

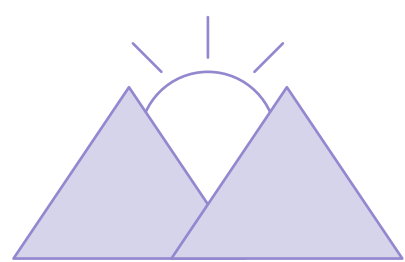
# 土耳其成為全球第2大電視劇出口國

## Turkey has become a leading exporter of television shows



**News Takeaway**  
外帶新聞

每週為讀者精選主題新聞，閱讀時，  
先看標題如何簡潔說明整篇重點。

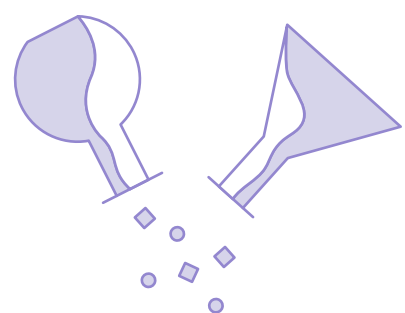


**再看我一眼**

## Look Again: The Power of Noticing What Was Always There

**New is Always  
Better 新興世界**

一個新的概念、一本新書、一位  
特寫人物或一項新問世的產品。



## “We go way back” 不是要你走回頭路

**English Lab 英語教學實驗室**



# 土耳其成為全球第2大電視劇出口國

## Turkey has become a leading exporter of television shows

談到土耳其，你想到什麼？是帝國老靈魂？旅遊熱氣球？ 你可能沒想過，它還是全球重要的影視基地，已經成為全世界第二大電視劇出口國，僅次於美國。而影視劇集所帶來的“軟實力”，可能超過政治影響力。



圖片取自網路

1

Turkey has become a major exporter of television shows, with millions worldwide **tuning in** to watch Turkish dramas, known as Dizi. These shows often **feature** the



nation's historical and cultural sites, contributing to a billion-dollar industry that continues to grow. According to Parrot Analytics, demand for Turkish TV series surged by 184 percent between 2020 and 2023.

土耳其已成為全球主要的電視劇出口國，全球數百萬觀眾正在收看土耳其劇集（Dizi）。這些劇集通常推銷土耳其的歷史和文化景點，並促成了一個持續增長的數十億美元產業。根據Parrot Analytics的數據，2020年至2023年間，土耳其電視劇的需求激增了184%。

## 關鍵字解析

### Tune in

Tune的原意是「歌曲、曲調」，它也有動詞用法，就是「調音、調整頻道」。文章裡是指調整頻道，也就是「收看節目」的意思。

Be sure to tune in to next week's show.

一定要收看下週的節目。

Tune in還有一個常見用法，指「瞭解，明白」

She just doesn't seem to be tuned in to her clients' needs.

她似乎根本不瞭解客戶的需要。

### Feature

Feature也兼有名詞和動詞用法。名詞是指「特徵、面貌」，動詞是「以...為特色；給...以顯著的地位」。

The new movie features two of my favorite actors.

這部新片由我最喜愛的兩位演員主演。

Economic issues featured very largely in the Prime Minister's speech.

首相的講話中很大一部分涉及經濟問題。

2

Izzet Pinto, chief of Turkish media company Global Agency, highlighted the global reach of Turkish dramas, noting they attract over 400 million viewers each night. He emphasized the significant "soft power" these shows generate, surpassing what could be achieved through politics.



土耳其媒體公司Global Agency的負責人伊澤特·平托強調，土耳其劇集在全球範圍內的影響力，每晚吸引超過4億觀眾。他強調這些劇集所帶來的“軟實力”遠超過政治所能達到的效果。

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3

The export journey began with the drama Deli Yurek, sent to Kazakhstan in 2001. However, the love story series Gumus gained widespread fame, especially in the Middle East. Other notable series include A Thousand and One Nights, set in modern-day Istanbul, and Magnificent