in favor of males, as the arithmetic mean for males reached (3.0588), while the arithmetic mean for females reached (2.4389), and the significance level reached (0.000). This indicates that

males believe that the level of convergence between the reality of the Turkish series and the reality of Jordanian society is higher than females.

Secondly - with regard to the age group

Table (12) shows the results of the f-test for the differences in the sample members' estimates of the convergence of the reality of the Turkish series with the reality of Jordanian society, due to the age group variable, at the significance level ($\alpha = 0.05$), that is, at an error rate that does not exceed (5%) and a confidence level of no less than (95%). Degrees of freedom mean squares, level of significance.

Table (12) Test of variance (f-test) for differences in the sample members' estimates of the convergence of the reality of the Turkish series with the reality of Jordanian society, due to the age group variable.

Age group	SMA	standard deviation	source of variance	sum of squares	degrees of freedom	mean squares	Value(f)	level of significance
18-30	2.6306	.913800	Between groups	34.699	3	11.566	13.384	0.000
31-40	2.4662	.894780	Within groups	440.738	510	.8640		
41-50	2.7154	.987460						
50 and above	3.3070	.979700						
Total				475.438	513			

The data of the previous table indicate that there are statistically significant differences at the level ($\alpha = 0.05$) in the sample members' estimates of the convergence of the reality of the Turkish series with the reality of Jordanian society according to the age group variable, where the significance level reached (0.000), which is less than the statistically acceptable level. This indicates a discrepancy in the sample members' estimates about the degree of convergence of the reality of the Turkish series with the reality of Jordanian society according to their age groups, and these differences tended to favor the age group (from 50 and above).

Third: With regard to social status

Table (13) shows the results of the f-test for the differences in the sample members' estimates of the convergence of the reality of the Turkish series with the reality of Jordanian society, due to the marital status variable, at the significance level ($\alpha = 0.05$), that is, at an error rate that does not exceed (5%) and a confidence level of no less than (95%).

Table (13) Test of variance (f-test) for differences in the sample members' estimates of the convergence of the reality of the Turkish series with the reality of Jordanian society, due to the marital status variable.

Marital status	SMA	standard deviation	source of variance	sum of squares	degrees of freedom	mean squares	value (f)	level of significanc
single	2.5657	.953850	Between groups	86.716	3	28.905	37.923	0.000
married	2.4657	.817440	Within groups	388.722	510	.7620		
absolute	3.3200	.959590						
Widower	3.8684	.514180						
Total				475.438	513			

The data of the previous table indicate that there are statistically significant differences at the level ($\alpha = 0.05$) in the sample members' estimates of the convergence of the reality of the Turkish series with the reality of Jordanian society according to the marital status variable, as it reached the level of significance (0.000), which is less than the statistically acceptable level. This indicates a discrepancy in the sample members' estimates about the degree of convergence of the reality of the Turkish series with the reality of Jordanian society according to marital status, and these differences tended to favor the marital status (widower).

Fourth: With regard to the educational level

Table (13) shows the results of the test of variance (f-test) for the differences in the sample members' estimates about the convergence of the reality of the Turkish series with the reality of Jordanian society, due to the educational level variable, at the significance level ($\alpha = 0.05$), that is, at an error rate that does not exceed (5%) and a confidence level of no less than (95%)

Table (13) Test of variance (f-test) for differences in the sample members' estimates of the convergence of the reality of the Turkish series with the reality of Jordanian society, due to the educational level variable.

Educational level	SMA	standard deviation	source of variance	sum of squares	degrees of freedom	mean squares	value (f)	level of significance
uneducated	3.7538	.659280	Between groups	85.366	5	17.073	22.235	0.000
secondary	2.6600	.951890	Within groups	390.071	508	.7680		
Diploma	2.5013	.897670						
Bachelor's	2.4350	.835750						
Master's	2.6293	1.00355						
Ph.D.	3.4512	.868600						
			total	475.438	513			

The data of the previous table indicate that there are statistically significant differences at the level ($\alpha = 0.05$) in the sample members' estimates of the convergence of the reality of the Turkish series with the reality of Jordanian society according to the educational level variable, where the significance level reached (0.000), which is less than the statistically acceptable level. This indicates a discrepancy in the sample members' estimates about the degree of convergence of the reality of the Turkish series with the reality of Jordanian society according to their educational levels. These differences tended to favor the educational level (doctorate).

