

Achieving Attractions in the Historical Drama

Abdallah Adway

American International Theism University – AITU

This study aims to reveal the effect of dramatic treatment elements and their ability to attract audiences to historical dramas. The study employed a quantitative approach as descriptive research, by the collection of quantifiable data for statistical analysis using SPSS. The study conducted multiple linear regression analyses to identify the effects of variables on the attractiveness of historical drama. The study concluded that the combined effect of content, dramatic structure, accuracy of information, educational level, and watching the drama factors on the attractiveness of historical drama to viewers is 61.1%. This means that the attractiveness of the dramatic work is influenced by the following factors: content 34.8%, dramatic structure 19.7%, accuracy of information 23.4%, educational level 8.7%, and watching drama 8.7%. Therefore, increase in interest in these elements leads to heightened attractiveness of the dramatic work, consequently encouraging viewers to continue watching the drama. This article makes a valuable academic contribution by providing scientific insights that aid in understanding the appeal of certain series and movies to audiences, as well as identifying weaknesses in attracting viewers to other works. Furthermore, it offers guidance to producers and scriptwriters in enhancing the overall performance of their dramas.

Keywords: dramatic treatment, historical drama, attraction of drama, Arab series.

The audience watches many dramas, but not all dramatic productions are equal in their ability to attract the audience and push them to watch, some attract more than others do. Therefore, the number of audience views of each dramatic work varies, and the price of the dramatic product varies with it, also, the popularity of the dramatic work appears in its ability to attract the audience.

Attraction is one of the important issues that are related to influencing on the audience and their eagerness to watch the drama, so it is important in the production process, to understand how it happens and what factors achieve the attraction, knowing it is necessary for drama producers during the production process.

Historical dramas that present for the audience the historical Characters and events, like any other dramas, vary in the audience's attractiveness to them. In the Arab world, historical dramas have gained significant popularity, attracting audiences who have a keen interest in watching series of this nature. Some historical series have even garnered high viewership ratings, underscoring the immense importance of this genre (Aljazeera net, 2021). Consequently, researchers have been motivated to delve deeper into the study of historical dramas and explore the reasons behind the audience's fascination with them (Abusalah & Kanaker, 2021).

Therefore, this research focuses on a significant and novel subject, particularly as it seeks to explore the mechanisms through which historical dramas captivate viewers, by studying the elements of dramatic treatment that form the foundation of any dramatic production. Some of these elements play a role in increasing the audience's attraction to watching drama and incentivizing their viewership (Adway, 2023). So, this study sheds light on the factors that make historical dramas appealing to viewers and provides valuable insights into their effectiveness as a storytelling medium.

Furthermore, examining the attraction of series and dramas to the audience holds importance within the realm of film development. So, this research provides valuable insights for the film production industry, enabling them to enhance their creative output and maximize the impact of their films, by knowing the factors that attract audiences to series and dramas, practitioners can make informed decisions to improve the quality and effectiveness of their productions.

The problem addressed in this study is to comprehend the methods for achieving attractiveness in historical dramas by examining the influence of dramatic treatment elements on achieving attractiveness in the historical

drama. Therefore, the article seeks to answer the following question: **"What is the impact of dramatic treatment elements in achieving audience attraction to the historical drama?"**

This study aims to assess the impact of the elements of dramatic treatment on the attraction of historical drama and to determine the ability of dramatic treatment to attract audiences to historical dramas.

Literature Review

Drama is doing (Wessels, 1987). Drama is a Greek word meaning "action," but the term connotes the art of representation and simulation. Although its meaning in Greek does not indicate that, in all other languages it indicates the art of simulation. Drama is one of the most important methods of effective communication, Babin says:

Every communication that aims to excite the interest of its audience should be dramatic. The main reason for dramatic is interest. If the audience is passionate about a topic because of desires or convictions, there is no need for drama, but if a means of communication wants its programs to be watched by an increasing number of followers, it should go to the dram (Babin, 1991).

Dramas excite one of the most important human instincts, it is the instinct of simulation and imitation, in addition, the modern person who suffers from a lot of life's worries and pressures finds in drama a way out of these concerns, here emerges the status of television drama, which has the ability to attract audiences, gather them and compensate them for the problems of their social cohesion (Yasin & Khan, 2022).

The reason for the power of drama in presenting meanings and ideas comes from the viewer receives information or value indirectly, so that he lives its advantages while watching it, and he may live its disadvantages if they are negative. In addition, that the drama is a reflection of the viewer's circumstances and his life. It presents his problems, his reality, and his circumstances. Therefore, it will be close to him and inspiring him in finding the solutions he needs to face his challenges and problems.

