November 13-14, 2025
Ankara, Türkiye

9. INTERNATIONAL ANKARA MULTIDISCIPLINARY STUDIES CONGRESS

FULL TEXTS BOOK (VOLUME-1)



EDITED BY

Assoc. Prof. Dr. Ethem İlhan ŞAHİN

Dr. Jamal Eldin Fadoul Mohammed IBRAHIM

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FULL TEXTS BOOK

VOLUME-1

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29.11.2025

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Keynote & Invited

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November 13-14, 2025

Ankara Turkiye

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TOTAL ABSTRACTS: 411

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9. INTERNATIONAL ANKARA MULTIDISCIPLINARY STUDIES CONGRESS

November 13-14, 2025
Ankara Turkiye

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THE NARRATIVE OF IDENTITY IN RELATION TO POWER IN GRAMSCIAN AND HABERMASIAN INTERNATIONAL RELATIONS THEORIES	Elif ŞİMŞEK	Erciyes University, Türkiye
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GLOBAL VISIBILITY OF TURKISH TELEVISION DRAMAS IN ACADEMIC RESEARCH: A BIBLIOMETRIC MAPPING USING VOSVIEWER

Arş. Gör. Aydın YEŞİLYURT

Akdeniz Üniversitesi, İletişim Fakültesi, Radyo Televizyon ve Sinema, Pınarbaşı, Antalya.

ORCID NO: 0000-0003-3136-2437

ÖZET

Bu çalışma, Türk dizileri üzerine yapılan akademik yayınları bibliyometrik analiz yöntemiyle inceleyerek alandaki genel eğilimleri, tematik yönelimleri ve iş birliği ağlarını ortaya koymaktadır. Scopus ve Web of Science veri tabanlarından elde edilen 339 kayıt, VOSviewer yazılımı aracılığıyla yazar, kurum, ülke, kaynak ve anahtar kelime düzeylerinde analiz edilmiştir. Bulgular, Türk dizileri araştırmalarının özellikle yumuşak güç, kültürel diplomasi, temsil ve izleyici alımlaması temaları etrafında yoğunlaştığını göstermektedir. Türkiye'nin yanı sıra Katar, ABD ve Birleşik Krallık gibi ülkelerin iş birliği ağlarında öne çıktığı görülmektedir. Literatürde, içerik analizi ve söylem çözümlemesi gibi yöntemlerin yaygın olduğu, ancak dijital etnografi, sosyal ağ analizi ve metin madenciliği gibi yöntemlerin sınırlı biçimde kullanıldığı saptanmıştır. Sonuç olarak, Türk dizileri üzerine yapılan araştırmaların disiplinlerarası niteliği giderek güçlenmekte; bununla birlikte dijital platformlar, ekonomik üretim süreçleri ve küresel izleyici davranışları gibi alanlarda yeni çalışmaların yapılması gerekmektedir.

Anahtar kelimeler: Türk dizileri, bibliyometrik analiz, yumuşak güç, kültürel diplomasi, medya çalışmaları, VOSviwer, WoS, Scopus

ABSTRACT

This study examines academic publications on Turkish TV series through a bibliometric analysis to identify general trends, thematic orientations, and collaboration networks in the field. A total of 339 records retrieved from the Scopus and Web of Science databases were analyzed using the VOSviewer software at the levels of authors, institutions, countries, sources, and keywords. The findings reveal that research on Turkish TV series predominantly focuses on themes such as soft power, cultural diplomacy, representation, and audience reception. Alongside Turkey, countries such as Qatar, the United States, and the United Kingdom stand out within the collaboration networks. The results also indicate that while content analysis and discourse analysis are the most commonly used research methods in this area, digital ethnography, social network analysis, and text mining remain relatively underutilized. Overall, the interdisciplinary nature of research on Turkish TV series has been strengthening; however, there is a growing need for new studies focusing on digital platforms, economic production processes, and global audience behaviors.

Keywords: Turkish TV series, bibliometric analysis, soft power, cultural diplomacy, media studies, VOSviewer, Web of Science, Scopus

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INTRODUCTION

In recent years, television series produced in Turkey have reached large audiences across many parts of the world and have become not only entertainment products but also cultural and political instruments. Since the early two thousand period, the rapid increase in the export of Turkish series has significantly enhanced Turkey's cultural visibility, particularly in regions such as the Middle East, the Balkans, Africa and Latin America (Benovska, 2020). This development has enabled Turkish series to be evaluated not merely as part of the media industry but also as a component of Turkey's soft power strategy (Ağırseven and Örki, 2017). Within the fields of media and cultural studies, the role of television content in shaping national image, cultural diplomacy and international perception management has gained increasing scholarly attention (Hancıgaž and Hülür, 2024).

This study examines the academic literature on Turkish television series through a bibliometric analysis based on publications retrieved from the Scopus and Web of Science databases. The aim is to identify research trends, thematic orientations, collaboration networks and methodological tendencies in the field, thereby mapping its structural development and highlighting potential directions for future research.

Television series occupy a central position in global processes of cultural circulation and identity formation. Media theorists emphasize that television reproduces national identities while transmitting values across borders through cultural representations (Gerbner et al., 2002). Turkish series combine Western narrative structures with local cultural elements and thus offer an example of glocalization. This hybrid structure strengthens their competitiveness in international markets and enhances the cultural appeal of Turkey (Benovska, 2020).

The growing popularity of these productions provides an important basis for understanding Turkey's cultural influence in foreign policy within the framework of Joseph Nye's concept of soft power (Nye, 2004). The distribution of Turkish series in the Middle East and Africa is seen as an effective instrument of cultural diplomacy (Ağırseven and Örki, 2017; Ruiz Cabrera and Gürkan, 2023). This situation indicates that television content should be analyzed not only as entertainment but also in relation to international public opinion formation, identity transfer and foreign policy communication.

Audience centered studies focus on how Turkish series are received in different regions and highlight concepts such as cultural proximity and identity affiliation (Yeşilyurt, 2024). Research conducted in Bosnia and Herzegovina, Jordan and Kyrgyzstan demonstrates that viewers develop positive perceptions of Turkey through Turkish series (Hancıgaž and Hülür, 2024). However, qualitative research exploring audience experiences on emotional, cognitive and cultural levels remains limited.

From an industry and production perspective, the internationalization of the Turkish television sector has begun to be evaluated through the lens of media economics. The presence of Turkish series on digital platforms such as Netflix and BluTV has introduced new areas of inquiry, including algorithmic visibility, content adaptation and audience segmentation (Öztürk, 2025). This transformation shows that Turkish series interact not only with regional audiences but with the global media market as a whole.

Nevertheless, the dominance of methods such as content analysis and discourse analysis in the literature is noteworthy, while newer approaches such as social network analysis, digital ethnography and text mining have been used only to a limited extent (Benovska, 2020). Furthermore, the lack of comprehensive comparative studies examining the influence of Turkish series in regions such as Latin America, East Asia and Africa represents a significant gap in the literature (Yörük and Vatikiotis, 2012).

Overall, the literature shows that Turkish television series generate both cultural and economic influence on a global scale, yet the field is still in a developmental stage in terms of theoretical depth and

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methodological diversity. This situation indicates the need for reevaluation through interdisciplinary research perspectives.

This study seeks to address the following research questions:

RQ1. Which authors, institutions and countries produce the largest number of publications on Turkish television series

RQ2. Around which thematic clusters are academic studies on Turkish series organized

RQ3. Which sources and scholars constitute the theoretical foundations of this literature

RQ4. In which contexts, such as cultural diplomacy, gender studies, identity or modernity, are Turkish series addressed within international academic discourse

METHOD

This study employs a bibliometric analysis approach to identify the general research orientations and collaboration networks within the academic literature on Turkish television series. Bibliometric analysis is a systematic method that quantitatively examines scholarly production in a specific field and visualizes the flow of information across authors, countries, institutions, keywords and sources (Aria and Cuccurullo, 2017).

Data Collection Process

The data were obtained in 2025 from two of the most comprehensive international academic databases, Scopus and Web of Science. To identify studies directly related to Turkish television series, the following keywords were used during the search process:

“Turkish TV series”, “Turkish serials”, “Turkish drama”, “Turkish television”, “Turkish soap opera”, “Turkish telenovela”, “Turkish TV dramas”, “soft power”, “cultural diplomacy”, “representation”, “audience reception”.

