

The Negative Influence of Turkish Series' Dubbing on Algerian Adolescents

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Abstract- Recently, the world has become a small village, mainly due to media and its impact on people. In the Arab world, a special attention starts to be given to dubbed serials, the Turkish ones in particular. The latter have influenced the culture of many categories of viewers, including adolescents. Thus, the focal point of this study is to shed light on Algerian Adolescents' motives for watching Turkish dubbed series and how the latter affect their way of thinking and behaviour. The present paper will mainly highlight the negative effects for it has been noticed that a great change is taking place on the part of Algerian adolescents. To reach this aim and to better explore the situation, a questionnaire will be conducted for a group of adolescents.

Keywords- Turkish dubbed series; Algerian adolescents; Negative effects

1. INTRODUCTION

Recently, the world has become a small village, mainly due to media and its impact on people. In the past, people used to watch the programs broadcast on one channel only. However, with the technological advancement, viewers can get access to different channels and watch programs in different languages. This is mainly due to subtitling and dubbing for the latter is one of the “the most prevalent methods used to make foreign-language television programmes available to a domestic market” (Koolstra, 2002, p.325). This indicates the useful function of dubbing, in particular, to make programs in different languages accessible to a large number of people.

According to Jado, “[d]ubbing is the process by which drama is translated into the language or dialect of another country by removing the primary representative voice and replacing it with another voice through re-recording” (qtd. in Al-Jenaibi, 2017, p. 50). In the Arab world, a special attention starts to be given to dubbed serials, the Turkish ones in particular. Those Turkish dubbed series have spread dramatically throughout the Arab world as they have had a huge impact on many categories of viewers, including adolescents. This influence has positive as well as negative effects. However, the present study is an attempt to focus on the negative ones. It sheds light on Algerian Adolescents' motives for watching Turkish dubbed series and how the latter affect their way of thinking and behaviour. It will mainly highlight the negative effects for it has been noticed that a great change is taking place on the part of Algerian adolescents. To

reach this aim and to better explore the situation, a questionnaire was conducted for a group of adolescents.

2. REVIEW OF RELATED LITERATURE

The issue of dubbing serials that belong to different cultures and their effects on societies has been tackled from a variety of perspectives. For instance, in an article which is entitled ‘Impact of Indian Cinema on Adolescents: A Sociological Study of Jaipur-Rajasthan, India’ (2013), Goswami Ruchi and Kumari Manju highlight the impact of cinema on Indian adolescents, focusing on the social, moral, psychological, and cultural influences. To reach this end, the researchers selected Jaipur-Rajasthan, India to work on. As a result, they proved that Indian cinema changed many aspects in adolescents' lives, especially because this period is very sensitive. This includes their way of thinking, dressing, living, etc.

In another article that is entitled ‘Uses and Gratifications Achieved for Jordanian and Bahraini Youths Watching Dubbed Series and Movies a Field Study on the Students of Yarmouk and Bahrain Universities’ (2014), Qudah Mohamad, AbdulKrim Ziani, and Menawer Alrajehi pay attention to ‘Jordanian and Bahraini Youths's gratifications’ when they watch dubbed series. They argue that the majority of the respondents like watching this kind of series. In addition to that, the same group prefer small screen TVs.

In another study that is entitled ‘The Representation of Turkey Through Narrative Framing-Saudi Arabian and Turkish Newspapers’ Coverage of the Arabic Dubbed Turkish Series Noor’ (2016), Hilal Erkazancı Durmuş

tackled the image provided by Saudi Arabian as well as Turkish newspapers about the Turkish dubbed series Noor, a serial that attracted the interest of many Arab viewers from different ages. The researcher noticed that the Saudi Arabian newspaper provided the readers with a negative image of Turkey while the Turkish one 'constructed' a positive image. She also argued that they did so 'to fit specific agendas' (p.483).

Muhammad Qudah and Zuhair Tahat were also interested in a similar topic and analysed it in their article which is entitled 'Dubbed Series And Their Possible Effects On Adolescents' (2013). They shed light on the impact of watching dubbed series on Jordanian adolescents. They worked on a group of adolescents in Amman, in particular. They gave a special importance to the reasons as well as the effects of watching this kind of series. They found out that the majority of these adolescents view them for long hours.

In her article which is entitled 'The impact of dubbed serials on students in the UAE' (2017), Badreya Al-Jenaibi worked on both the positive and negative effects of dubbed series on youths. She highlighted the reasons behind watching this kind of series and their negative effects in an Islamic society like the United Arab Emirates.

Although several researchers, including the ones mentioned above, tackled dubbed serials and their impacts on different categories of viewers, no one, to the best of my knowledge, has dealt with the negative impact of Turkish dubbed series on Algerian adolescents' way of thinking and lifestyle.

The discussion about dubbed series leads one to refer briefly to media. The latter has become an essential part of modern viewers' life, including Arabs and non-Arabs, as its influence on them is very effective. Television, in particular, is a source of entertainment for many people as it conveys different pieces of information the viewers take seriously. That is why it can affect people rapidly, especially because it includes "the vehicles or channels which are used to convey information, entertainment, news, education, or promotional messages are disseminated" (Mehraj, Bhat, & Mehraj.R., 2014, p.56).

In the Arab world, all categories of viewers were highly interested in dubbed series, especially the Mexican ones like Guadalupe and Cassandra. However, with the broadcast of a Turkish serial entitled Noor, Arab viewers were no longer interested in Mexican or other dubbed series like the Turkish ones. Noor marked the beginning of a new phase in the life of Arab viewers because it paved the way for many other similar series to conquer the Arab world, and Algeria was no exception of course. However, that new interest in this kind of series led to positive as well as negative influences on viewers, especially children and adolescents for these two periods are very sensitive.