All dramas seek to achieve a degree of attractiveness to their audience, when the series or movie is attractive to the audience, its viewership increases. Therefore, the drama seeks to achieve attractiveness by evoking emotional tension in viewers, Drama aims to excite emotional tension followed by the viewer's relaxation, this passage from tension to relaxation constitutes the main motive for pleasure, this connection is sequential, from tension to pleasure, and from pleasure to interest (Babin, 1991).

Many of studies have dealt with the subject of drama and its effects on the audience. Drama is a force with an influential dimension in the minds of viewers; it contains excitement and the interest of the audience. One of these studies is (Adway, 2023) study that discussed the relationship between the Elements of Dramatic Treatment and the Effectiveness of Historical Drama.

Dramas in order to reach their attractiveness try to take advantage of different methods in addressing a diverse audience in mass communication. The message of rational, emotional, frightening, rewarding, and motivational appeal makes the film suitable and interesting to be watched by all audiences with varying levels of education and social strata, relating to aspects of humanity, such as helping, helping, feeling struggling in life, compassion, mutual respect, teachings to thank the Creator and to others, without seeing the difference (Andayani, 2020).

The cinema presents, through a good script, the pleasure of watching and experiencing the revival of history in an aesthetic format through an attractive dramatic language (Rasselma, 2021)

The attractiveness of television drama to the audience is considered a mediating factor to attract their interest in other things, such as tourism, where for example, study (Liu, 2019) that explored the influence of a television drama on tourist motivation and behavior. It concluded that the series raises awareness of the attraction and stimulates motivation for traveling through specific motivational factors; it shows that audience involvement significantly affects Prestige, Personalization, and Fantasy.

The study (Ali, 2021) dealt with the employment of visual and audio effects in the cinematic film and their impact on the viewer; it examined the preferences of the viewers and the characteristics of the cinematic elements that affect their emotional response, especially cinematic music.

In addition to these studies, a study conducted by (Al-Aishi, 2023) examined the extent of university students' exposure to Turkish dramas and their impact on their cultural identity. The study concluded a significant prevalence of Turkish drama viewership among the youth, especially the historical series that is the most favoured

genre, this preference for Turkish historical dramas has a profound impact on their attraction towards the Turkish language and culture.

This study stands out due to its focus on exploring the elements of dramatic treatment that contribute to the appeal of historical dramas, rather than solely examining the reasons behind viewership. It delves deep into the intricacies of dramatic works and their underlying structure, going beyond surface-level explanations to comprehensively understand the factors that create such a compelling effect.

Due to the significance of the attraction to the dramatic work, this study focuses on knowing the relationship and the impact of the elements on which drama depends in achieving the attraction. Thus, it benefits from some of the previous studies, in addition, being distinguished in dealing with the topic from a new side, this study focuses on historical drama. Moreover, it differs from other studies by seeking to understand the elements that generate attraction and the proportions of their influence.

Elements of Dramatic Treatment

Studying the impact of the effectiveness of dramatic treatment elements in improving attracting audiences to historical dramas, requires knowledge of the elements that constitute the structure and shape the framework within which dramatic series are crafted. These items are:

Dramatic Structure

Any dramatic actions are composed of various elements that contribute to their construction. These elements include plot, dialogue, and conflict. The plot is known as a structured sequence of actions or events, typically involving a conflict, climax, and resolution. This arrangement implies causality and aims to a specific effect (Hammouda, 1998). Moreover, the plot, serving as the framework of the drama's action, is perceived as a sequence of key scenes and shots arranged chronologically, beginning with an introduction, then a series of complications leading into conflict, a climax that determines the fate of the main characters, in addition, a resolution and denouement for the conflict (Lim, 1993).

The dramatic conflict arising from this narrative system generates constant tension in the scenes of the dramatic work, and the driving force that shapes the content of the story (McKee, 1997).

Characters

Dramatic characters are considered human models who play roles in events in the dramatic work. Through their voice and physical expressions, dialogue revolves around real characters being simulated (Ghoneim, 2003). These embody the heroes of the drama, serving as the primary catalysts for the creation of a series of events that unfold through the dialogue of the characters with each other (Hamada, 1977). Consequently, the character is considered one of the basic elements for the success of a dramatic work. The characters as they navigate a sequence of conflicts and crises, undergo development, ultimately contributing to a resolution that aligns with the coherence of the structure of the dramatic work.