In the initial stage, 561 records were identified in Scopus and 981 records in Web of Science. Studies unrelated to television series, such as those in engineering, psychology, natural sciences and medicine, were excluded. After filtering, 215 relevant records remained from Scopus and 221 from Web of Science. Duplicate entries were removed, resulting in a final dataset of 339 unique academic publications.

Data Analysis Process

The data were exported in CSV format and analyzed using VOSviewer version 1.6.x, which is widely used for bibliometric studies. The analyses were conducted at five levels:

Co authorship analysis, examining collaboration patterns among researchers who have jointly published studies on Turkish television series

Institutional and country level collaboration, visualizing cooperative relationships between universities and countries

Co occurrence analysis, identifying thematic clusters through author and index keywords

Citation analysis, determining the most cited authors, documents and sources

Bibliographic coupling, exploring intellectual linkages among authors, institutions and countries that share similar reference bases

In VOSviewer, the minimum threshold for each analysis type was determined based on the distribution of the data. The threshold was set at a minimum of two shared documents for author and institution analyses, five occurrences for keyword analyses and ten citations for citation analyses. The visual

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networks were interpreted according to color coded clusters representing thematic concentrations within the literature.

Data Limitations

The analysis is limited to publications indexed in Scopus and Web of Science. As a result, studies written in Turkish or published in local journals may not be included. Moreover, bibliometric software does not provide interpretive content analysis, which means that the findings present a quantitative representation of relationships in the literature but do not fully capture their textual or conceptual context.

FINDINGS

General Data

Table 1 Quantitative Summary of Data Sources

Source	Total Records	Records Related to Turkish Series	Records Remaining After Deduplication
Scopus	561	215	—
Web of Science	981	221	—
Total before merging	1.542	436	—
Final deduplicated dataset	—	—	339

Table 2 Distribution of Publication Types by Data Source

Data Source	Article / Journal	Book	Book Chapter	Conference Paper	Review	Not, Editorial, Data Paper	Total
Scopus	158	4	4	10	3	1	180
WoS	130	10	—	9	2	8	159
Combined Final Dataset (Scopus plus Web of Science)	288	14	4	19	5	9	339

COLLABORATİON NETWORK (CO AUTHORSHİP): AUTHORS, INSTİTUTİONS AND COUNTRİES

Collaboration network analysis is one of the fundamental bibliometric methods that reveal the structural characteristics of scientific production and the relationships among researchers in a specific field. This analysis provides a comprehensive overview of the scientific ecosystem by examining the extent of joint production among authors, institutions and countries. First, it uncovers the networks of scientific production and shows which authors and institutions occupy central positions, which research groups

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collaborate and how scientific communication is organized. Through this perspective, it becomes possible to understand whether the field exhibits a single center or multiple centers, as well as the density and distribution of the network.

Second, collaboration network analysis allows the identification of scientific communities within the field. Different clusters typically represent research groups that form around particular themes, disciplines or geographic regions. This clustering makes it possible to identify interdisciplinary intersections, shared research areas and institutional focuses.

Third, the analysis highlights the most productive authors, institutions and countries, demonstrating how scientific influence is concentrated. In this way, it becomes possible to determine where academic production is most intensive and to construct a geographical and institutional map of knowledge generation within the field.

Fourth, the structure of the collaboration network reflects the balance between individual and collective production. A limited number of links among authors indicates that the field relies largely on individual research, while the presence of dense connections suggests the development of a collaborative scientific culture. This distinction provides structural insight into the maturity level of the field.

Finally, collaboration network analysis makes potential partnerships visible in addition to existing ones. Research clusters working on similar themes but lacking direct connections point to areas where future interdisciplinary collaborations may emerge. In this respect, the analysis functions as a strategic tool that strengthens scientific communication.

In conclusion, collaboration network analysis contributes a multidimensional perspective to the literature by revealing not only the thematic aspects of a scientific field but also its organizational, institutional and social dynamics.

Co authorship Analysis of Authors

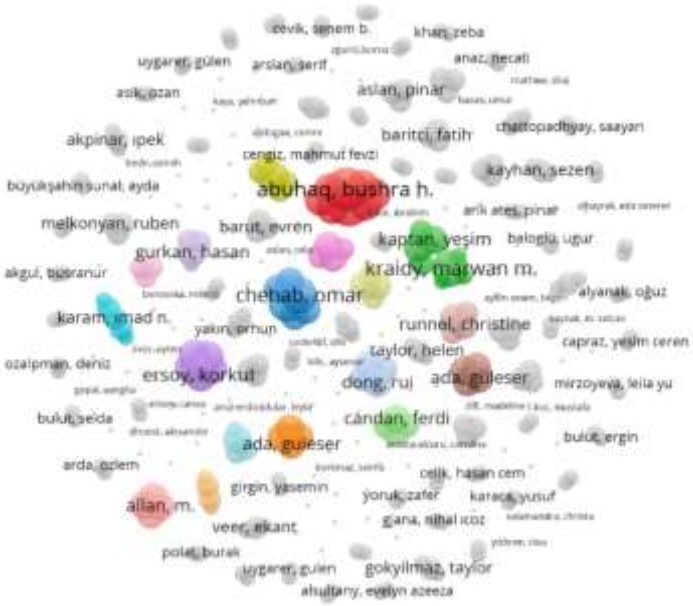


Figure 1 Co authorship Analysis of Authors

This figure presents the author level collaboration network produced using the VOSviewer software. The analysis type was set to “Co authorship” and the unit of analysis was defined as “Authors”. Each node represents an individual author, while the lines connecting nodes indicate that these authors have

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collaborated in at least one publication. The colored clusters represent distinct research groups that exhibit a tendency to work together.

The visualization shows that authors such as Busra H. Abuhaq, Marwan M. Kraidy, Omar Chehab, Guleser Ada, Korkut Ersoy and Christine Runnel occupy prominent positions within the network. These scholars constitute the core group that most frequently co publishes or is most often co cited in research focusing on Turkish television series and cultural representations. The distribution of color coded clusters demonstrates that the field has developed in a multi centered and international manner, with contributions from researchers based in various countries.

These findings indicate that academic studies on Turkish television series are increasingly embedded in a global research network. They also show that scholarly collaborations extend beyond Turkey and are shaped through transnational academic interactions.

Institutional Collaboration Network (Organizations Co authorship) Analysis

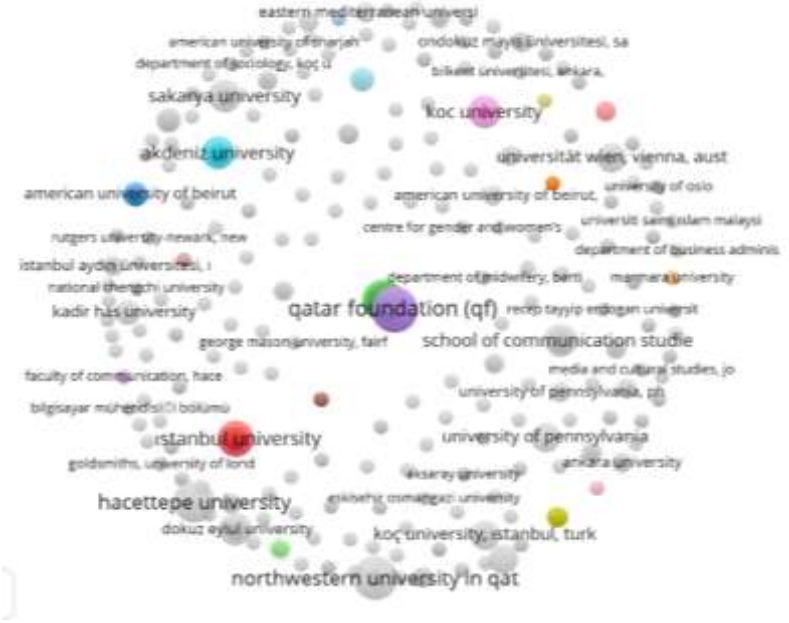


Figure 2 Institutional Collaboration Network (Organizations Co authorship) Analysis

This figure presents the institutional level collaboration network generated using the VOSviewer software. The analysis type was set to “Co authorship” and the unit of analysis was defined as “Organizations”. Each node represents an institution, while the lines connecting nodes indicate jointly conducted academic publications between these institutions. The size of each node reflects the total number of publications produced by the institution, and the density of the connections indicates the strength of collaboration.

