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## Reasons for the Popularity of Turkish Soap Operas in Albania

### **Abstract**

*Many new media technologies seem to have played a certain role in introducing different cultures, traditions and lifestyles. Although of the oldest, television and its programs remain among the most vastly used. While a documentary is a television program that presents a country with little or no fiction, the case is not the same when it comes to soap operas. The action, fiction and their characters make people watch more eagerly. Once they enter a country there follows a flow difficult to stop, with some of them even garnering the highest rating ever received by a television program. Whether they have been produced to achieve this aim or to make immense profits is not the main concern of this article. This study aims to explore reasons for the popularity of Turkish soap operas (Albanian case), which have since 2008 become popular not only in the Middle East but also in most Balkan countries. The objectives of this study were achieved through review of articles in newspapers and magazines, and an analysis of a survey conducted in Tirana, the capital city of Albania. Regarding the fact that they are subtitled and not dubbed in the case country, this research also aimed to explore whether watching soap operas helps to learn/improve a language (when the viewer already knows some Turkish), or arouses viewers' interest towards it (when the viewer doesn't know any Turkish at all).*

**Keywords:** Media; Turkish Soap Operas; Language Learning; Albania

## 1-Introduction

Since the world's first-ever television transmission, which dates back 84 years ago, television has undergone rapid and dramatic changes regarding set, broadcast and programs. One of the reasons for these developments might be the appearance of new media technologies such as internet and mobiles, which, despite being more fashionable, seem to have not questioned the role television plays in people's lives. Television transmission seems to capture everything from news, commercials and fashion trends to economy, celebrity life and political debates, all of which have their broadcasting time, be it weekly, daily or hourly. Another important and distinguishing feature of television is the key role it has played and plays in introducing cultures, traditions and lifestyles. Unlike documentaries or culture sections of news programs, which present countries with little or no fiction at all, soap operas, which were originally intended for other purposes, manage to do this more easily and surprisingly successfully. They appear to have enjoyed an incredibly increasing popularity from the first time they were broadcast to this day. Soap operas were initially perceived as a solution to an advertising problem: how might radio be used during daylight hours to attract the largest audience of potential consumers of certain products? (Allen, 1985). However, nowadays we see television soap operas, especially prime time serials, claiming the highest costs of advertising products in their commercial intervals.

From a staple in the daytime television of the US in the early 1950s, wikipedia, the free encyclopedia) the prime time soap opera as a television genre, has consistently captured the imagination of millions of people around the world. At a later stage we see the appearance of television daytime or primetime serials, which turned out to be drama that appeals to people. Then there is the UK era to be followed by Australia and New Zealand, Mexico and Latin America, ending up in most European countries.

Soap operas have in fact, become such an inseparable part of their audiences' everyday lives that to define viewers' growing interest in them I would quote here Andrew Anthony when he underlines the place of television in our lives emphasizing that the presence of television is so pervasive that its very absence is a kind of affront to the modern way of life (Anthony, 2013). Although, not everyone so obsessed with television might feel the same about soaps, there should be very few people, why not none at all, who have never in their lives watched at least an episode or part of a soap opera.

While some countries developed their local productions and broadcast them at home only, many others aimed a lot more; they couldn't ignore the international impact. Many soap operas that have become so popular at home have very often achieved the same success around the globe (Allen, 1985). 'In a globalized world

it is not surprising that these serialized programs have become central to the discussion of the nation not only in developed countries but also in many parts of the developing world (A. la Pastina, C. M. Rego, J. Straubhaar, 2003).

## **2-Changes in trends**

Although soap opera ratings have since the early 2000's significantly fallen in some countries (the US especially), they have, surprisingly or not, reached high scores in many others (the Balkans, Middle East and Turkey). Whether this is because the former have already fed this insatiable need and the latter still haven't, or because it is a situation that most countries experience at a certain stage of their development, remains open to further discussion and even research. Another interesting fact is that while in some countries domestic soaps are becoming increasingly popular, in many others foreign productions have found significant success. Reasons for this phenomenon differ: the former might have grown bored with foreign productions and want to have some home stuff; and the vice versa could be a reason for the latter. Another reason for the former could be just a matter of time and development they might now be enjoying the peak of progress and success in cinema and film productions, something which most of developed countries achieved long time ago. Interestingly enough some countries' domestic productions are enjoying success and popularity at home, and they are doing so abroad as well, which is the case with Turkish soaps.

