



# THE EFFECT OF THE BROADCASTING POLICIES OF TURKISH TV CHANNELS TO THEIR NEWS CREATIVE PRESENTATIONS (CASE OF TRT 1 - KANAL D - ULUSAL KANAL)

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## Introduction

Developments in media technology, an increase in varieties of mass media communication tools, visual property of the television, political, effects of social and economic developments on the reader and spectator tendencies, conditions of the various periods and countries started to give different tasks such as; education, entertainment and guidance, to the media. But attribution of these tasks to the media has never changed the fact that the main function of the media is providing news and information to the human beings for all periods of time for which they seek and need.

Most known definition of television news making is "the impartial and quick exposition of the actual events by sound and images without making any comments. "

In television broadcasting, an 'event' becomes news instantly as the image and sound are transmitted together to the studio by use of satellites. Since timeliness is in the nature of the news making, this property is exactly satisfied within the television news making.

In all over the world as well as in our country, television is the main news resource which is preferred by the public. Television determines the agenda, changes the perception of the events, guides to the reactions to be showed and the precautions to be taken by the community.

Economic, political and social structures of the public have great effects on the broadcasting policy. When there are some cases, that will affect the existence of the media concerning the production relationships of the media such as war, strikes of workers, and government, it may be impossible for the media to stay impartial. The television channels that do not clearly state the side which they are in favor of use different methods to influence the spectators. By decreasing the influence of the news by making them magazine news, by ruining the integrity of the meanings, by not using the flash-backs and by presenting the life as previews, television channels give shape to the public opinion. TV's property of being a communication tool serves to such way of broadcasting. As an example television's speed and temporariness are properties of this tool. Spectators do not go back and read the message in the newspaper once again. But instead of compensation of this natural behavior of the human beings getting benefits from this and causing the community to forget the message is not a good intention. Undoubtedly, news and reality are not the identical things. The function of news is to attract attention to an incident but the function of the reality is to make the secret facts come to light. This is how reality establishes relationships among these facts and composes a picture of truth in which the community may go into an action. Media consequently TV shall provide the genuine and right information. (Irvan 2003:59)

This study is composed of the analysis of the newscasts broadcasted on 8th of May 2003 on National Channel, Channel D and TRT 1 (Turkish Radio and Televisions). The various ways of presentations of the TV channels for the same news topics are analyzed and their political approaches in forming an agenda are studied.

## **The Common News Broadcasted on the News Bulletins on 8 May 2003.**

### **The News**

The echo of the words belonging to assistant of the minister of defence of the U.S.A Wolfowitz who declared that Turkey should admit making a mistake on the permit during the war and Perle who participated in the İstanbul forum meeting as the speaker and uttered an alike speech...

### **The National Channel**

As the first news the words of Perle who made an alike speech as Wolfowitz were used in relation to the explanations of Wolfowitz. The news coming after this was all related with the echoes. The explanations of İP, İstanbul University Rectorate, The Chief of T.B.M.M Foreign Relations Committee and Of the General Staff were given importance. Also there were comments in an internet site belonging to an idea company related to the CIA. And Abdullah Gül's comments on the subject are shown to be erratic. The first eight news is related to this. The news is reported through the media speeches, questions of the reporters to the people in question, and through the presentations of the newspapers and internet sites. The pictures are the pictures of the commenter people or foundations. The anchorman and the upper sound give information about Richard Peel during the news. (Who is regarded as the prince of darkness, the chief of CIA Turkey Representation, the notion father of the green belt project, the name in the background of the 12 September military coup)?

### **Channel D**

It was given as the first news. After the explanation, the disagreements in the America Government on this subject were represented as subsidiary news. The first two news is related to the subject. The presentation of the first news likes that of the National Channel rhetorically. "The prince of darkness, former CIA expert Pele also agreed the explanations on 'Turkey made a mistake' ". But there differences in the pictures in the later news. The upper sound asserted that the aim of the U.S.A was misunderstood, that its aim was not to threat Turkey, and that its aim was to enable Turkey to have right

judgements about Suriye and İran. By the way the pictures represented are pictures of the demolition of the statue of Saddam and of the Iranian children shouting "Cheers Bush". And the second news is about Powell who says that he thinks in a different way from Wolfowitz and Perle. The responses given to "our friendship with Turkey will go on" are given in the seventh news. One of these responses is that of Tayyip Erdoğan who says "Turkey hasn't made a mistake" and that of another AKP representative who says "Turkey should accept making a mistake". The sixth message is the earthquake message of Bush to Sezer who says "the U.S.A is both angry with us but it also goes on its friendship with us". And in this message the subtitle "A confidence from Bush to Sezer: the land integrity of İran will be protected" is also given. The upper sound reports the explanations of another authority who says "The U.S.A will not support the Kurdish State". There is the picture of the children shouting "Cheers Bush" in the background again. The total time given to this subject is 11.5 minutes.