Aristotle asserts that plot resolutions to plots should come about as a result of the very plot itself. Most notable examples of dramatic structure follow this line of reasoning. Forming a rational play is essential to all modern playwriting, and it is therefore an important aspect to measure within play consistency (Yavuz, 2020).

Accuracy of information

The concept of Accuracy of information refers to the reliability of relying on accurate narratives found in historical books (Adway, 2023). In the context of a drama series, ensuring the accuracy of information becomes crucial for depicting historical events faithfully. However, the accuracy of information depends on several factors, including the accuracy of narrations in history books, and the availability of information and details about historical figures, as they may be few and limited at times.

Locations

The Locations and backgrounds are important elements in dramatic works, as they achieve the visual meaning that the dramatic scene needs. In historical drama, there is special attention to historical Locations and backgrounds that should correspond to the appropriate historical environments of the events, to ensure the transmission of a close picture of the social environment that is being simulated. Which leads to achieving realism in dramatic representation. The result will be reflected in the audience's conviction in the credibility of the acting.

There are two types of places in drama; (ALnadi, 1987) one external and one internal. External places filmed outside of the studio (e.g., deserts and seas) and internal places are scenes that are filmed inside the studio.

Content

The content is defined as the subjects or topics covered in the film or series. The content of the dramatic work includes many topics such as: social, political, economic, historical, religious, and others. Drama content refers to the cultural resources that infuse...activity with signs, which dramatically highlight and portray confirmatory facts that might otherwise remain unapparent or obscure (Moisio, 2005).

In historical drama, the content is more related to the lives of the characters and reflects the environment, social, political, cultural, and other life at that stage.

Concepts Framework

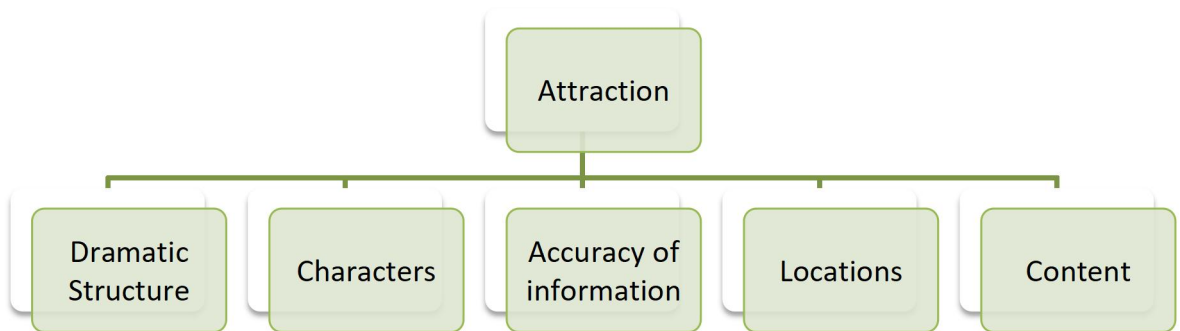


Figure 1. Conceptual framework of the elements of dramatic treatment and the Attraction of historical drama (This framework is specific to this study)

As shown in Figure 1, the conceptual framework of the dramatic model signifies an understanding of the impact of the Elements of Dramatic Treatment (Characters, Information accuracy, Content, Location, and Dramatic structure) on the effectiveness of the historical drama in achieving an Attraction.

Historical Drama

Historical drama means dramatic works that deal with historical issues and events, in addition to simulating the lives of historical figures, by re-enacting reality according to historical texts that are transformed into narrative drama. This also includes the drama of Islamic history, which deals with events and characters from Islamic history, and recreates that reality through simulation. (Adway, 2021)

The Historical drama is a dramatization for theatre, radio, or television that deals with historical events and issues, and/or portrays the biographies of historical figures in accord with historical texts (Wagner, 2022).

Historical drama since the early part of the last century has attracted the attention of the Arab media, a lot of series and films were produced, that treated different periods of Arab and Islamic history, and dealt with the biography of historical figures from different eras. In some years, there was an intensification of historical dramatic productions. Satellite broadcasting contributed to the spread of these works to various Arab countries.

Individuals like to learn about the experiences and times of their predecessors, so they are interested in history and wish to learn about their grandparent's era. Individuals like to learn about the experiences and times of their predecessors, so they are interested in history and wish to learn about their grandparent's era. This is dealt with by some studies that researched the attachment of Arabs to history and the attractiveness of historical drama to them, According to the Kasem study, (Kasem, 2021) that is attributed to a combination of economical, historical, political, artistic, and other factors. Ideologically,

Arab culture has romantic bonds with the glories of the past.