## **3-Reasons for popularity**

Reasons why people watch soap operas differ dependent on the country of origin or the country where they are broadcast, as well as the topics they treat and how. Generally speaking it can also be stated that people watch soap operas for their stories, the characters, the entertainment value and because the program-makers structure the series in such a way that everyone wants to know what happens next (Hobson, 1989). According to Buccianti the entertainment value and the cultural values amplified by several elements also play a role (Buccianti, 2010).

In certain periods of time particular soaps have become distinguishably popular, one or some replacing the previous ones. This is what happened in Arab countries when Turkish series dethroned their Mexican rivals which had ruled Arab screens in the 1990's (Buccianti, 2010). This is what has been happening in the Balkans for over five to six years. Considerable acceptance of Turkish soap operas noticed in a lot of countries in the Middle East was immediately followed by a high popularity which has had its influence in the Balkans as well. Are the reasons that make Turkish soap operas so popular in these countries the same or is it something else? After conquering Middle Eastern countries, Turkish soap operas command top television ratings in Bulgaria, Macedonia, Serbia and Kosovo beating US and Latin competition (Bechev, 2012). The first obvious reason behind the success of Turkish television series in the Middle East and in the Balkans is the fact that Turkish plots are culturally appealing to audiences which have a share in the Ottoman/Muslim history as well as to audiences which can identify with the Turkish way of

life displayed in the series, while still being attracted by certain forms of modernity (Russelin, 2013). While trying to take a broader view of Turkey's position in the Balkans, Bechew mentions that one of the reasons for the popularity of Turkish soap operas in the Balkans is a mixture of sentimentalism and family drama which appears to be appealing to Balkan audiences (Bechev, 2012). Other researchers say that the artistic quality of Turkish soaps was another reason (Uysal, 2012). The primary aim of this research was to explore whether historical proximity and the topics treated in these soaps are the same reasons for their popularity in Albania. Another objective was to analyze if proximity between the two societies makes Albanians find Turkish soaps closer to their reality therefore arousing/increasing interest.

#### **4-Soaps for other reasons**

Whatever reasons they are watched for, soap operas have undoubtedly played an important role in many countries' development. Some of them were intended to be so as there is the case with the Indian soap "Hum Log", which proved to be successful (A. Singhal, E. M.Rogers, 2001). Others may do so indirectly, which can be perfectly illustrated with the Peruvian soap *Simplemente Maria*, whose audience success and unintentional educational effect, inspired Miguel Sabido, a television writer-producer-director in Mexico to develop a methodology for entertainment-education soap operas (A. Singhal, E. M.Rogers, 2001). Another case is that of the Chinese soap *Ke Wang (Aspirations)*, which was designed primarily to entertain people but also addressed many of the important issues confronting the Chinese society (M.Wang, A. Singhal, 1992).

In addition to occupying so much of people's time, soap operas cause changes in the viewers' opinion about the country of origin and in attitudes towards the respective nation. Many have considered the entrance of Turkish soap operas in many countries as part of Turkey's foreign policy to strengthen its role in the region and why not in the world. In 2011, Kujawa would state that there is no doubt that Turkish television series and movies shown on Arab television and in cinemas have also led to a small cultural revolution in Arab countries (Kujawa, 2011). Arab viewers reportedly noticed the splendor of Istanbul as they were not familiar with Turkey and used to think it was unclean and underdeveloped. (Uysal, 2012) Studies also show that partly thanks to such films in 2009 more than one million Arabs decided to choose Turkey as their holiday destination (Kujawa, 2011) Even though not exactly the same soap operas as in Arab countries, most of the ones broadcast in the Balkans enjoyed almost the same success. The average Turkish soap displays glamorous lifestyles in metropolitan Istanbul and challenges long-standing prejudice against Turkey as a backward society. (Mathieu, 2013) If so, have they already met the purpose they were intended for? Do we see this happen in the Balkans and in Albania? While they create a positive image of Turkey among Arabs, we can't say the same process happens in other countries, in our case, Albania, either because this positive attitude already exists or because there might not be a negative one.