### **TRT 1**

It is given as the fourth news. But in contrast to the first two channels, Perle's speech is only partially given: instead of giving the parts "Turkey shouldn't be close to Suriye and İran, because these two countries are terrorist countries and the countries helping these ones also help terrorism". It gives "we should accept the decision of the Turkish democracy and the Turkish-American relationship are not so much different." After this, the responses to the words of Wolfowitz are reported. The words of second chief staff "the explanations are unhealthy" and Gül's words which support him are given importance. Total limit is 6 minutes. The pictures also include the pictures of the reports and the war scenes.

### **The News**

The words of Ahmet Necdet Sezer who made a speech in the İstanbul-Forum.

### **The National Channel**

It was given as the sixth news. It lasts in 3.5 minutes. The speaker makes a summary of the news. He focuses on the words of the President "Next year



Turkey will write a story of success". After the scenes of forum, some scenes about the Sezer's speech are reported while some part of Sezer's speech is reported as it is. In between the speeches the words "Turkey can't give up Atatürk principles" is given as the subtitle.

#### **Channel D**

This news was not given any place.

#### **TRT 1**

It was given as the second news. It lasts in 2 minutes. The speaker announces that the İstanbul-Forum has been started and the pictures of the forum are screened. Firstly, the general pictures of forum and then the scenes of Sezer's speech are reported.

In the same time, some part of the Sezer's speech is summarized while some scenes about Sezer's speech are reported as it is. In between the speeches the words "the prevention of the unlawfulness should have given precedence" is given as the subtitle. Also, the scenes of earthquake are reported while some part of the Sezer's speech about Bingöl earthquake is reported. The part which was given as the subtitle on the National Channel is reported in summarized speech of the upper sound.

#### **The News**

The decision of the Law Court of Constitution which suggests that the compulsory age limit of the retirement should reduce 65 to 61 and the details about the new application.

#### **The National Channel**

It was given as the nineteenth news. It lasts in 2 minutes. The anchorman summarizes the news. Later, the pictures of High Law Court are reported. The expression "The activity of being staffed of AKP was blown" is used in rhetorically different from TRT. The upper sound also tells the process and gives information about law.

#### **Channel D**

It was given as the eleventh news. It lasts in 2 minutes. The anchorman makes it clear that the age limit of the retirement has been changed as 65. The

pictures of the union activities take a part between the other pictures. The words "The retirement at the age of 61 was stopped" is given as the subtitle. The upper sound also summarizes the speech of the president of the Law Court. In the same time, the speech belonging to the president of the Law Court Haşim Kılıç is reported.

#### **TRT 1**

It was given as the first news. It lasts in 12 minutes. The news started with the speech of the anchorman on this subject. After this, the scenes of Haşim Kılıç's speech are reported as it is. The first subtitle: "The retirement at the age of 61 was stopped". After the subtitle, the speaker continues his speech and summarizes the evaluations of the government and the opposition. These evaluations are reported together with the scenes and the explanations of the upper sound. The second subtitle: "Baykal: It was a wrong and an unjust application". The third subtitle: -

The speaker is screened again. The plan was changed. He summarizes the process. Just after this, the development is reported date to date on the inactive scene of assembly. Later, the scenes of law court and the scenes of civil servants are reported. The feature report with the minister of council of the state Nuri Alkan is reported. The fourth subtitle: "Alan: People who charges against could benefit from the decision". After the feature report, the broadcast continues at studio again. The anchorman makes a phone call with the university teacher of Bilgi University Yıldızhan Yayla who is also the Management Jurist. On the left top side of the screen, there is a phrase of live broadcast.

The screen is separated into two parts, on the one part the picture of the speaker and the picture of the news are reported one by one, while on the other part the graphics are reported. The words "The compulsory retirement was stopped-what will happen to then?" is given as the subtitle while the scene of phone call is reported.