In the Arab world, great interest in the past and history has emerged in dramas. Production companies have produced historical dramas that have gained great interest among the audience, such as the series “Bab Al-Hara”, which was shown to the audience in seven years, in seven seasons, in addition to many other series.

Turkish historical drama has also appeared in a number of series that have achieved high viewing rates, and presented different stages of Ottoman and Seljuk Islamic history, Such as the series‘ Ertugrul, Osman, the capital of Abdul Hamid, and other series.

Ertugrul¹ and Osman² series were of great importance in Turkey, the two series topped the list of the highest views in Turkey, (Sabah newspaper, 2020) (Aljazeera net, 2021) Also, in Europe it was shown on several channels such as (ABC 1, AB and TOTAL). In Pakistan, Ertugrul series has been dubbed into Urdu language. Also, YouTube data showed that the episodes of the series reached 3.3 billion views on YouTube only in one year. (Aljazeera net, 2021)

The Series of Omar

The series of Omar is considered one of the most important historical series in the history of Arab drama. The series consists of 31 episodes that were filmed across various regions in Morocco and Syria. In this series, recreates a seventh-century Arab community in its entirety. The portrayal of Mecca's reconstruction on the outskirts of Marrakesh, along with its villages and major cities from that era, is based on extensive research derived from detailed historical sources (mbc, 2012).

The series delves into the life of Omar bin al-Khattab, commencing with his upbringing as a camel herder in a society plagued by injustice. After converting to Islam, he emerges as a prominent Muslim leader, His period in power witnessed many great victories and conquests. The series vividly depicts the dramatic conflicts between Muslims, Romans, and Persians.

Until 2012, "Omar" stood as the largest television series ever produced in the Arab world, showcasing its grand scale and significance (mbc, 2012). The series was produced by MBC channel and Qatar TV. The writer of the series is Walid Saif and it is directed by Hatem Ali.

Method

This study is one of the descriptive studies that relied on the quantitative approach in collecting data, then analyzing this data through a program SPSS.

The MBC channel, one of the most popular Arab satellite channels, attracts a significant viewership according to statistics (mbc, 2012). In 2012, during the holy month of Ramadan, a significant period for the Muslim audience who often watch television after completing the nightly Tarawih prayer, MBC streamed the Omar series.

The study relied on the study population of Palestinians, who were watched of MBC1 Television. The sample of study involved a randomly selected sample consisting of individuals who had watched the 'Omar' series either through television broadcasts or on YouTube. The researcher administered a questionnaire specifically to respondents holding a university degree, including doctorate, master's, bachelor's, and diploma holders. This particular category of the sample population was chosen due to their higher educational attainment, which indicated their greater ability to comprehend and respond to the survey questions compared to other groups in society. The study sample consisted of 300 people who watched the series, including 144 males and 156 females.

This study seeks to answer the following question: What is the impact of the dramatic treatment elements on achieving the Attraction in a historical drama? To achieve this purpose, the researcher used multiple regression analysis.

Multiple linear regression is a statistical method that relies on data to reveal the relationships between variables in the study, and through the values of independent variables, the values of future variables are predicted

¹ Ertugrul series: produced by Turkish channel TRT1, it consists of five parts (2014-2019) and has 150 episodes.

² Osman series: produced by ATV channel, it consists of five parts (2019-2024).

(Salman, 2012). There are many regression analyzes according to the number of independent variables. The regression that uses one independent variable is known as univariate regression analysis, while the analysis that uses more than one independent variable is known as multivariate regression analysis (Tabachnick, 1996).

Results and Discussions

In this study, multiple linear regression analysis was used, for the purpose of studying the relationship between several independent variables (dramatic structure, locations, characters, accuracy of information and contents), with the attractiveness of drama as a dependent variable. This analysis allows us to predict the dependent variable. Depending on the independent variables. In other words, multiple linear regression analysis contributes to knowing the effect of independent variables on dependent variables.

Table of Model Summary revealed that there is a significant relationship between the independent factors and the Attraction of the historical drama, (correlation is (.782^a), also, the analysis result showed that squaring this value of up to 0.611, indicates the combined influence of these factors in attracting of the historical drama. As for squaring this value in showing that the impact of all the factors to Attraction of drama of up to 0.611. This ratio is called "R square". It means that 61.1% of the Attraction of the historical drama due to the factors dramatic structure, characters, accuracy of information, Locations, contents, gender, education, age, and watch the drama.