Testing the second hypothesis: There are statistically significant differences at the level ($\alpha = 0.05$) in the attitudes and perceptions of the Jordanian youth group towards the impact of Turkish series on social and cultural values and relationships in Jordanian society.

First: With Regard to Gender

A t-test was used to identify differences in the attitudes and perceptions of Jordanian youth towards the impact of Turkish series on social and cultural values and relationships in Jordanian society.

Table (14) A t-test for differences in the attitudes and perceptions of Jordanian youth towards the impact of Turkish series on social and cultural values and relationships in Jordanian society.

Gender	SMA	standard deviation	t-value	differences in means	statistical significance
mail	2.5727	.965280	4.877	0.20542	0.000
Female	2.3673	.876440			

From the previous table it is clear that there are statistically significant differences at the level ($\alpha = 0.05$), and these differences tended in favor of males, as the arithmetic mean for males reached (2.5727), while the arithmetic mean for females reached (2.3673), and the significance level reached (0.000). This indicates that males believe that Turkish series have a higher impact on social, cultural values and relationships in Jordanian society than females.

Secondly - with regard to the age group

Table (15) shows the results of the test of variance (f-test) for the differences in the sample members' estimates about the impact of Turkish series on social and cultural values and relationships in Jordanian society, due to the age group variable, at the significance level ($\alpha = 0.05$), that is, with an error rate. Do not exceed (5%) and the confidence level is not less than (95%).

Table (15) Test of variance (f-test) for differences in the sample members' estimates regarding the impact of Turkish series on social and cultural values and relationships in Jordanian society, due to the age group variable.

Age group	SMA	standard deviation	source of variance	sum of squares	degrees of freedom	mean squares	Value(f)	level of significance
18-30	2.3933	.509530	Between groups	1.645	3	.5480	2.332	0.043
31-40	2.4710	.466530	Within groups	119.897	510	.2350		
41-50	2.5399	.461250						
50 and above	2.5055	.461970						
			Total	121.542	513			

The data of the previous table indicate that there are no statistically significant differences at the level ($\alpha = 0.05$) in the sample members' estimates regarding the impact of Turkish series on social and cultural values and relationships in Jordanian society according to the age group variable, as it reached the level of significance (0.043), and this indicates The sample members' estimates of the impact of Turkish series on social and cultural values and relationships in Jordanian society converged according to their age groups.

Third: With regard to social status

Table (16) shows the results of the test of variance (f-test) for the differences in the sample members' estimates regarding the impact of Turkish series on social and cultural values and relationships in Jordanian society, due to the marital status variable, at the significance level ($\alpha = 0.05$), that is, with an error rate. Do not exceed (5%) and the confidence level is not less than (95%).

Table (16) Test of variance (f-test) for differences in the sample members' estimates regarding the impact of Turkish series on social and cultural values and relationships in Jordanian society, due to the marital status variable.

Marital status	SMA	standard deviation	source of variance	sum of squares	degrees of freedom	mean squares	value (f)	level of significance
single	2.3989	.503390	Between groups	5.071	3	1.690	7.402	0.000
married	2.4192	.478890	Within groups	116.471	510	.2280		
absolute	2.5867	.501720						
Widower	2.7485	.224740						
			total	121.542	513			

The data of the previous table indicate that there are statistically significant differences at the level ($\alpha = 0.05$) in the sample members' estimates about the impact of Turkish series on social and cultural values and relationships in Jordanian society according to the marital status variable, as it reached the significance level (0.000), which is less than the level It is statistically accepted, and this indicates a discrepancy in the sample members' estimates about the degree of influence of Turkish series on social and cultural values and relationships in Jordanian society according to marital status, and these differences tended to favor the marital status (widower).