The visualization shows that institutions such as Qatar Foundation, Northwestern University in Qatar, Istanbul University, Hacettepe University, Koç University, Akdeniz University and the University of Pennsylvania occupy prominent positions within the network. These institutions appear as the primary centers of production and collaboration in studies related to Turkish television series and cultural representation. In addition, the presence of institutions from countries such as Qatar, the United States, Austria and Lebanon alongside universities based in Turkey demonstrates that the field has acquired an interdisciplinary character at the international level.

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These findings reveal that research on Turkish television series is conducted not only at the national level but also within an international partnership network developing between the Gulf region and Western academia. They also show that the field has evolved into a transnational research area within media studies.

Country Level Collaboration Network (Countries Co authorship) Analysis

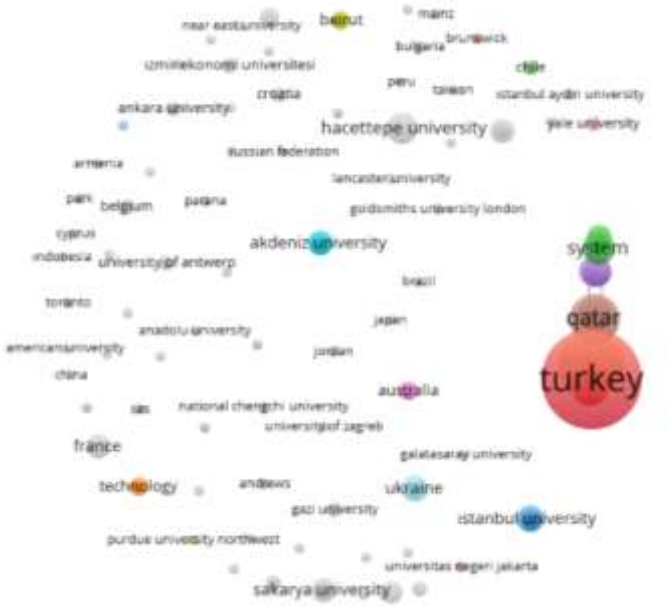


Figure 3 Country Level Collaboration Network (Countries Co authorship) Analysis

This figure presents the country level collaboration network produced using the VOSviewer software. The analysis maps the national and international partnership relations established by authors based on the institutional affiliations represented in academic studies on Turkish television series. Each node represents a country, the size of the node reflects the productivity of researchers affiliated with that country and the lines between nodes indicate joint scholarly publications across countries.

The visualization shows Turkey as the largest node at the center of the network, clearly demonstrating that Turkey is the primary production hub for research on Turkish television series. Following Turkey, countries such as Qatar, the United States, Australia, France, Ukraine and Lebanon appear with strong connections. This pattern indicates that academic work on Turkish series extends beyond a local phenomenon and resonates within the scholarly communities of the Gulf region, Europe and North America.

In conclusion, this analysis shows that the literature on Turkish television series has evolved into an international research network. It also reveals that collaborations, particularly between Turkey and Qatar, have created a regional academic interaction space in the fields of media, culture and communication.

KEY TERM CO OCCURRENCE: MOST FREQUENTLY USED AUTHOR AND INDEX KEYWORDS

Keyword analysis examines the concepts most frequently used in the literature and reveals the main tendencies, conceptual structure and thematic concentrations of the research field. Through this analysis, it becomes possible to determine which topics stand out, which concepts appear together and how the research focus evolves over time. As a result, keyword analysis contributes to the literature by outlining

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the conceptual map of the field and identifying both current research tendencies and potential thematic gaps for future work.

This section consists of two parts, because the analysis distinguishes between keywords selected by authors and those assigned by the index.

Analysis of the Most Frequently Used Author Keywords

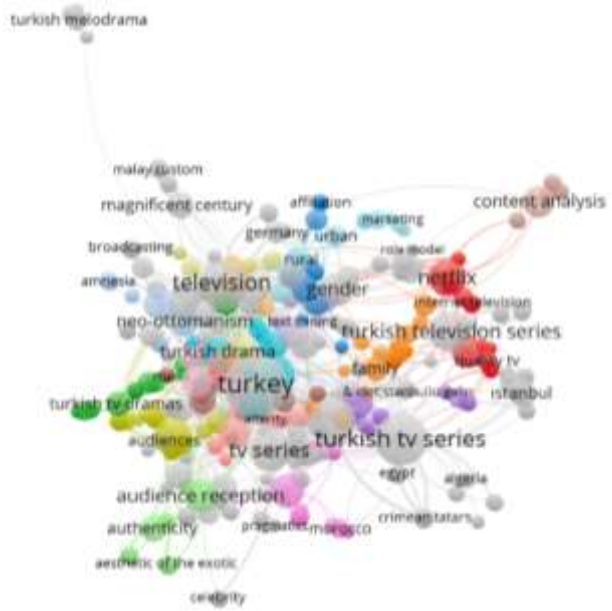


Figure 4 Analysis of the Most Frequently Used Author Keywords

This figure presents the keyword co occurrence network generated using the VOSviewer software. The analysis type was selected as “Co occurrence” and the unit of analysis was defined as Author Keywords. This analysis reveals the concepts most frequently used by authors in academic studies on Turkish television series and the intensity of the conceptual relationships among these terms. Each node represents a keyword, the size of the node indicates its frequency of use and the connecting lines show the degree of conceptual association.

The visualization highlights several prominent keywords, including “Turkish TV series”, “Turkey”, “television”, “gender”, “audience reception”, “Netflix”, “neo Ottomanism”, “authenticity” and “quality TV”. The central position of these terms indicates that the academic literature primarily focuses on cultural representation, gender construction, audience reception and the transformation of Turkish series within digital platforms, particularly Netflix.

In addition, concepts such as “Magnificent Century”, “Istanbul”, “audience”, “celebrity” and “aesthetic of the exotic” appear as significant sub themes. This pattern demonstrates that the literature on Turkish television series encompasses multiple layers of inquiry, including cultural diplomacy, national identity formation and the representation of Turkey within global media flows.

Overall, this network shows that research on Turkish television series has an interdisciplinary structure situated at the intersection of culture, media and social representation, and that scholarly interest combines both theoretical and empirical diversity.

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Index Assigned Keyword Co occurrence Analysis

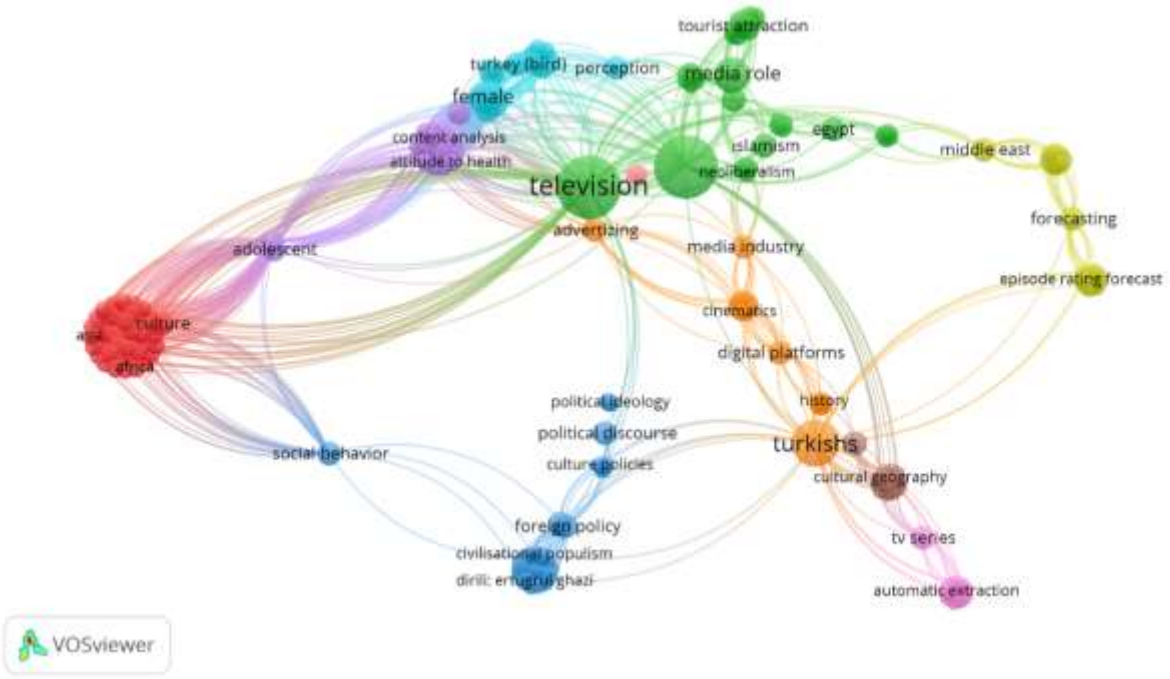


Figure 5 Index Assigned Keyword Co occurrence Analysis

This figure presents the Index Keywords Co occurrence network generated through the VOSviewer software. The analysis type was set to "Co occurrence" and the unit of analysis was defined as Index Keywords. This analysis reveals the conceptual map of academic studies on Turkish television series based on the keywords automatically assigned by the databases Scopus and Web of Science. Each node represents a concept, the size of the node indicates the frequency of its use in the literature and the colors display the conceptual clusters.