This finding shows the strength of the independent factors in influencing the Attraction of historical drama, taking into consideration the existence of other factors that affect the Attraction of the historical drama. It also shows that the correlation ratio of the square (Adjusted R Square= .598), so this ratio can be generalized. See Table (1)

Table 1

<i>Model Summary</i>			
Model	R	R Square	Adjusted R Square
1	.782 ^a	.611	.598

The analysis found a relationship between some factors and Attraction of the historical drama. table (2) shows this relationship in detail.

The content factor is the largest index of the Attraction of historical drama, the result is (beta = 0.348, sig = .001). this means that the contents of drama have an impact on the audience's Attraction of the topic by 34.8%, it is a large percentage, it is meaning that the contents positively affect the viewers' eagerness to watch the drama. The subject of the drama attracts viewers, and the most important topic to them is the most attractive.

The Dramatic Structure factor also affects on Attraction of the historical drama (beta .197, sig = 0.001), it positively affects the drama's attractiveness to viewers by 19.7%, this means that there is a positive contribution for the plot, conflicts and dialogue in the series in achieving the Attraction of the historical drama by up to 19.7%.

The results also revealed the impact of informational accuracy on the audience's attractiveness towards historical drama (beta .234, p = .001), the effect of informational accuracy on the attractiveness of historical drama reached 23.4%, this is an important percentage that reflects the positive impact of informational accuracy in attracting the audience to watch a series or drama.

Table (2) shows that the educational level of the viewers is related to their attraction towards the historical drama. The education factor (beta .087, p = .034) has a positive relationship with the attractiveness of the historical drama at a rate of 8.7%, its explanation is that the lower the level of education, the more attractive the drama is to viewers.

Regarding to watching drama, it also has a positive effect on the attractiveness and impact of historical drama (beta .087, p = .044). Meaning that watching drama in general contributes and affects the attractiveness of historical drama by 8.7%. This explains that when the viewer watches dramas a lot, he becomes keen to increase watching historical dramas, as if the viewer is under the influence of addiction to watching dramas, so dramas attract him easily.

There are factors that have no impact on the attractiveness and impact of historical drama; as the factors of characters, location, gender, age, and watching historical dramas, these factors do not effect on the effectiveness in attracting viewers to the TV drama.

The results of the analysis show that increasing the desire of viewers and enhancing their eagerness to watch historical TV dramas requires the attention of the producers of drama to some of the elements that contribute to attracting viewers to dramas. These elements are the dramatic content that is dealt with in the series. When the importance of the topic or topics is greater, the viewer's desire to watch increases and enthusiasm and eagerness to watch increases, In addition, the director has to attend to the dramatic structure and the strength of the plot that attracts viewers, also, the informational accuracy that achieves the trust of the viewers and encouraging them to watch it.

Table 2

The relationship between factors and Attraction of the historical drama (Coefficients)

Model	Unstandardized Coefficients		Standardized Coefficients	T	sig
	B	Std. Error	Beta		
Constant	.291	.254	-	1.147	.252
Dramatic Structure	.202	.059	.197	3.432	.001
Characters	.046	.047	.055	.976	.330
Accuracy of information	.228	.056	.234	4.058	.001
Locations	.066	.049	.071	1.332	.184
Content	.366	.057	.348	6.419	.001
Gender	-.002	.036	-.002	.047	.963
Educational level	.066	.031	.087	2.131	.034
Age	-.005	.026	-.008	-.180	.858
watching drama	-.066	.033	-.087	-2.027	.044
Watching Historical Drama	.033	.033	.044	1.013	.312

Discussion

The study revealed that there is an effect of the elements of dramatic treatment on the attractiveness of historical drama; the effect ratio reached 61.1%, so we reject the null hypothesis. This means that several elements have an effect on the attractiveness of historical drama. The effect of these elements is detailed as follows:

Content

The findings of this statistical analysis revealed that the content factor has the ability to attract the audience to the dramatic work, and it has proven that the subject of the film or the drama series and its contents are related to the ability of this dramatic work to attract the audience to watch, It contributes to the excitement of the viewer to watch the drama, as the content affects the increase in attractiveness by 34.8%.

The producer of the film or series seeks to include in its productions topics of interest to the audience, so each group looks for its interests. Islamic history is the focus of the Arab viewer's interest, especially as he finds hope in changing his difficult reality, the Arab viewer today is looking for about victories and strength in history.

In addition, the content deals with contemporary problems through the past. The historical series, such as the series of Omar, dealt with political, economic, social, and other topics, from the reality of contemporary life, but it was given the context of the events of the historical series, which attracts the viewer is that it is important to him, in addition to its from history.

