

## **Abstract**

The TV series represent a specific phenomenon in Egypt and other Arab countries. Albeit generally regarded as an uninteresting part of popular culture rather than a sort of art, the TV dramas should be seriously taken into consideration by all of social, history, and art scientists. Firstly, because of the extreme popularity among the large majority of the Egyptians, the series are often used by authorities for spreading certain ideological and political messages. The questions of national unity and the rise of militant Islam were chosen as examples to prove this in the thesis. Secondly, the Egyptian TV series reflect the social changes in Egyptian society and promote modernisation. This is shown in the thesis on the cases of marriage and the woman status. The production of TV series in Egypt is enormous and watching them is very widespread. Therefore, the TV dramas represent a powerful means to influence Egyptian society.

**Keywords:** TV series, television, Egypt, popular culture, film, television drama, Egyptian society, social changes, satellite broadcasting, media.