The visualization shows that the keywords "television", "culture", "media role", "Turkish", "foreign policy" and "social behavior" occupy central positions in the network. This indicates that academic studies on Turkish television series largely develop around themes related to culture, media and social representation.

The color clusters reveal the following patterns:

• *The red cluster* brings together the concepts "culture", "Asia", "Africa" and "adolescent", indicating that studies often address cultural transmission, youth representations and regional influences of Turkish series.

• *The green cluster*, which includes terms such as "media role", "neoliberalism", "advertising" and "media industry", points to research focusing on media economics, ideology and communication policies.

• *The orange cluster* highlights "Turkish", "digital platforms", "cinematics" and "cultural geography", showing an emphasis on digital transformation, aesthetics and cultural identity.

• *The blue cluster*, which features concepts such as "foreign policy", "political discourse" and "civilisational populism", demonstrates that Turkish series are also examined within the contexts of foreign policy, ideology and populism.

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In conclusion, this network demonstrates that the literature on Turkish television series is shaped not only by cultural dimensions but also by political, economic and geopolitical considerations. It also shows that Turkish series are increasingly evaluated as instruments of soft power and cultural diplomacy.

Citation Analysis: Documents, Sources, Authors, Institutions and Countries

This section presents the most cited documents, sources, authors, institutions and countries. Identifying the most influential works makes it possible to determine the central points of impact in the literature, to map the structural dynamics of the field, to observe its evolution over time, to identify existing gaps and to provide an intellectual assessment of the research area.

Most Cited Document Network

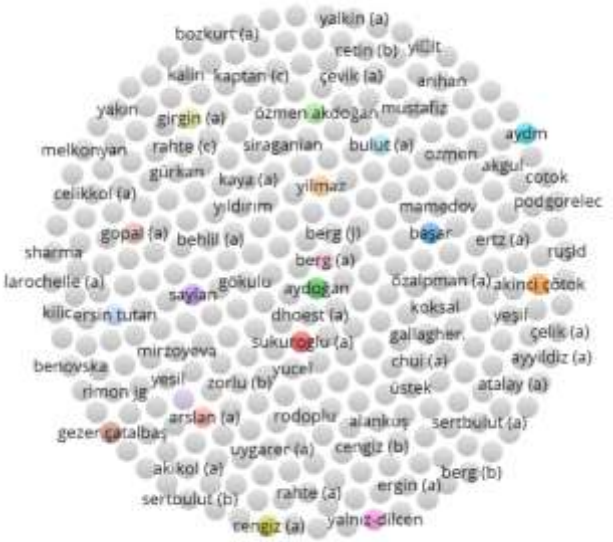


Figure 6 Document Network Analysis: Most Cited Documents

This figure presents the document level citation analysis generated using the VOSviewer software. The analysis type was selected as “Citation” and the unit of analysis was defined as Documents. This method examines the mutual citation relationships among academic publications on Turkish television series, revealing which studies have generated the greatest scholarly impact and which groups of authors occupy leading positions within the field.

Each circle represents an academic document. The size of the circle shows the number of citations received by the document. The color clusters indicate documents belonging to similar research themes or author groups, while the connecting lines represent the direction and intensity of citation relationships.

The visualization shows that most nodes are dispersed independently or appear in small clusters, which indicates that research on Turkish television series has not yet formed a dense citation network and that the literature is still in an early stage of development. However, the works of authors such as Girgin, Arslan, Gezer Çatalbaş, Rahte, Yalnız Dilcen, Çelik and Aydoğan occupy relatively central positions in the network. This demonstrates that these studies function as key reference points within the field.

Overall, this analysis indicates that academic production on Turkish television series is developing and has increasing citation potential. It also suggests that in the future, stronger academic interaction networks may emerge around thematic clusters such as cultural diplomacy, audience reception and gender representation.

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Most Cited Journals

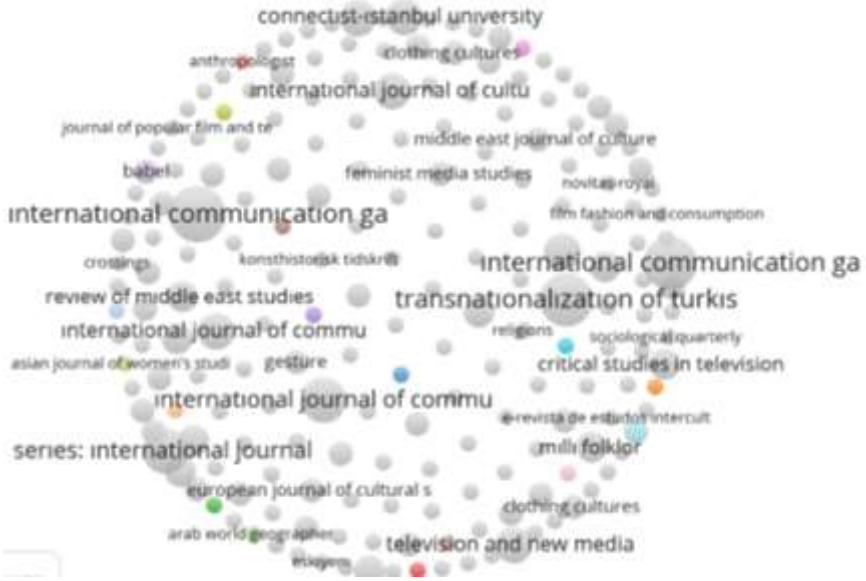


Figure 7 Network Map of Cited Sources: Most Frequently Cited Journals

This figure presents the analysis of cited sources generated through the VOSviewer software. The analysis type was set to "Citation" and the unit of analysis was defined as Sources, referring to academic journals. The aim of this analysis is to visualize which journals are most frequently cited in studies on Turkish television series and to map the interaction network among these journals.

Each node represents a journal. The size of the node reflects the total number of citations received by that journal, while the connections show the frequency with which journals are cited together in the same publications. The color clusters indicate groups of journals that share similar thematic orientations or research focuses.

The visualization shows that International Communication Gazette, International Journal of Cultural Studies, Feminist Media Studies, Television and New Media and Critical Studies in Television appear in the most central positions within the network. These journals constitute the main publication venues for research addressing cultural diplomacy, media representations, gender studies and popular culture in the context of Turkish television series.

The structure of the network indicates that the majority of research is concentrated in the fields of communication, cultural studies and media sociology. In particular, the cluster centered around International Communication Gazette reveals that studies on the international circulation of Turkish series and their soft power dimensions are heavily associated with this journal.

In conclusion, this network map demonstrates that certain journals have become scientific focal points within the literature on Turkish television series. These journals function as academic centers that shape both conceptual depth and methodological direction in the field.