## 5-Linguistic impact

Like all other foreign films or cinema productions, soap operas are brought to the viewers through translation in two ways: dubbing or subtitling. There are frequently claimed advantages of both methods regarding how much they affect second or foreign language learning. Visual media can provide a valuable source of authentic input for students who do not live in the country where the L2 is spoken. Not only do they provide additional input, they are also beneficial because they might provide the sole source of supplying the language learner with native-speaker input (Jung, 2010). As Koolstra put it in 1999, vocabulary learning from natural language occurs not because the learner is trying to learn words but because the learner is trying to understand what is said, sung or written (J. W.J. Beentjes, C. M. Koolstra, 1999). This could be likened to the process of mother tongue learning, in which all children either pick up words and use them naturally or ask their meaning when they haven't understood and use it at the moment or later. Believing that translated subtitles help in learning new words and structures and improve comprehension of the language, another aim of this research was to examine the language impact of watching soap operas with translated subtitles.

## 6-Data and methodology

Data collected from 107 questionnaires, which were applied in the city of Tirana have been statistically evaluated using SPSS package. The total number of questionnaires was 110 but 3 of them turned out invalid either because the respondents were not willing to complete them or because they never watched soap operas or at least pretended not to. This questionnaire consisted of demographic data, questions about reasons for the popularity of Turkish serials in Albania and reasons why participants started watching a Turkish soap opera. Participants were also asked to compare Turkish soaps to those from other countries. Since the aim of this research was to observe whether watching serials helps viewers to learn the respective language some of the questions were if the serials had aroused any interest in the language, if the viewers had done something in this aspect and whether they had learned any words or not from the soap operas they had watched/were watching.

## 7-Results and Data Analyze

### 7.1-Demographic data

As shown in Table 1, 28 males (26.2%) and 79 females (73.8%), in total 107 respondents participated in the survey. Respondents' age varied from under twenty to over fifty which helps in creating a more overall analysis. Regarding education 52 respondents (48.6 %) out of 107 were university graduates or undergraduates. As for their professions the respondents who filled in the required field belonged to 12 different career groups. Some degree of unwillingness to provide information about their profession was observed as there were 40 respondents (37.4%) who hadn't completed this field.

**Table1. Respondents' gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	79	73.8	73.8	73.8
	male	28	26.2	26.2	100.0
	Total	107	100.0	100.0	

**Table 2.Respondents' age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 20	29	27.1	27.4	27.4
	20-30	19	17.8	17.9	45.3
	30-40	29	27.1	27.4	72.6
	40-50	14	13.1	13.2	85.8
	over 50	15	14.0	14.2	100.0
	Total	106	99.1	100.0	
Missing	System	1	.9		
Total		107	100.0		

**Table 3.Respondents' education**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	secondary	18	16.8	17.6	17.6
	high	32	29.9	31.4	49.0
	university	52	48.6	51.0	100.0
	Total	102	95.3	100.0	
Missing	System	5	4.7		
Total		107	100.0		

By observing results in Table 4 and Table 5, it can be concluded that only 5(4.7%) of the 107 participants never watched soap operas, and out of 107 respondents only 3 (2.8%) had never watched a Turkish serial.