#### **The News**

The explanations belonging to the assistant of the

first minister of IMF E. Krueger who made his speech during his visit to Turkey.

#### **The National Channel**

This news was not given any place.

#### **Channel D**

It was given as the ninth news. It lasts in 2 minutes. The anchorman summarizes the explanation of Kruger. After this, the pictures of the meeting are reported between in the other pictures. The words "Turkey lived crisis because of the sunken bank" are given as the subtitle. Some part of the speech is reported by the upper sound, while another part of the speech is translated by interpreter. The words of the development and the arrangement in Turkey are emphasized.

#### **TRT 1**

It was given as the eighth news. It lasts in 2 minutes. The anchorman summarizes the news saying "IMF is hopeful about relationship with Turkey" and starts the news. The explanations of Krueger are reported together with the scenes of speech and the summary of the upper sound. After this, the scene of Tayyip Erdoğan is reported. The word of Tayyip Erdoğan who evaluates the explanations of Krueger, "IMF is pleased" is given as the subtitle.

#### **The News**

The re-opening of the Baghdad Embassy.

#### **The National Channel**

It was given as the ninth news. It lasts in a minute. The speaker summarizes the news. Up to the general scenes of the Embassy and Baghdad, the upper sound reports the last events. The words "The Baghdad Ambassador of Turkey returned his duty" is given as the subtitle.

#### **Channel D**

This news was not given any place.

#### **TRT 1**

It was given as the fifth news. And it lasts in 5 minutes. In the first part of the news, the summary of the event and the scenes of Baghdad are reported

with the subtitle "The Ambassador Paksüt started out". After this, the feature of Abdullah Gül is given importance. The words of Gül "The disapproval of U.S.A isn't in question" are given as the subtitle. In the second part of the news, the broadcast continues at studio and the correspondent of Baghdad is reported together with the words "The new period in Iraq".

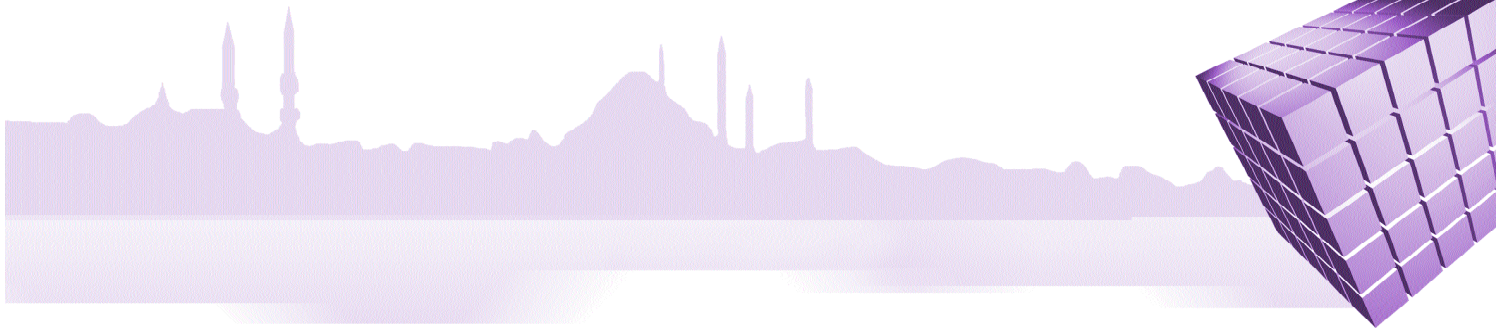
The new developments about both opening of the embassy and the war are informed in the phone call lasts in 3 minutes. By the time, the map of Iraq and the general scenes of Iraq are reported on the background.

#### **The News**

The meeting of the project of the business law and the reactions.

#### **The National Channel**

12. 13. 14.,16.,17. News is related to this subject. It lasts in 12 minutes. The first news is reported with the words "The law of slavery in T.B.M.M". It is expressed that the speeches of CHP against to the opposition doesn't work. The other news is related to the activity of worker. The protestation of the unions connected with Türk-İş and Disk is reported with the scenes. The speeches of the manager of the İst.Union Association are reported together with the summary of the upper sound. The walking of the protestation is reported with the words " Tekel couldn't be personalized". After this, the meeting of the worker-health and the work-guarantee which were arranged by the minister of work is reported. People who protest the speech of Murat Başeskiöğlü and people who leave the conference hall during the speech of the minister of the worker union are given importance. Up to the scenes, the events are summarized by the upper sound. In the meantime, the words "we don't want the law of slavery" is reported continuously. And the words "the workers protested the minister at the ministry of the work" is given as the subtitle. The last news is related to the invitation of Belediye-İş and the action of Türk-İş, Hak-İş and Disk. The explanations of the minister of Belediye-İş, Nihat Yurdakın, are reported with the subtitles and with the scenes.