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Most Cited Institutions

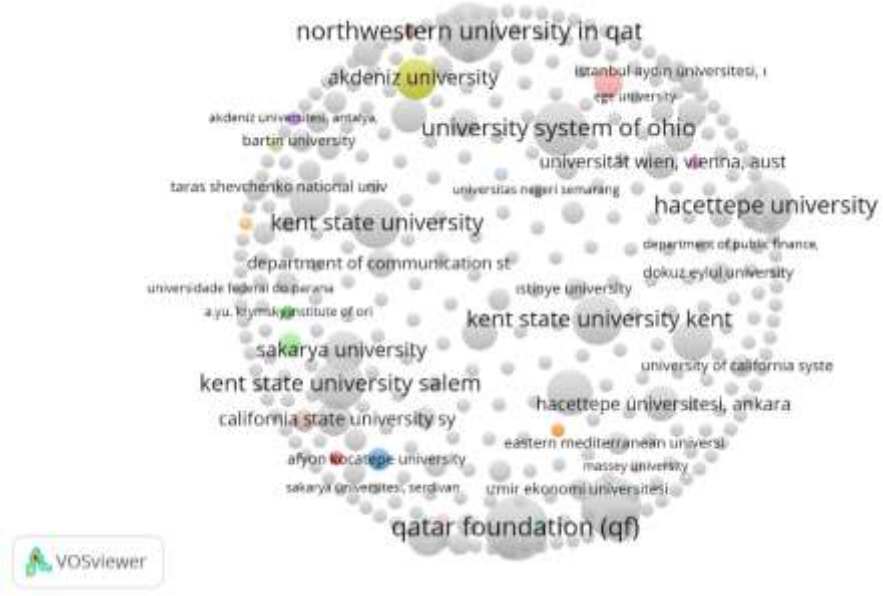


Figure 8 Organizational Citation Network Analysis: Most Cited Institutions

This figure presents the organizational level citation network generated through the VOSviewer software. The analysis type was selected as "Citation" and the unit of analysis was defined as Organizations. The purpose of this analysis is to show which universities or research institutions receive the highest number of citations in academic studies on Turkish television series and to illustrate the interaction patterns among these institutions.

Each circle represents an institution. The size of the circle indicates the total number of citations received by that institution, while the connections between circles represent shared citation patterns or the intensity of collaborative relationships.

The visualization shows that Northwestern University in Qatar, Hacettepe University, Akdeniz University, Kent State University, Qatar Foundation and Sakarya University occupy central positions in the network. These institutions stand out in terms of both productivity and international citation visibility in research on Turkish television series. In particular, Northwestern University in Qatar and Qatar Foundation appear at the center of studies focusing on the international media impact and soft power dimension of Turkish series.

From Turkey, Hacettepe University, Akdeniz University, Sakarya University, Istanbul Aydın University, Ege University and Dokuz Eylül University display strong citation linkages. This pattern indicates that domestic academic production has become increasingly integrated into the global literature.

In conclusion, the structure of the network demonstrates that research on Turkish television series has expanded into international academic collaborations. It also shows that academic connections with institutions based in the Gulf region, especially Qatar, as well as the United States have strengthened. This development reveals that Turkish television series have become an influential research domain not only in terms of cultural impact but also in relation to academic diplomacy and knowledge exchange.

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Most Cited Countries

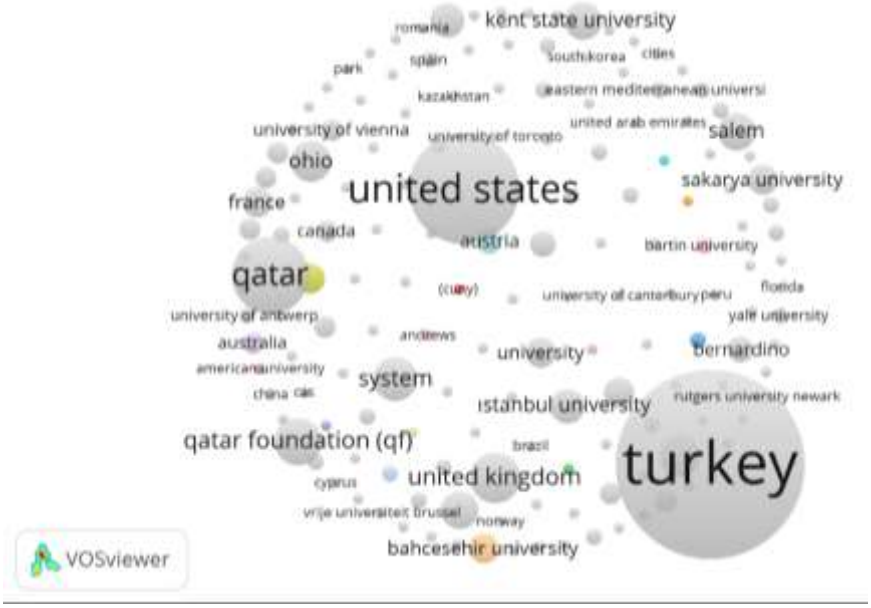


Figure 9 Country Level Citation Network: Most Cited Countries

This figure presents the country level citation and collaboration network generated through the VOSviewer software. The analysis type was selected as “Citation” and the unit of analysis was defined as Countries. This network visualizes which countries are most prominent in academic publications on Turkish television series, the countries with which scholarly collaborations are most frequent and the geographical distribution of influence within the literature.

Each circle represents a country. The size of the circle indicates the total number of citations received by publications originating from that country, while the color clusters represent countries that belong to similar thematic or collaborative groups.

The visualization shows that Turkey appears as the largest node by a significant margin, demonstrating that Turkey is the primary center of scholarly production in this field. Countries such as the United States, the United Kingdom, Qatar, Austria and France stand out as the leading contributors that frequently co publish with Turkey and provide substantial international academic input. The relatively large nodes representing Qatar and the United States indicate strong global interest in issues related to soft power, media representation and cultural diplomacy in the context of Turkish television series.

The configuration of the network reveals that research on Turkish television series has expanded beyond national boundaries and has developed into a multi centered international academic interaction network. The central position of Turkey, together with strong linkages spanning the Middle East, Europe and North America, demonstrates that the cultural influence of Turkish television series is also reflected in the scholarly domain.

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Most Cited Authors

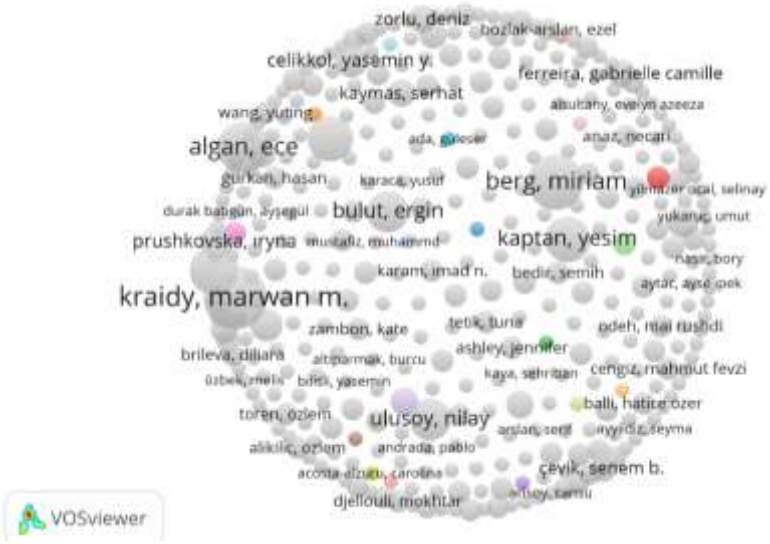


Figure 10 Author Level Citation Network: Most Cited Authors

This figure presents the author level citation network generated through the VOSviewer software. The analysis type was set to "Citation" and the unit of analysis was defined as Authors. The map illustrates which researchers receive the highest number of citations in academic studies on Turkish television series and visualizes the academic interaction network among them.

Each circle represents an author. The size of the circle indicates the total number of citations received by that author, while the lines connecting circles represent shared citation patterns or thematic proximity between authors.

The visualization shows that Marwan M. Kraidy, Ergin Bulut, Yeşim Kaptan, Miriam Berg, Ece Algan and Nilay Ulusoy appear as central authors in the network. These researchers have produced influential studies on topics such as media, culture, representation, neo Ottomanism, digital platforms and soft power in the context of Turkish television series.

The distribution of author clusters reflects the interdisciplinary character of the literature:

• The group clustered around Kraidy and Bulut focuses on cultural diplomacy and global media policy.

• The cluster surrounding Kaptan and Berg concentrates on audience studies, gender representation and media aesthetics.

• Authors such as Ulusoy and Algan contribute primarily to debates on national media and identity.

In conclusion, this citation network demonstrates that certain authors have become theoretical and methodological centers within research on Turkish television series. The clusters formed around these scholars represent the major academic orientations in the field, including cultural studies, communication policy and social representation. This pattern indicates that the literature on Turkish television series has matured and has established itself as a recognized subfield within international academic research.