**Table 4. Respondents' frequency of watching soap operas**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I regularly watch soap operas	43	40.2	40.2	40.2
	I watch soap operas if I come across while zapping	16	15.0	15.0	55.1
	I watch soap operas rarely	30	28.0	28.0	83.2
	I watch soap operas very rarely	13	12.1	12.1	95.3
	I never watch soap operas	5	4.7	4.7	100.0
	Total	107	100.0	100.0	

**Table 5. Respondents' frequency of watching Turkish soap operas**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	always	23	21.5	21.5	21.5
	often	46	43.0	43.0	64.5
	some episodes	35	32.7	32.7	97.2
	never	3	2.8	2.8	100.0
	Total	107	100.0	100.0	

Table 6 and table 7 give figures about the number of respondents watching particular Turkish soap operas. Although it was not one of the primary aims of this survey, results showed that currently the most watched Turkish soap opera in Albania is “Suleyman the magnificent”, with 60 (56.1%) viewers out of 107 respondents, followed by “Ezel” with 58 (54.2%) viewers out of 108 respondents. Third comes “Gumus” with 47 (43.9%) viewers out of 107 respondents.

**Table 6. Respondents watching “Suleyman the magnificent”**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	60	56.1	56.1	56.1
no	47	43.9	43.9	100.0
Total	107	100.0	100.0	

**Table 7. Respondents watching “Ezel”**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	58	54.2	54.2	54.2
no	49	45.8	45.8	100.0
Total	107	100.0	100.0	

**Table 8. Respondents watching “Gumus”**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	47	43.9	43.9	43.9
no	60	56.1	56.1	100.0
Total	107	100.0	100.0	

Tables 9-13 show results about reasons why the respondents had started to watch a Turkish soap opera. 56 (52.3%) out of 107 respondents appear to have started watching because of the topic and 30 (28.00%) because they like Turkish language. Liking or disliking a country doesn't seem to affect respondents watching a soap opera from that country or not. The effect that advertisements might have on watching soap operas appears to be very little; out of 107 respondents 10 (9.3 %) were influenced by the advertisement. Only 11 participants (10.3%) had watched/ were watching because they usually watched any type of serial despite its country of origin.

**Table 9. Someone recommended it**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	24	22.4	22.4	22.4
no	83	77.6	77.6	100.0
Total	107	100.0	100.0	



**Table 10. Because of the topic**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	56	52.3	52.3	52.3
	no	51	47.7	47.7	100.0
	Total	107	100.0	100.0	

**Table 11. Because they like Turkey**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	26	24.3	24.3	24.3
	no	81	75.7	75.7	100.0
	Total	107	100.0	100.0	

**Table 12. Because they like Turkish language**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	30	28.0	28.0	28.0
	no	77	72.0	72.0	100.0
	Total	107	100.0	100.0	

**Table 13. Because they saw the advertisement on television**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	10	9.3	9.3	9.3
	no	97	90.7	90.7	100.0
	Total	107	100.0	100.0	

**Table 14. Because they watch any type of soap despite country of origin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	11	10.3	10.3	10.3
	no	96	89.7	89.7	100.0
	Total	107	100.0	100.0	

Table 14 shows results about respondents' opinion of Turkish soaps being more interesting than those from other countries. 76 (71 %) out of 107 respondents agreed or totally agreed that they were more interesting, while 12 (11.2 %) out of 107 disagreed with this.

**Table 15. Social/family topics**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	47	43.9	43.9	43.9
	no	60	56.1	56.1	100.0
	Total	107	100.0	100.0	

**Table16. The way romantic relationships are treated**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	13	12.1	12.1	12.1
	no	94	87.9	87.9	100.0
	Total	107	100.0	100.0	

**Table 17. Importance given to family**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	40	37.4	37.4	37.4
	no	67	62.6	62.6	100.0
	Total	107	100.0	100.0	

**Table 18. Lack of erotic scenes**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	29	27.1	27.1	27.1
	no	78	72.9	72.9	100.0
	Total	107	100.0	100.0	

**Table 19. Being closer to Albanian reality**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	51	47.7	47.7	47.7
	no	56	52.3	52.3	100.0
	Total	107	100.0	100.0	

Cultural and historical proximity is thought to be a reason for watching a soap opera. (Russelin, 2013) Table 20 results show that 92 out of 107 respondents (86.0%) agree that the common past/history has an influence on Turkish soaps watching, while only 15 respondents out of 107 (14.0%) think that the common past does not influence at all. Table 21 indicates that 61 out of 107 respondents (57.0 %) agree that cultural and traditional proximity push Albanians to watch a Turkish soap/serial, whereas 23 others (21.5%) don't think this can even be a reason for watching a serial.

