

## What Do Soap Operas Tell About Family Relationships?

Gulen Uygarer<sup>1</sup> and Bahire Ozad<sup>2</sup>

<sup>1</sup>*Eastern Mediterranean University, Faculty of Communication and Media Studies, Program of Communication and Media Studies, Famagusta, North Cyprus, Turkey*

*E-mail: gulenuygarer@gmail.com*

<sup>2</sup>*Eastern Mediterranean University, Faculty of Communication and Media Studies, Department of Radio-TV and Film, Famagusta, North Cyprus, Turkey*

*E-mail: bahire.ozad@emu.edu.tr*

**KEYWORDS** Family. Relationships. Turkish TV Serials. Needs. Aramizda Kalsin

**ABSTRACT** Focusing on a popular Turkish soap opera "Aramizda Kalsin" broadcasted at the prime-time on a national Turkish TV channel, this paper seeks to investigate the influence of family relationships on the audience. This research is designed as a case study of the Turkish Cypriots young adults who are tertiary students. In the research, qualitative methodology is used. Data collection has been realized through observation, field notes and semi-structured interviews and analyzed thematically. Participants' responses indicate differences of audience attitudes towards watching television. Family relationships in the serial are reacted positively; however, cultural issues in marriage and divorce are found problematic. Almost all participants consider that the family relations, marriage and divorce represent the values of the Turkish society. Since people learn about different families through the television serials, this paper proves the significance of presenting good examples in the TV series.