BIBLIOGRAPHIC COUPLING ANALYSIS: DOCUMENTS, SOURCES, AUTHORS, INSTITUTIONS AND COUNTRIES

Bibliographic coupling analysis contributes to the literature by mapping current research tendencies, thematic proximities and the structure of scientific collaboration. Bibliographic coupling is a bibliometric method that establishes a similarity relationship between two documents when they cite the

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same sources. For example, if two articles cite both Nye (2004) and Straubhaar (1991), there is a bibliographic coupling relationship between them.

This method operates in the opposite direction of co citation analysis:

• Co citation refers to two older sources that are cited together by a newer publication.

• Bibliographic coupling refers to two newer publications that cite the same older source.

In other words, co citation reveals the intellectual foundations of the past, while bibliographic coupling reveals the thematic orientations of the present.

Documents

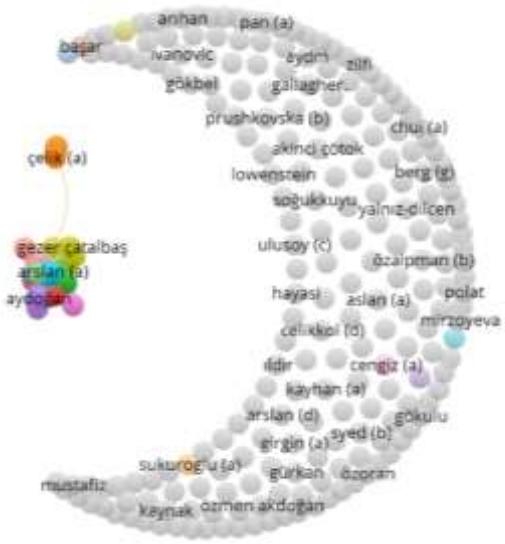


Figure 11 Bibliographic Coupling Analysis at the Document Level

This figure presents the results of the bibliographic coupling analysis conducted through the VOSviewer software. The analysis type was set to “Bibliographic Coupling” and the unit of analysis was defined as Documents. This method identifies relationships between studies that cite the same sources. In other words, when two articles draw on similar references, they are considered to share an intellectual connection.

Each circle represents an academic document. The size of the circle indicates the number of references cited by that document, while the lines connecting circles represent the intensity of shared reference usage between documents.

The visualization shows small clusters containing authors such as Gezer Çatalbaş, Arslan, Aydoğan and Çelik. These clusters represent groups of researchers working on similar themes and drawing on similar sets of sources within the literature on Turkish television series. The studies produced by these authors are particularly grounded in common references related to media representation, cultural identity, television sociology and the international reception of Turkish series.

The tightly connected clusters on the left side of the map indicate studies with strong thematic alignment, while the more dispersed structure on the right side reflects independent research directions or separate thematic subfields.

Overall, the analysis demonstrates the following:

• Academic research on Turkish television series is increasingly concentrated around shared theoretical and methodological frameworks.

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• The use of similar reference systems suggests that the field is becoming more institutionalized and gaining academic coherence.

• The dispersed nodes on the right side of the visualization indicate that new researchers continue to contribute to the field through independent or emerging perspectives.

In conclusion, bibliographic coupling analysis shows that the literature on Turkish television series is undergoing a process of intellectual convergence, while simultaneously maintaining the presence of diverse academic traditions.

Sources

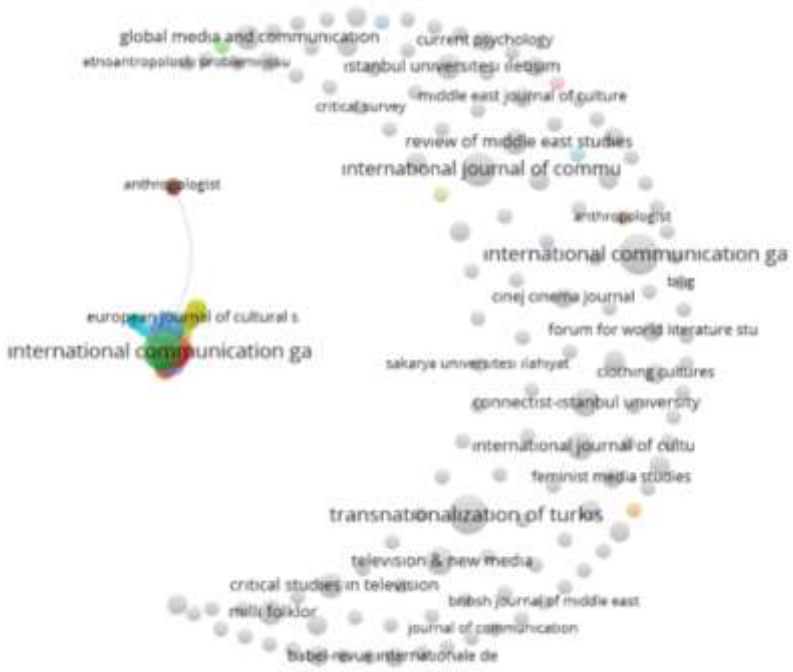


Figure 12 Bibliographic Coupling Analysis at the Source Level

This figure presents the results of the bibliographic coupling analysis generated through the VOSviewer software. The analysis type was selected as “Bibliographic Coupling” and the unit of analysis was defined as Sources, referring to academic journals. This analysis identifies the intellectual proximity among journals that cite similar articles or draw on comparable sets of references.

Each circle represents an academic journal. The size of the circle indicates the citation intensity of that journal within the field, while the connecting lines show the degree to which journals rely on similar reference systems.

The visualization shows that International Communication Gazette, European Journal of Cultural Studies, International Journal of Communication, Television and New Media and Feminist Media Studies appear as central journals. These journals constitute the core publication platforms that shape the intellectual foundation of the literature on Turkish television series.

The clustering structure displayed on the map reveals several patterns:

• The green cluster represents journals concentrated in the fields of media and cultural studies, especially those positioned around International Communication Gazette. This group examines Turkish series within the contexts of cultural diplomacy, representation and international media circulation.

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• The blue cluster forms around the European Journal of Cultural Studies and reflects studies that approach Turkish series through themes of cultural transmission, identity and modernity.

• The orange and purple clusters consist of journals focused on feminist media studies and television aesthetics, such as Feminist Media Studies and Television and New Media.

In conclusion, this analysis shows that research on Turkish television series is concentrated within journals in communication studies, cultural studies and media sociology. It also reveals the emergence of a distinct publication ecosystem, indicating that this research area has acquired an interdisciplinary academic identity and has become clustered around specific journal centers in the international literature.

Authors

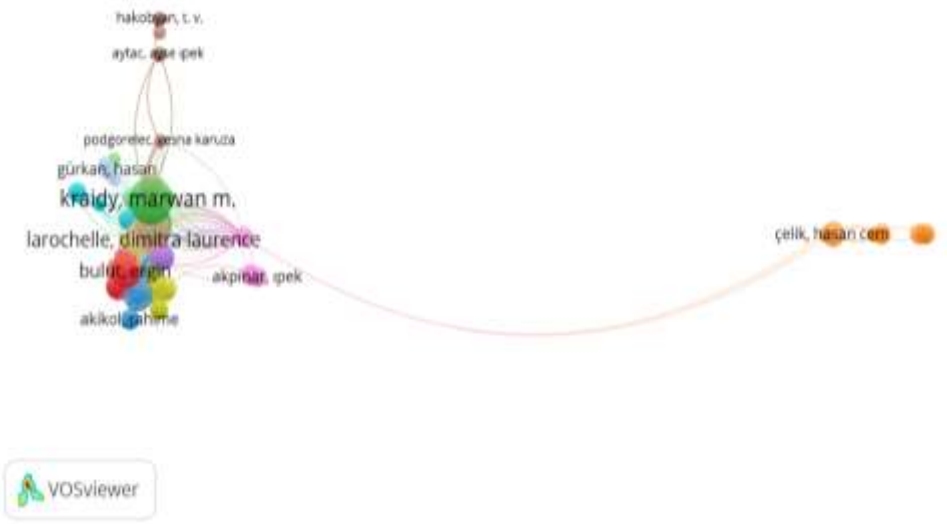


Figure 13 Bibliographic Coupling Analysis at the Author Level

This figure presents the results of the bibliographic coupling analysis generated through the VOSviewer software. The analysis type was selected as “Bibliographic Coupling” and the unit of analysis was defined as Authors. This method identifies whether different authors cite similar sources in their work and therefore reveals which researchers share comparable theoretical frameworks, methodological preferences or reference bases.

