

Turkey's Export of TV Shows Also Fuels Tourism

好きなドラマや映画をきっかけに、外国の文化に興味を持ったことはありますか。映像作品には、人々の暮らしや価値観、歴史などを伝える力があります。近年はトルコのドラマが世界中で人気を集め、多くの人々がその国に関心を持つきっかけになっているようです。私たちは外国のドラマから、どのような文化や考え方を学ぶことができるのでしょうか。



1. Article

Read the following article aloud.

Turkey has become a leading exporter of television shows in recent years.

Millions of people are watching Turkish TV dramas known as Dizi. Many of the shows involve the nation's famous historical and cultural places.

Experts say the success of the television dramas has created a billion-dollar **industry** that continues to expand. Between 2020 and 2023, demand for Turkish TV series increased by 184 percent. That number comes from Los Angeles-based research company Parrot Analytics.

Izzet Pinto is chief of the Turkish media company Global Agency. "We reach over 400 million **viewers** every night around the world," he said. Global Agency **exports** Turkish dramas to world markets. Pinto noted, "The soft power we create with Turkish dramas cannot be even compared to what could be done in politics."

The Turkish drama *Deli Yurek* was the first to be exported. Turkey sent it to Kazakhstan in 2001. But it was the love story series called *Gumus* that brought fame to Turkish dizis. The story is about a traditional woman who must **adapt** to life in the city. *Gumus* grew hugely popular in the Middle East.

In 2006, viewers in Europe's southeastern Balkans area enjoyed *A Thousand and One Nights*, a series based on Middle Eastern folktales. The stories were set in modern-day Istanbul. Turkish TV also produced the show *Magnificent Century*, a popular historical drama based on the life of Ottoman Sultan Suleyman the Magnificent.

Turkey was once an importer of Latin American TV dramas known as telenovelas. Now, it is exporting TV shows to Latin American countries. In 2018, Venezuelan President Nicolás Maduro visited the set of the Turkish drama *Resurrection: Ertugrul*.

Haley Uganadi founded a website for fans of Turkish TV series called *Dizilah*. About 1.5 million people from the United States, Canada, Greece, India and Pakistan visit her website monthly.

Uganadi said the popularity of the dramas comes from their subjects. She said they are about family, friendship and love and usually involve rich people in Istanbul or historical stories.

Uganadi said the shows offer “something for everyone,” and added, “I see reflections of my mom, myself and my siblings” in them.

Pinto of Global Agency agrees that Turkish dramas are right for everybody. “There is no nudity, no cursing or bad words, not much hate,” he said, “So, it becomes watchable for the family.”

As Turkey's industry grows, it is expanding the themes of its series. For example, the series *Red Roses* explores issues affecting a family that is culturally Western and a fictional Islamic brotherhood.

During a recent period between filming, actor Ozcan Deniz told the Associated Press that diversification is important for industry **growth**.

He said, “Countries that were not able to transform (into) a different genre are now lagging behind in the export of series.” He added, “Turkey has now caught this momentum, but if it cannot diversify, if it cannot also tell different things, it will end somewhere.”

Resurrection: Ertugrul is an example of the growing success of Turkish series. Mehmet Bozdog is a producer and writer. He said the first show of the series had over 157 million views on the Urdu language YouTube channel of Turkish state broadcaster TRT. Another series, *Foundation: Osman*, was broadcast in over 110 countries.

Robert Badendieck reported this story for the Associated Press. Mario Ritter, Jr. adapted it for VOA Learning English.

Source: **Turkey's Export of TV Shows Also Fuels Tourism**

2. Key phrases and vocabulary

First repeat after your tutor and then read aloud by yourself.

1. industry (n.) a group of businesses that produce similar products or services

The technology industry creates many new jobs these days, especially in AI.

2. viewer (n.) a person who watches television or videos

The romantic comedy attracted many viewers during the holiday season.

3. export (v.) to send goods or services to another country for sale

The company exports high-quality coffee to North American and countries in Europe.

4. adapt (v.) to change in order to fit a new situation

Emma had to adapt to life in a different country and a different culture.

5. growth (n.) an increase in size, number, or development

The city has experienced slow growth in the last twenty-five years.

3. Questions

Read the questions aloud and answer them.

1. By what percentage did demand for Turkish TV series increase between 2020 and 2023?
2. According to Pinto, why are Turkish dramas suitable for families?
3. Why does actor Ozcan Deniz think diversification is important?
4. How can television shows influence people's interest in visiting another country?
5. What kinds of cultural information can people learn from foreign television dramas?