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A THOUSAND AND ONE NIGHTS CONSUM-(N)ATION

SUMMARY

In this article, the influence of soap operas and telenovels on everyday life in Croatia is examined with a preceding historical review of the genre's development. In addition, an effort is made to read off the reason for the rapid success of Turkish soap operas both in Turkey and in its nearby countries. The main emphasis is placed on researching diverse phenomena that have stemmed from the foundations of the Turkish soap opera, *A 1000 and One Nights*. There is an attempt to cast light from various perspectives on how great the actual perception is and how it spills over from the real world into fiction and from fiction into reality, and how extensive and what the role of the media is in disseminating the popularity of the series itself.

Key words: soap opera, telenovel, *1001 Nights*, Scheherazade, marketing