**Table 20. Influence from the common history**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	46	43.0	43.0	43.0
	partially	32	29.9	29.9	72.9
	only a few people	14	13.1	13.1	86.0
	It has nothing to do with the past	15	14.0	14.0	100.0
	Total	107	100.0	100.0	

**Table 21. Influence from cultural and traditional proximity**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes, most of them	61	57.0	57.0	57.0
	this can't be a reason for watching a soap	23	21.5	21.5	78.5
	I don't think there culture proximity between the 2 countries	11	10.3	10.3	88.8
	I don't think that what we see in Turkish soaps is the Turkish culture	9	8.4	8.4	97.2
	I have no idea about this	3	2.8	2.8	100.0
Total	107	100.0	100.0		

Crosstabulation technique is used to get combined categorical variables. Table 22 shows that out of 92 respondents who agree that the common history makes Albanian viewers watch Turkish serials more eagerly, 40 also agree that cultural and traditional proximity accounts for the interest shown. Out of 61 participants who thought that the cultural and traditional proximity was a reason for interest only 3 didn't agree that the common history had nothing to do with the eagerness shown towards Turkish serials.

**Table 22. Common history and traditional proximity crosstabulation**

		Do the traditions and culture proximity push Albanians to watch Turkish soap operas?					Total
		yes, most of them	this can't be a reason for watching a soap	I don't think there culture proximity between the 2 countries	I don't think that what we seen in Turkish soaps is the Turkish culture	I have no idea about this	
Does the past influence the interest shown in Turkish soap operas by the Albanians?	yes	40	2	2	1	1	46
	partially	16	10	4	2	0	32
	only a few people	2	5	2	3	2	14
	It has nothing to do with the past	3	6	3	3	0	15
	Total	61	23	11	9	3	107

Tables 23-29 results show how our respondents agree on the reasons that increase the popularity of Turkish serials in Albania. Not surprisingly out of 107 respondents 88 (77.6%) agree or totally agree that the topics treated in Turkish serials are a reason that increase their popularity. The reason with the second highest values is the importance Turkish serials give to family life. Out of 107 respondents 78 (72.9 %) agreed with this. 77 (72.0%) out of 107 respondents agree or totally agree that being close to Albanian reality increases the popularity of Turkish serials. Friendship between the two countries appears to be a reason for popularity for 58 (54.2%) out of 107. Surprisingly the same number of respondents 58 (54.2 %), but not necessarily the same participants, agree or totally agree knowing Turkey increases the popularity of Turkish serials. Table 29 results show that knowing Turkish is a reason for 44 (41.1%) out of 107 participants, while 25 (23.4%) seem to have no idea about this. Only 38 (35.5%) out of 107 disagree that knowing Turkish increases the popularity of Turkish serials.

**Table 23. Friendship/relationships between Albania and Turkey**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	totally agree	28	26.2	26.2	26.2
	agree	30	28.0	28.0	54.2
	have no idea	22	20.6	20.6	74.8
	disagree	18	16.8	16.8	91.6
	totally disagree	9	8.4	8.4	100.0
	Total	107	100.0	100.0	

**Table 24. Common history of the 2 countries**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	totally agree	23	21.5	21.5	21.5
	agree	38	35.5	35.5	57.0
	have no idea	27	25.2	25.2	82.2
	disagree	16	15.0	15.0	97.2
	totally disagree	3	2.8	2.8	100.0
	Total	107	100.0	100.0	