Each circle represents an author. The size of the circle indicates the number of references cited by that author, while the lines connecting circles show the extent to which two authors rely on shared sources.

The visualization shows that Marwan M. Kraidy, Ergin Bulut, Dimitra Laurence Larochelle, Rahime Akikol and Hasan Gürkan occupy central positions in the network. These authors share a common focus on examining Turkish television series within the contexts of media economics, cultural diplomacy, global representation and media policy. In particular, Kraidy and Bulut form the intellectual core of the field, as they frequently draw upon foundational theoretical references related to cultural imperialism, media flows and postcolonial approaches.

On the right side of the map, an independent sub cluster appears around Hasan Cem Çelik. This structure suggests that the researcher works within a different methodological or thematic axis, such as digital platforms and content production.

In conclusion, the author level bibliographic coupling analysis clearly reveals the theoretical and conceptual proximities within the literature on Turkish television series. The authors positioned at the center form the theoretical backbone of the field, while those located at the periphery extend these approaches into new geographical or disciplinary contexts. This pattern indicates that research on

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Turkish television series has evolved into a multi centered yet increasingly integrated academic structure.

Institutions



Figure 14 Bibliographic Coupling Analysis at the Institutional Level

This figure presents the results of the institutional level bibliographic coupling analysis generated using the VOSviewer software. The analysis type was set to “Bibliographic Coupling” and the unit of analysis was defined as Organizations. This method identifies whether researchers affiliated with different institutions cite similar sources in their work, thereby revealing the intellectual proximity between institutions.

Each circle represents an institution. The size of the circle indicates the frequency with which that institution appears in the dataset, while the lines connecting circles show the extent to which institutions rely on similar reference bases.

The visualization shows that Northwestern University in Qatar, the American University of Beirut and Eastern Mediterranean University occupy central positions within the network. These institutions function as academic centers that produce research on Turkish television series using shared reference systems.

The strong connection between Northwestern University in Qatar and Eastern Mediterranean University indicates that scholars affiliated with these institutions draw upon similar sources when examining Turkish television series in relation to media industries, cultural diplomacy and reception within the Arab world.

• Northwestern University in Qatar and the American University of Beirut share theoretical frameworks grounded in Middle East based media studies.

• Eastern Mediterranean University contributes more prominently to regional media analyses and cultural representation studies.

In conclusion, this analysis reveals the shared reference foundations among international institutions active in the literature on Turkish television series. The map demonstrates that research is particularly concentrated among universities in the Gulf, the Mediterranean region and the Middle East, indicating that Turkish television series have become a unifying area of academic collaboration across these regions.

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Countries



Figure 15 Bibliographic Coupling Analysis at the Country Level

This figure presents the results of the bibliographic coupling analysis conducted through the VOSviewer software. The unit of analysis was defined as Countries, and the map displays the intellectual linkages among countries that contribute to academic research on Turkish television series.

Each circle represents the scholarly output associated with a particular country, and the size of the circle indicates the level of production originating from that country. The lines connecting circles show the degree to which countries draw on similar bodies of literature or cite overlapping sources.

The visualization shows Turkey as the largest and most central node, followed by the United States, the United Kingdom, Australia and Spain. This pattern demonstrates that while Turkey is the primary center of production in the field, the intellectual influence of the research is strongly connected to Anglo American academia.

The structure of the network can be interpreted as follows:

• The Turkey–United States–United Kingdom triad represents the core cluster of the literature, shaped by media studies, cultural studies and communication theory.
• Countries such as Australia, Austria, Croatia and Spain form regional sub clusters connected to this core, strengthening the focus on cultural reception and transnational audience dynamics.
• Armenia and Algeria appear in peripheral positions, indicating more limited but distinct thematic contributions related to identity, historical representation and diaspora studies.
• Weak but noteworthy connections with countries such as South Korea and Bangladesh suggest an emerging cultural resonance of Turkish series in the Asia Pacific region.

In conclusion, this analysis highlights the degree of internationalization in research on Turkish television series and identifies the central hubs of academic interaction. Turkey emerges not only as the primary site of scholarly production but also as the initiator of theoretical debates and the regional reference point. This pattern shows that Turkish television series have developed into a multi centered field of research within the global academic landscape.

Co citation Analysis: References, Sources and Authors

Co citation analysis measures the intellectual relationship between two authors when they are cited together within the same publication. In other words, if an academic article cites both Joseph Nye (2004) and Stuart Hall (1997), a co citation relationship is formed between these two authors. This logic uncovers authors, sources or documents that share similar conceptual or theoretical frameworks within the literature.

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REFERENCES



Figure 16 Co citation Analysis at the Reference Level

This figure presents the results of the co citation analysis generated using the VOSviewer software. The unit of analysis was defined as Cited References. This method identifies pairs of sources that are cited together within the same publications, thereby revealing the theoretical and methodological foundations of the field.

Each circle represents a cited reference. The size of the circle indicates the total number of citations received by that source, while the lines connecting circles represent the frequency with which two sources are cited together in the same studies.

The visualization shows Kıvılcım Küçükkürek (Sevda Şenkus)'s work titled "Vacillation in Turkey's Popular..." as the central and most influential node in the network. This study serves as a key reference point in analyses focusing on popular culture, identity and the tensions of modernization within the literature on Turkish television series.

Important nodes surrounding this central work include:

• Benedict Anderson, *Imagined Communities*: A foundational reference that shapes many studies by offering a theoretical framework on the construction of national identities.
• Bandura, *Social Learning Theory* (1977): A core psychosocial theory explaining media effects and the relationship between viewing practices and learning processes.
• Bordwell and Thompson, *Film Art: An Introduction* (1997): A widely used source in visual narrative analysis and cinema theory.
• The works of Emre Çetin and Kumru Berfin Emre: Contemporary contributions addressing gender, political representation and the transformation of popular culture in Turkish television series.
• Local cultural criticism sources such as "Bu Kabuslar Neden Cemil" (2005), which enrich the theoretical diversity of Turkey centered analyses.

The analysis reveals three main clusters:

1. Cultural theory and nation building (Anderson, Emre, Şenkus)
2. Media effects and audience studies (Bandura, Bordwell)
3. Turkey specific cultural analyses and contemporary critiques (Çetin, Berfin Emre, Küçükkürek)

Overall, this structure demonstrates that research on Turkish television series has evolved into an interdisciplinary field that engages not only with local cultural representations but also with internationally recognized media theories.

Sources

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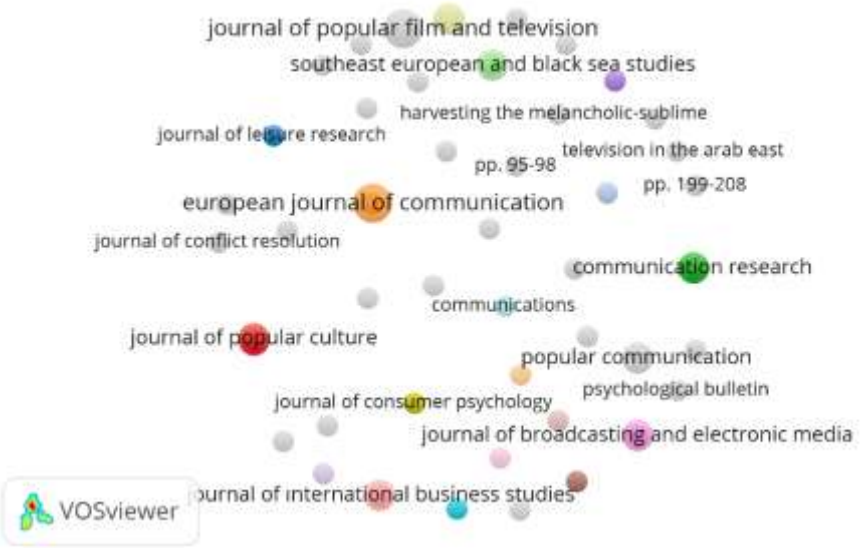


Figure 17 Co citation Analysis at the Source Level

This figure presents the results of the co citation analysis generated through the VOSviewer software. The unit of analysis was defined as Sources, and the map identifies the academic journals that are most frequently co cited in publications on Turkish television series.

Each circle represents an academic journal. The size of the circle indicates the total number of citations received by that journal, while the colors represent different citation clusters. The lines between journals show how frequently two journals are cited together within the same publications.