The attractiveness of historical drama refers to the economical, historical, political, artistic, Ideologically, Arab culture, and other factors. (Kasem, 2021) Therefore, the viewer looks at the various contents and compares them with the past, especially since the Arab lacks many of them, while the past is rich in them.

This result cannot be Decisiveness in blinding them; the researcher did not find studies researched that in other series and films or in non-Arab environments.

Dramatic Structure

The study also proved that there is a positive and strong statistically significant relationship between dramatic structure and attractiveness. The dramatic structure has an impact on the viewers' attractiveness towards the drama. This means that the success of the dramatic structure and the plot of the series, and the conflicts and tensions that it contains, creates the suspense that attracts the viewer towards the dramatic work.

The tight and strong dramatic structure contributes to increasing the number of viewers and their interest in continuing to watch the episodes, and their keenness not to miss any of the episodes of the series encourages viewers to be careful to watch the series repeatedly without getting bored.

The study revealed that the dramatic structure has an impact on the viewer's attractiveness to the dramatic work by up to 19.7%. Which requires the directors to pay attention to the strength of the dramatic plot and support it with conflict scenes, and to be keen on the closing scenes of the episodes, and concluding it with an interesting scene that keeps the viewer tight for the next episode.

This result agrees with (Babin, 1991) that achieving attractiveness by evoking emotional tension in viewers, which depends on the strong plot and conflicts of the dramatic structure that create this tension. In addition, it agrees with Andiani study (Andayani, 2020) that revealed the role of arousing emotional, frightening, rewarding, and motivational in attracting the viewers to watch the movie.

Informational Accuracy

The results of the analysis revealed a positive, statistically significant relationship between informational accuracy and attractiveness, and this relationship is strong. Information accuracy has a role in increasing the effectiveness of historical drama.

This result is consistent with Rania's study (Mostafa, 2006), which concluded that the high level of acting and dazzle is one of the first reasons which push the young to watch series, this is an indication of the importance of the dramatic structure and it contains as the dazzling and tension in increasing the effectiveness of attraction in the dramatic work.

The role of historical information accuracy has focused on the positive impact on the audience's attractiveness towards dramatic work, and the impact of informational accuracy has reached 23.4% in increasing the attractiveness of dramatic work.

This is a high percentage. The explanation for this is that when the viewer is assured that the drama series takes into account the correct information and narrations in its events, and stays away from filling, excess and incorrect narrations. This motivates him to pay attention to it and enhances his confidence that it is worth watching. In addition to the supervision of specialists from historians and Sharia on the production of historical drama and review of texts gives legitimacy to the dramatic work, which is reflected in the viewer's increase in confidence in the dramatic work and the keenness to watch it and be affected by it. The psychological state of the viewer at that time is the submission to the series and the distance from skepticism, as he receives the information and is confident of its health and safety. The psychological state of the viewer at that time is the acceptance of the series and the avoidance of skepticism, as he receives the information and is confident of the correctness and integrity of the information.

This result regarding informational accuracy cannot be generalization, it applies to series and movies that information is available such as the Omar series, and which treat sensitive characters, but some historical series have little information, and despite that attracted viewers like the Ertugrul series.

Education Level:

The results of the analysis also showed that the education level of viewers played a role in attracting viewers to the dramatic work. The results of the analysis revealed that the lower the educational level of the viewers, it positively affects 8.7% of viewers' attractiveness to historical drama and their interest and eagerness to watch it.

The interpretation of the result is that the lower the educational level of the viewers, means they are attracted to watching drama, this indicates that the high education groups in society have interests other and watching the drama is not a priority for them, they have less free time than the less educated groups.

Watching of Drama

The results indicate that watching the drama has a role in the drama's attractiveness to the viewer by 8.7%, this means that the frequent watching of the drama keeps the viewer tense to watch the dramas, this explains the addiction of some viewers towards the drama, as some viewers move from one series to another.

This result is similar to a (Mohamed, 2000) study which revealed that repeatedly watching dramas is a motivation for watching more dramas. Also, motives for entertainment and enjoyment are among the main factors for watching television drama, it is an indication of the role of the dramatic structure in enhancing the watching the dramas and increasing its attractiveness.

In addition, the study proved that there is no relationship between characters and achieving the attractiveness of the historical drama. The characters are not an attraction factor that contributes to increasing the audience's eagerness to watch, the Actors play roles, and the roles they play excite the audience's interest and attract the viewer, the viewer does not follow the series for the character of the actor, but rather Because of content, dramatic structure and other factors.

The study proved that the location had no effect on attracting viewers to the historical drama and increasing their attachment to the series, the viewer does not watch the movie because of places.

