

THE EFFECT OF TURKISH SOAP OPERAS ON THE BOSNIAN NATIVE SPEAKERS IN TURKISH LANGUAGE LEARNING PROCESS

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Abstract

The purpose of this work is to show effects of non-formal education through Turkish soap operas on learning of Turkish language. The role of visual and audio material in education is very important. Number of audio and visual tools increased till present, so the process of learning is significantly simplified. Soap operas and films are creating an important segment of those audio-visual tools. With its subject and content, they are representing culture as well as language at the same time. Qualitative research took place in this research process, and the data was collected through survey based on 112 people in Sarajevo. Data collected in research has been analyzed in SPSS program and calculated in Frequency distributions and percentage. Determined by obtained data, interest in Turkish language and culture has been increased with beginning of broadcasting these soap operas (that includes both audio and visual qualities) in Bosnia and Herzegovina.

Key Words: Turkish soap operas, Turkish language learning, Bosnian native speakers, Turkish language for foreigners.