The visualization reveals three major clusters that represent the theoretical and methodological foundations of the literature:

1. Popular Culture and Media Studies Cluster (Red and Orange Clusters)

The most prominent journals in this group include:

• Journal of Popular Film and Television

• Journal of Popular Culture

• European Journal of Communication

These journals function as primary reference sources for studies examining Turkish television series through the lenses of popular culture, media production, consumption patterns and cultural representation.

2. Communication and Media Research Cluster (Green and Purple Clusters)

Key journals in this cluster include:

• Communication Research

• Journal of Broadcasting and Electronic Media

• Popular Communication

This group represents sources frequently cited in studies focusing on communication theories, media effects, audience behavior and cultural transmission in the context of Turkish television series.

3. Regional and Cultural Studies Cluster (Blue and Yellow Clusters)

This cluster consists of journals and edited volumes addressing regional cultural analyses, including:

• Southeast European and Black Sea Studies

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• Television in the Arab East

• Harvesting the Melancholic Sublime

These sources form the intellectual basis for research exploring the cultural impact of Turkish television series in regions such as the Middle East, the Balkans and Southeastern Europe.

Overall, this network structure shows that scholarship on Turkish television series is enriched by both Western media and cultural theory and regional cultural studies. In particular, *Journal of Popular Film and Television* and *European Journal of Communication* appear as central reference points that shape the core of this literature.

In conclusion, the analysis demonstrates that studies on Turkish television series have expanded across an interdisciplinary landscape and draw from theoretical foundations rooted in media studies, cultural studies, psychology and regional studies.

Authors

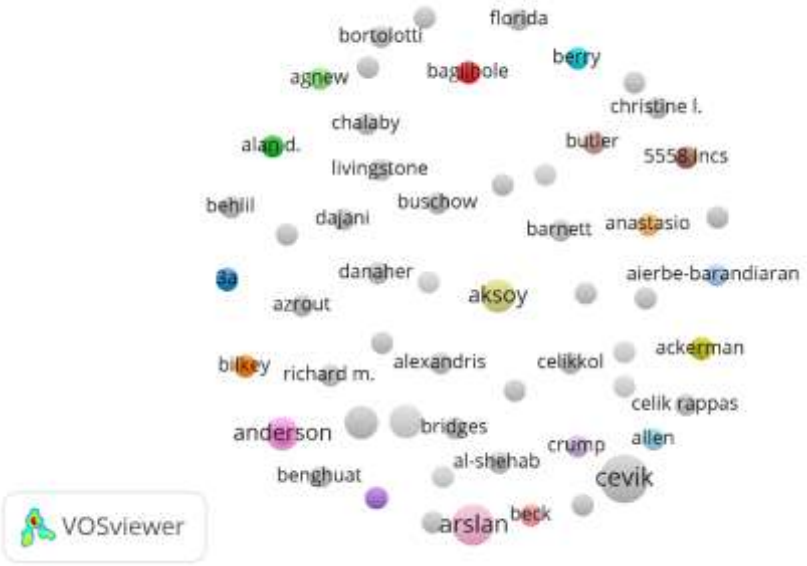


Figure 18 Co citation Analysis at the Author Level

This figure presents the results of the co citation analysis generated through the VOSviewer software. The unit of analysis was defined as Cited Authors. This analysis identifies the authors who are most frequently co cited within the literature on Turkish television series, thereby revealing the intellectual structure and dominant theoretical orientations of the field.

Each circle represents an author. The size of the circle indicates the total number of citations received by that author, while the lines between circles show how often two authors are cited together within the same publications. The colors represent different theoretical or thematic clusters.

1. Cultural and National Identity Studies Cluster Pink Cluster

This cluster contains authors such as Anderson, Arslan and Beck, who provide the theoretical foundation for studies that examine Turkish television series through the lenses of national identity, modernization and globalization.

• Benedict Anderson's Imagined Communities is frequently cited in analyses of nation building and cultural representation.

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• Arslan holds a central position in discussions of local media production and identity through his work on Turkish cinema and television culture.

2. Media Culture and Global Flow Cluster Yellow Cluster

This cluster includes Aksoy, Cevik, Celikkol and Celik Rappas. These authors focus on the transnational circulation of Turkish television series, the media industry, digital platforms and cultural diplomacy.

• Aksoy is widely cited for his research on the global audiences of Turkish television content.

• Cevik and Celikkol contribute interdisciplinary analyses of global popularity and cultural identity represented in Turkish television series.

3. Popular Culture, Media Theory and Communication Studies Cluster Green and Blue Clusters

This cluster includes Livingstone, Butler, Berry and Agnew.

• Livingstone is known for her work on audience reception and media literacy.

• Butler and Berry serve as central references in the socio cultural analysis of gender, identity and media narratives.

4. Regional Media and Cultural Economy Cluster Purple Cluster

This cluster includes Benghuat, Crump, Allen and Anastasio.

These authors explore the interaction between Turkish television series and regional media industries, as well as the processes of cultural economy and soft power.

Overall, the network demonstrates that academic research on Turkish television series is shaped by both foundational theoretical works by authors such as Anderson, Arslan and Beck and contemporary media scholarship by authors such as Aksoy, Cevik and Celikkol. This structure shows that the literature has expanded in both theoretical depth and regional diversity and that research on Turkish television series has now developed into a distinct subfield within global media studies.

CONCLUSİON AND DİSCUSSİON

This bibliometric analysis provides a comprehensive overview of the general trends, intellectual structure and thematic orientations present in the academic literature on Turkish television series. The findings show that the literature is primarily concentrated within the domains of cultural studies and communication and media research.

The co occurrence maps of keywords reveal that terms such as “television”, “culture”, “Turkish”, “media role” and “foreign policy” occupy central positions. This indicates that Turkish television series are examined not only as products of popular culture, but also as instruments of cultural diplomacy, nation branding and soft power. A significant portion of the research focuses on audience perception, identity formation and cultural interaction across regions such as the Middle East, the Balkans and Africa.

At the author level, the analysis shows that scholarship in the field is built particularly on the theoretical contributions of Aksoy, Arslan, Cevik, Celikkol, Anderson and Beck. These researchers form the intellectual backbone of the literature through their work on media globalization, modernization and identity. The increasing contributions of Turkish scholars highlight the growing presence of local academic production in the field.

The country and institutional maps clearly demonstrate the leading role of Turkey, while the United States, the United Kingdom and Qatar also appear as significant contributors through collaborative publications. Institutions such as Akdeniz University, Sakarya University and Northwestern University

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in Qatar stand out as key centers producing scholarship on the international dimensions of Turkish television series. This reflects a growing transnational and collaborative structure within the field.

The co citation analysis of sources indicates that journals such as Journal of Popular Film and Television, European Journal of Communication and Journal of Popular Culture form the theoretical foundation of the literature. These journals are central to interdisciplinary research on Turkish television series, especially in the contexts of popular culture, media effects, audience studies and cultural diplomacy.

In conclusion, the findings suggest that research on Turkish television series has matured in terms of both conceptual diversity and geographical scope. However, certain gaps remain. Much of the literature continues to focus on cultural representation and soft power, while areas such as audience psychology, digital content production, media industry economics and algorithmic distribution remain underexplored. Moreover, quantitative analysis and digital ethnography are still limited, with content analysis dominating the methodological landscape.

Limitations and Future Research Directions

The primary limitation of this study is that the analysis is restricted to publications indexed in the Scopus and Web of Science databases. This may have excluded significant contributions published in Turkish or in local journals. Although VOSviewer offers strong visualization capabilities, it provides limited semantic depth and does not capture contextual nuances.

Future studies on Turkish television series can be strengthened by investigating audience perceptions, identity formation and cultural interaction across different regions using digital ethnography, social media analytics and text mining.

More research is also needed on the economic, industrial and political dimensions of the television industry, including production processes, distribution networks, digital platform strategies and cultural economy perspectives.

Comparative studies between Turkish television series and those produced in Latin America, Korea and India will significantly enrich the literature on cultural diplomacy and soft power.

Furthermore, adopting mixed methods, social network analysis and comparative case studies will enhance the methodological diversity of the field.

Overall, future research should adopt an interdisciplinary approach that integrates cultural, economic, political and technological dimensions. Such an orientation will deepen the scientific contribution of the field and expand its international visibility.

Use of Artificial Intelligence: Artificial intelligence support was utilized in translating the article into English and in interpreting the visual materials.

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