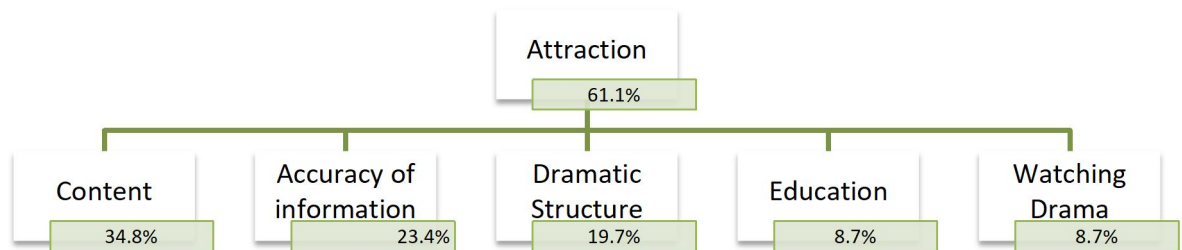


Figure 2. Impact on attraction historical drama

Conclusion

The conducted study has revealed that there is an effect of the elements of dramatic treatment on the attractiveness of historical drama, based on the findings, it can be concluded that the combined effect of independent factors on the attractiveness of historical drama to viewers is 61.1%. This means that elements such as Content, Dramatic Structure, Accuracy of Information, educational level, and watching drama contribute to increasing the viewer's attraction towards historical drama.

Moreover, the study reveals that as interest in historical drama grows, so does the overall attractiveness of the dramatic work. This, in turn, encourages viewers to continue watching the drama. However, it's crucial to recognize that the aforementioned result suggests the presence of additional factors that have not been studied, which also influence the attraction towards dramatic works. Elements such as sound effects, music, editing, and others may have a significant role in increasing the attraction of the dramas. So, investigating these factors would provide a more in-depth understanding about factors that play a role in increasing the attraction of dramas.

The analysis revealed significant findings regarding the factors influencing the attractiveness of dramas. Specifically, the analysis emphasized the pivotal role of the content factor in attracting the audience. The subject of the film or drama series was found to be closely linked to its ability to attract viewers. It was observed that the

content factor has a 34.8% increase effect on the attractiveness, thereby arousing viewers' interest and excitement about the drama.

In addition, the study found that the dramatic structure factor can increase the attractiveness of drama by 19.7%. This indicates the importance of the arrangement and organization of plotlines, scenes, and storytelling techniques to attract the audience.

Furthermore, the study determined several other factors that impact attractiveness, Accuracy of Information was found to influence attractiveness by 23.4%, this indicates the significance of presenting historically or factually accurate information. The educational level of the viewers also played a role, causing 8.7% of the attractiveness. Moreover, the repeated watching of the dramas carried a similar weight of 8.7% in influencing the overall attractiveness.

These results collectively emphasize the multifaceted nature of factors contributing to the attractiveness of series and dramatic works. By understanding the influence of Content, Dramatic Structure, Accuracy of information, Educational level, and watching drama, creators and producers can strive to enhance the appeal of their productions to a wider audience.

This article contributes to the scientific understanding of what makes certain series and movies attractive to viewers while other works don't attract the audience's attention. The factors illustrated assume a role in achieving attractiveness, so, gaining knowledge about them empowers producers and scriptwriters to improve the quality and performance of their dramas, by leveraging these insights, the filmmaker industry can also make informed decisions, refine their storytelling techniques, and create dramas that impact with viewers on a deeper level.