**Table 25. Topics treated in Turkish soaps**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	totally agree	40	37.4	37.4	37.4
	agree	43	40.2	40.2	77.6
	have no idea	15	14.0	14.0	91.6
	disagree	7	6.5	6.5	98.1
	totally disagree	2	1.9	1.9	100.0
	Total	107	100.0	100.0	

**Table 26. Importance given to family life**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid totally agree	50	46.7	46.7	46.7
agree	28	26.2	26.2	72.9
have no idea	13	12.1	12.1	85.0
disagree	11	10.3	10.3	95.3
totally disagree	5	4.7	4.7	100.0
Total	107	100.0	100.0	

**Table 27. Being close to Albanian reality**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid totally agree	44	41.1	41.1	41.1
agree	33	30.8	30.8	72.0
have no idea	14	13.1	13.1	85.0
disagree	10	9.3	9.3	94.4
totally disagree	6	5.6	5.6	100.0
Total	107	100.0	100.0	

**Table 28. Knowing Turkey**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid totally agree	15	14.0	14.0	14.0
agree	43	40.2	40.2	54.2
have no idea	27	25.2	25.2	79.4
disagree	15	14.0	14.0	93.5
totally disagree	7	6.5	6.5	100.0
Total	107	100.0	100.0	

**Table 29. Knowing Turkish**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid totally agree	18	16.8	16.8	16.8
agree	26	24.3	24.3	41.1
have no idea	25	23.4	23.4	64.5
disagree	24	22.4	22.4	86.9
totally disagree	14	13.1	13.1	100.0
Total	107	100.0	100.0	

Table 30 gives combined variables about the language impact soap operas have had on the respondents. Turkish soap operas have aroused the interest of 76 respondents (71.0 %) out of 107 to learn Turkish and 22 out of 76 have done something in that respect; 95 (88.8%) out of 107 participants have learned one word, some or a lot of words from Turkish soap operas, while only 12 (11.2%) out of 107 haven't learned any words at all. Interestingly, even participants who haven't shown an interest in learning Turkish after watching a serial, 31 (29.0%) out of 107, appear to have learned words; 23(74.2%) out of 31 have learned one word, some and one of them even a lot of words, and only 8 (25.8) out of 31 haven't learned any words at all. 95 (88.8%) out of 107 participants have learned a word, some words or a lot of words, while only 12 (11.2%) out of 107 participants haven't learned any words at all.

**Table 30. Language impact (Crosstabulation)**

		Have you learned any Turkish words from the soap operas?				Total
		A lot	some	one	none	A lot
Have Turkish soap operas made you want to learn Turkish?	Yes, and I've done something in that respect	12	10	0	0	22
	Yes, but I haven't done anything about it	10	38	2	4	54
	No they haven't	1	16	6	8	31
Total		23	64	8	12	107

**8-Conclusions**

The finding outlines of this research indicate that female viewers in Albania tend to watch more soap operas than male viewers, since all of the female respondents had at least watched a soap opera or some. As far as Turkish soap operas are concerned, even viewers who had never watched other soap operas had started to, which is explained by the fact that Albanians find Turkish soap operas closer to Albanian reality than other (Latin-American, Italian, etc.) soap operas, which represent a lifestyle different than theirs.

The main reasons for the popularity of Turkish soap operas in Albania are the topics they treat and the importance given to family and family ties, a tradition which among Albanians has weakened during the last 10-15 years. Among other factors that appear to have aroused Albanian viewers' interest are the common history (Albanians lived for 500 years under the Ottoman Empire reign) as well as cultural and traditional proximity. Social and moral values depicted in Turkish soaps are something that brings them closer to Albanian reality and makes Albanians identify with the characters easily, thus increasing the soaps' popularity and the viewers' interest.

Watching a Turkish soap opera also aroused the viewers' interest in the language and some of them even did something in this respect. Soap opera viewing may also result in the intentional or spontaneous process of vocabulary learning. This means that specially designed subtitled courses would benefit L2 learners and would increase motivation in second language acquisition. Taking into consideration this survey's results about the language impact of the soap operas it could be concluded that production of soap operas for both development and language learning could also be considered by different publishers.

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