Fourth: With Regard to The Educational Level

Table (17) shows the results of the test of variance (f-test) for the differences in the sample members' estimates about the impact of Turkish series on social and cultural values and relationships in Jordanian society, due to the educational level variable, at the significance level ($\alpha = 0.05$), that is, with an error rate. Do not exceed (5%) and the confidence level is not less than (95%).

Table (17) Test of variance (f-test) for differences in the sample members' estimates of the impact of Turkish series on social and cultural values and relationships in Jordanian society, due to the educational level variable.

Educational level	SMA	standard deviation	source of variance	sum of squares	degrees of freedom	mean squares	value (f)	level of significance
Between groups	2.7265	.305990	Between groups	8.510	5	1.702	7.650	0.000
secondary	2.4934	.516500	Within groups	113.032	508	.2230		
Diploma	2.2689	.580160						
Bachelor's	2.3878	.440600						
Master's	2.5136	.408400						
Ph.D.	2.6602	.463420						
			total	121.542	513			

The data in the previous table indicate that there are statistically significant differences at the level ($\alpha = 0.05$) in the sample members' estimates about the impact of Turkish series on social and cultural values and relationships in Jordanian society according to the educational level variable, as it reached the significance level (0.000), which is less than the level It is statistically acceptable, and this indicates a discrepancy in the sample members'

estimates about the degree of influence of Turkish series on social and cultural values and relationships in Jordanian society according to their educational levels. These differences tended to favor the educational level (uneducated).

DISCUSSING THE RESULTS AND RECOMMENDATIONS

Results

In light of the current study that addressed the topic “The impact of watching soap operas on the relationship between the gender in Jordanian society,” the researcher reached several results, the most important of which are: The Jordanian audience’s preference for watching comedy and romantic series reflects their desire for fun and entertainment, and to escape from the pressures of life. The desire of the Jordanian audience to watch Turkish series on their own indicates their need to relax and enjoy watching without distraction, and may indicate their different interests from their family members and friends in choosing series. The preference to watch Turkish series through all means indicates the flexibility of viewers in using various available means, and their use of what is available according to their spatial and temporal circumstances.

1. The Jordanian public’s lack of reliance on social media to watch Turkish series due to the large number of false and misleading links that lead to annoying advertisements, and the presence of copyright restrictions and exclusive viewing that are blocked on social media sites, which limit access to some famous and new series, in addition to poor quality. Display often.
2. The Jordanian audience's viewing of Turkish series focuses on the weekend due to their free time being determined during the weekend, and their preoccupation with studying or working the rest of the week.
3. The convergence of the reality of Turkish series with the reality of Jordanian society reflects the great demand for watching these series, given that they deal with common issues in Arab societies and Jordanian society in particular, such as issues of love, marriage, and family conflicts, which touch and attract viewers to them, making them feel similar to Turkish society.
4. Turkish series have a clear impact on the relationship between the gender es in Jordanian society, especially series that present stories of relations between the gender es in a more expanded and open way, which leads to a change in beliefs, perceptions and social behaviors, as well as a change in opinions, attitudes and orientations among members of Jordanian society.

RECOMMENDATIONS

Based on the results of the current study, the researcher recommends several recommendations, which are:

1. Educating members of Jordanian society about the dangers of these series and the customs, traditions and cultures they carry that are contrary to the cultures of the Arab peoples, which may represent a danger that will sweep their people through the occupation of these cultures and replacing them with the cultures of the indigenous peoples.
2. Producing artistic works and local series that satisfy the desires and trends of the Jordanian public, with the aim of combating the phenomenon of Turkish series and foreign foreign works, and reducing their negative effects.
3. Benefiting from Turkish series and various dramatic works and creating local competition by producing dramatic works and series that work to spread the cultures, customs and traditions of the Arab peoples.
4. Directing Arab satellite stations and channels to form special platforms and channels that work to broadcast their local works and series to all parts of the world, so that they become countries that publish and influence more than they are recipients and affected.
5. Spreading awareness that these series are not a reference for members of the same gender to rely on in dealing with and influencing the opposite gender.

6. Activating the supervisory role of the concerned authorities over the material presented in Turkish series to avoid exacerbating its harms and negative effects.

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