References

- Abusalah, I., & Kanaker, O. (2021). The role of watching historical Turkish drama in enhancing political values among Palestinian university students from their point of view. *ARID International Journal of Media Studies and Communication Sciences (AIJMCS)*.
- Adway, A. (2021). Portrayal Characters in Historical Drama: An Analytical and Critical Study. *Journal of Afaque Cinemaia*, 8(3), 284-297.
- Adway, A. (2023). The Elements of Dramatic Treatment and the Effectiveness of Historical TV Drama. *Journal of Arab & Muslim Media Research*, 16(1), 97-112. doi:https://doi.org/10.1386/jammr_00058_1
- Adway, A. (2023). The Impact of Television Drama in Understanding History. *Journal of Al-Tamadun*, 18(1), 67-78. doi:<https://doi.org/10.22452/JAT.vol18no1.6>
- Ahmed, M. M. (2013). *The impact of television drama on the culture of Sudanese society, an applied study in the state of Khartoum 2009-2010*. Khartoum : Ph.D. Sudan University of Science and Technology.
- Al-Aishi, B. (2023). Exposure of university youth to Turkish drama and its relationship to cultural identity. *Journal of Afro-Asian Studies*, 2(6), 323-366.
- Ali, A. K. (2021). Concepts of stylistic analysis in the cinematic film and the elements of influence on the spectator. *Journal of Architecture, Arts and Humanities*.
- Aljazeera net. (2021, 4 23). *billion views of "Diriliş Ertuğrul" in Urdu on YouTube* . Retrieved from www.aljazeera.net
- ALnadi, A. (1987). *Introduction to the art of writing drama*. Tunisia: Abdul Karim Abdullah institutions.
- Andayani, N. R. (2020). The Attraction Messages of Drama Movie Through FGD in Indonesia. *JOURNAL OF SCIENTIFIC COMMUNICATION*, 27-48.
- Babin, P. (-Q. (1991). *Langage et culture des médias (Language and culture of means of communication between the alphabet and audiovisual)*. Morocco: Al-Farabi Publishing.
- Cochran, D. J. (2015). *Drama and history: teaching historical thinking through role-play*. University of Wisconsin-Whitewater.
- El-Sherbiny, A. M. (1999). *Historical drama in television and its role in spreading historical awareness*. Cairo: Master Thesis. Cairo University.
- Ghoneim, K. (2003). *The Palestinian Theater*. Cairo: Dar Al-Haram for Heritage.
- Griffin, B. (2001). *Playing the Past: Approaches to English Historical Drama, 1385-1600*. Boydell & Brewer.
- Hamada, I. (1977). *The nature of the drama*. Cairo: Knowledge House.
- Hammouda, A. (1998). *Dramatic Construction*. Cairo: Egyptian General Book Authority.
- Kasem, D. (2021). Arab SF Film and TV in the Twentieth Century. *JOURNAL OF SCIENCE FICTION*, 4(2), 50-61.
- Lim, S. G.-I. (1993). *One World of Literature*. USA: Houghton Mifflin.

- Liu, X. a. (2019). The Downton Abbey effect in film-induced tourism: an empirical examination of TV drama-induced tourism motivation at heritage attractions. *Tourism Analysis*, 497-515.
- mbc. (2012). *Omer*. Retrieved from mbc channel: <http://www.mbc.net/>
- McKee, R. (1997). *Story: substance, structure, style, and the principles of screenwriting*. London: Methuen.
- Mohamed, A. A. (2000). *the impact of television drama on the perception of the social reality of the Egyptian family*. Cairo: Ph.D. Cairo University.
- Moisio, R. a. (2005). Extending the dramaturgical framework in marketing: Drama structure, drama interaction and drama content in shopping experiences. *Journal of Consumer Behaviour: An International Research Review*, 246-256.
- Montgomery , D. C., Peck, E. A., & Vining, G. G. (2021). *Introduction to linear regression analysis*. John Wiley & Sons.
- Montgomery, D. C. (2007). *Using multivariate statistics (Vol. 5, pp. 481-498)*. Boston, MA: Pearson.
- Mostafa, R. A. (2006). *The Impact of Arab and Foreign Drama Presented on Arab Satellite Channels on the Values and Attitudes of Arab Youth*. Cairo : Ph.D. Cairo University.
- rasselma, J. y. (2021). The aesthetic of the historical film script in Algerian cinema. *Journal of Afaque Cinemaia*, 439-449.
- Sabah newspaper. (2020, 12 24). *Kuruluş Osman çok konuşulan bölümüyle reytingin zirvesinde! Sosyal medyada da en çok o konuşuldu....* Retrieved from Sabah newspaper website: www.sabah.com.tr
- Salman, T. D. (2012). Multiple Linear Regression. *Baghdad University*.
- Shaqir, B. H. (1999). *The effect of exposure to foreign drama on television on the perception of the Lebanese youth of social reality* . Cairo : Ph.D. Cairo University.
- Tabachnick, F. B. (1996). *Using multivariate statistics*. New York: Harper Collins College Publishers.
- Wagner, R. G. (2022). *The contemporary Chinese historical drama: four studies*. California : Univ of California Press.
- Wessels, C. (1987). *Drama* . Oxford.
- Yasin, B., & Khan, F. (2022). Analysis of Social Reality of Spousal Relationship Depicted in Pakistan Television Prime time Dramas. *FWU Journal of Social Sciences*, 16(2), 33-49.
- Yavuz, M. C. (2020). Analyses of Characters in Dramatic Works by Using Document Embeddings. *In DHandNLP@ PROPOR*, p. 2.