3. STUDY DESCRIPTION

This analytical study is based upon a questionnaire that consists of 09 questions asked to 50 Algerian adolescents,

from Mascara in particular. The nine questions were asked about the motivations behind watching Turkish dubbed series, their impact on adolescents' behaviour, way of thinking, and lifestyle, reasons behind refusing to watch them, and the suggestions to limit their negative impact.

The results of the study show that 57% of the study sample watch Turkish dubbed serials (Females:83%-Males: 17%) while 43% (Females: 53%-Males: 47%) do not, which indicates that Turkish series attract a large number of viewers, especially females. It has been proved, through that study, that females watch dubbed series more than males.

4. ALGERIAN ADOLESCENTS' MOTIVES FOR WATCHING TURKISH DUBBED SERIES

The participants were asked about their motivations for watching Turkish dubbed series. The sample indicated that the first reason for watching dubbed serials is having fun in their free time (59%). However, 54.5% showed their interest in Turkish dubbed series because of the performance as well as the look of the actors and actresses. 27% of the participants' reasons were to be familiar with another culture and other people's lifestyle. Furthermore, 34% saw that the presented stories are interesting, convincing, and essential to get experiences from life. 17% of the respondents watch these series just to pass time. Other reasons were mentioned like the feeling of happiness after watching them and forgetting about everyday issues. Here we notice that although the reasons for viewing Turkish dubbed series differ, the majority of the participants do not have convincing reasons except the 27% of them who argued that they see them to learn about a different nation and culture. The latter seems the only reason that may affect this group positively. However, for the rest, the possible effects do not seem promising for no one of them seems to be aware of the future.

5. NEGATIVE EFFECTS OF VIEWING DUBBED SERIALS ON ADOLESCENTS

When respondents were asked about the impact of viewing Turkish dubbed series on them and how they affect their behavior and way of thinking, 28% said that they were not affected. However, the majority (41%) feel pleasure and happiness after watching. 23% of the respondents agreed that after being interested in this kind of series, they started to ask for more personal freedom. 23% saw that they were affected in terms of lifestyle for they started to imitate the characters in clothes and try to learn how to cook or at least taste the Turkish food. 14% of them clearly stated that Turkish series affected their hours of sleep and as a result their studies were affected. 28% of the participants start to think of having love relationships and marrying the ones they love. 4% said that they became more emotional and sensitive. Other 4% saw that their way of wearing clothes was changed because the Turkish actors and actresses are very fashionable. 12% said that these series

changed the style of their life too much. Other effects were mentioned like the fact that they make them strong and taught them how to behave as they feel like they are acting more than the real them.

As a result, the researcher found that watching Turkish dubbed series has negative effects on adolescents. Although these negative impacts varied, we cannot deny the fact that they can change adolescents' behavior and way of thinking, negatively, which contradicts the Algerian values and traditions. For instance, this group of adolescents' call for personal freedom and their great interest in the Turkish fashion are highly contradictory to the Algerian society. In addition to that, the idea of thinking of marrying persons they love and being in emotional relationships opposes the principles of the Algerian society as an Islamic one. Thus, one can say that this kind of series are trying to spread many bad values that will lead to gradual changes on the level of adolescents' lifestyle, way of thinking, culture, religious principles, and behaviour. These effects should be taken seriously because during this period, adolescents' personalities witness great changes. Furthermore, "the term adolescence is derived from the Latin word 'adolescere' meaning "to grow, to mature" which indicates the defining features of adolescence" (qtd. in Ruchi and Manju, 2013, p. 20). This proves the importance of this stage and its sensitivity. According to Ruchi and Manju (2013), adolescence is a combination of physical as well as psychological changes. That is why, in this period media and other factors can affect their minds and way of thinking easily.

6. REASONS BEHIND SOME ADOLESCENTS REFUSAL TO WATCH DUBBED SERIES

The majority (80%) saw that it is a boring repetition of the same subjects (love stories) and that they spread moral principles that are different from ours (4%). Others saw that they gave rise to values that are harmful to our society (4%) and a culture that contradicts ours (4%). Another group of participants saw that they urged women to call for emancipation (4%) while the rest argue that they do not learn anything from them (4%).

Although the group of adolescents who said 'no' to watching Turkish dubbed series seem to be aware of their possible harmful effects, still, the majority disagree with their ideas toward dubbed serials. That is why, as it has been mentioned previously, this issue should be taken seriously to avoid moral dissolution and other phenomena that can lead to dangerous and disastrous effects.

7. SUGGESTED TIPS

Respondents who said 'no' to watch these series were asked to suggest some tips to avoid or limit the negative impact these series may have on adolescents. They saw that this kind of programs must be banned and that adolescents must focus more on the reality of society.

I, personally, see this last point as important because some of the participants mentioned above clearly stated that they feel like they are acting more than their real personality. This proves that the world of these series dominated their real world. Some of them said: 'We have to start watching good series like Beowulf in order to learn from them.' Another participant agreed that Islamic countries should stop this kind of series and that the audience should be aware of their effects.

Finally, the researcher found it interesting to add a suggestion that is related to governments. The latter can broadcast programs in which they can provide viewers with the possible effects of these series. In addition to that, they can limit the broadcast of these series. Furthermore, all Arab governments are concerned because the Algerian adolescents are not relying on Algerian channels only.

8. CONCLUSION

To wrap up the discussion, one can emphasize the importance of watching TV for the sake of having fun but since this kind of series is contributing in forming adolescents' way of thinking and behavior, governments should give importance to the kind of TV programs to be broadcast. This must be highlighted in Islamic countries, like Algeria, for they seem to have disastrous effects on their population.

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