### **Channel D**

This news was not given any place.

### **TRT 1**

9. and 10. News is related to this subject. It lasts in 6 minutes. The meetings which are related to the work law are summarized by the anchorman. The words “the meetings of the project of the business law” and “the assembly have been carried on the works of public committee” are given as the subtitle. The screen separated into two parts, and the one shows T.B.M.M and the other one shows the correspondent of the assembly. The scene of the assembly is reported on the background. The developments and the contents of the plan are reported by the anchorman. At the tenth news, the reactions of the unions are reported. The speaker summarizes the reactions of the ministers of Hak-İş, Disk and Kesk. The words “the reactions of the unions has been carrying on” is given as the subtitle. The protestations of the workers aren’t reported.

### **Effects of Political Approaches of the News Channels on the News.**

It is clear that there are obvious differences among the presentations of the news on TRT 1, Channel D and the National Channel. Before mentioning the basic differences, it is important to discuss the differences at presenting the common news topics by use of remarkable examples. First of these is the one concerning R. Perle. This subject which was mentioned in the previous title was presented under eight different titles, for half an hour on National Channel, for eleven and half minutes on Channel D and finally for six minutes on TRT 1. At the beginning the text on Channel D and National Channel were close but by using different pictures and the subtitles they were reaching to the contrary conclusions. While Channel D was televising the pictures in which the statue of Saddam was being pulled down and Iraqi children were yelling “God Bless Bush”, National Channel was televising the general pictures from war and people. National Channel was abundantly making references to Wolfivitz’s statement that was interpreted as a threat. At the same time the channel was giving place to its comments which were emphasizing its interpretations for Wolfivitz’s

statement and relating these interpretations to the Perle’s statement. Avoiding showing that USA and Republic of Turkey are opposed to each other, Channel D was reflecting the Perle’s statement as if it was his personal opinion and telling that Powell did not agree with Perle. TRT 1 is the one which had a presentation attracting the most attention. In opposition to the first two channels, just a piece of Perle’s statement was given place in the news bulletin. TRT stated “Turkey and USA relationships do not decompose greatly.” but did not intentionally state “Turkey shall not become a closer friend of Syria and Iran, both of which are terrorist countries. Whoever helps these countries supports the terrorism as well.” After comparison of the presentations, it becomes obvious that TRT formed the news on the parallel of its own truth.

Other news containing important differences is about negotiations on Labor Act and the reactions of the workers. National Channel’s presentation was consisting of the social acts related to this topic. Channel D which slightly separates social news from magazine ones did not even mentioned the subject. TRT did not talk about the protests of the workers. National Channel without any attempt to secrecy, expressed that it was on the side of workers by bringing the slogans of the workers on the screen.

### **Different News and Different ways of Presentations.**

Channel D is separated from the other two channels clearly with its approach to social and magazine news. TRT’s last news topic in the bulletin about an elephant escaped and walked on the streets hardly gets closer to Channel D’s this kind of news. There is no magazine news or magazine news like social news taking place on National Channel. Channel D’s “High school girl students fought with each other during a sporting event.”, “Greeks coveted to our ancient sport.”, “This summer, purses with beads are fashionable.”, “Ebru Simsek devoted herself to her job.”, “Hulya Avsar became the brand of an airplane.”, “Manisa mental hospital patients had a picnic.”, “The ones who had roosters fight were put under arrest with their roosters.”, “The water buffalo that escaped from a slaughter house caused its owner to live difficult moments.”. “Beckham upset a

fanatic girl who had a tattoo with letter 'h'." kind of news took total of 35,5 minutes which is more than half of the total duration of the entire newscast.

National Channel spared 47,5 minutes for social news consisting of politics and workers' acts. It preferred televising different contents during the newscast. While TRT spared 35 minutes for politics which is eight out of fourteen news topics, it preferred to present the political news in detail including the telephone interviews.

