

The Effect of Turkish Series on the Bosnian Culture and the Language Learning Process

Selin Çalk

International University of Sarajevo/Sarajevo, Bosnia and Herzegovina

ABSTRACT

The role of the media, in general, in the process of language learning is undeniable.

Turkish media, in particular, is extremely popular among Bosnian people. Various soap operas provided by Turkish media are enjoyed by a large number of people ranging from child to adult.

This research will serve for the analysing the effect of media (especially soap operas) for putting on the map of every societies and countries – especially Turkey. So , this research will conduct the question of how and in which way Bosnian people are affected by media, and if they are affected by Turkish soap operas how this condition reflects the way of their impress to the other societies. Additionally, the interview was made with the Turkish soap opera watchers while the essay was preparing. So, we can say that this essay is the work of the main area(Bosnia).