We can confidently claim that Channel D prefers entertaining the community instead of providing news to the spectators. In the previous examples to the political news, more time was being spared for the statements of the US authorities than for the statements of the Turkish authorities during the audiovisual broadcast. Under the same news topic, condemnations of five Turkish citizens to Perle's statement were given place on the National Channel. On Channel D there were comments on USA's intentions without clarifying the source of the statement "some authorities said that USA's intention was not to threat and USA would not support a Kurdish Government in North Iraq." Besides, it supports the USA with the television pictures. Regarding to both of the news topics on TRT 1, the channel catches the eyes that some facts were not presented. Again regarding to the first news topic on TRT 1, it televised the comments of Abdullah Gul and Yasar Buyukanit on Wolfivitz's statement, but did not show one fact seen on the National Channel. This fact is: Gul had some positive evaluations on Wolfivitz's statement the day before. After General staff second president Yasar Buyukanit had negative evaluations on Wolfivitz's statement, on the next day. Gul explained that he was agreeing to Buyukanit's explanations. TRT only presented the statements that Gul was supporting with.

National Channel showed that it was against the politics of the USA and it was at the side of workers by choosing specific words and subtitles in its presentations.

To mention the effects of different presentations on forming an agenda, it will be enough to put ourselves in the state of a person who watched one channel and could not have an opportunity to compare it with the other channels.

If we watched the National Channel, Perle's statements and worker acts would be our agenda. The opinion that USA was threatening Turkey would be influential on us.

If Channel D was watched, Perle's statements were emphasized but the words would not stay in mind long enough that the agenda could have been determined. Magazine news which are being presented interestingly and are taking serious part in the news bulletin, also determines the agenda. In addition, worker acts were not mentioned within the bulletin.

For the one who watched TRT 1, the news on halting the implementation of setting retirement age of 61 for the government officials would stay longer in his mind. Since the news about an elephant that escaped and caused panic on the streets was presented as the last news topic in the bulletin, it keeps our mind busy more than enough and influences the spectators as "escape from reality".

### **Conclusion**

As seen on all three channels they present the events and the existing world in the ways they want to show. If we look at the studied three channels' structures;

National Channel is a corporation based on partnership of the public with small shares and it has hundreds of shareholders. Other media channels' hiding the facts from the community and their being the part of the media monopoly, is the reason for foundation of this channel. It clearly states that it is on the public's side and it is watching for public's benefits.

Channel D is a part of Aydin Dogan company group.



TRT 1 is a government owned television channel, and funded by the government.

Broadcast understanding is not public care broadcasting but public broadcasting. Government guided broadcasting strategy is accepted. Protocol based, Ankara centralist news casting is permanent at TRT. News about the president of the Republic of Turkey takes the lead and prime minister related news takes the second place and the hierarchy goes on. Television cameras and projectors are not being turned to the Turkish society.

As clarified all three channels present the events and the existing world in the ways they want to show. By editing the existing facts with different proportions and even by ruining them, they are trying to form our consciousness parallel to their wills.

In the privately owned channels managers are not in the service of the special area that is their own ethics but in the service of the bosses. Managers are the ones doing donkeyworks for their bosses. Impartiality and objectivity of the media are affected from the structure of the actual media. Leakage of different statements into the news, dominant statements' coming to fore in the arrangement of the news and creation of the text using these statements, ways of gathering information and the language that is used, make it difficult for the news to be objective and impartial. In the Turkish media that is becoming a monopoly, the television channels, owned by the capital groups, are act in parallel to their groups' self-interests. On the other, side they are taking opposite side to the people, organizations or the applications who or which are going against the benefits of their own group and they are also being seen to be partial in their news.

This situation is arisen from the unhealthy configuration of the media, professional and ethical point of view no supervision mechanism being established within the media, and from the national legal structure that could not have been formed. Media is surviving in bank-newspaper-radio-TV-company resultant in Turkey. The only channel started out with public service understanding is the

TRT which is carrying on its broadcasting under the guidance of the government. As long as the media's current state of monopoly continues, there is never going to be impartial broadcasting on Turkish televisions. Media bosses are going to continue guiding the community in parallel to their self-interests by being dominant on public's cultural, political senses and thoughts. In return for insisting their desires on the society political authority is going to encourage and protect the media monopolies. (Alemdar, 1999:169-1970)

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