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THE ROLE OF GLOBALIZATION IN PRIVATE TV NEWS BROADCASTING POLICY KYRGYZSTAN (CHANNEL 5) AND TURKEY (FOX TV) EXAMPLES

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ISTANBUL 2009

YEDİTEPE ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜ

YÜKSEK LİSANS
TEZ SAVUNMA TUTANAĞI

28 / 09 / 2009

Radyo Televizyon ve Sinema Anabilim Dalı Yüksek Lisans Programı öğrencilerinden Elvira Budayçieva, 28 / 09 / 2009 tarihinde yapılan Yüksek Lisans Tez Savunması sonucunda jüri tarafından ~~oyçokluğu~~ / oybirliği ile

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İmzası :

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ACKNOWLEDGMENTS

I would like to express profound gratitude to my advisor, Prof. Dr. Işık ÖZKAN, for her invaluable support, encouragement, supervision and useful suggestions throughout this research work. Her moral support and continuous guidance enabled me to complete my work successfully. I am also highly thankful to Assist. Prof. Dr. Berrin YANIKKAYA for their valuable suggestions throughout this study.

I am as ever, especially indebted to my parents for their love and support throughout my life. I also wish to thank my husband Askar Akaev for his support and understanding during my study.

ABSTRACT

In this study the relation between globalization and mass communication means, has been examined theorically and empirically within the framework of television news, and it is tried to show the emerging forms of structural trends of Channel 5 in Kyrgyzstan and FOX TV in Turkey in July 20-24, 2009 news bulletins.

In our study which aimed to determine how news is represented in private televisions, answers are looked for a lot of questions such as why news is concentrated on the institutions related with the issue or on the individuals rather that existing structure among sources of news, why the news of the official authorities is so oppressing; why news is abstracted from social context; why social movements are taken over by summarizing in stead of reflecting them as a whole. While the news text mediation of speeches of political, economical, military and symbolic elites gained legitimacy and it is tried to show that they have been effective in the formation of consent towards existing social structure, even if it provides suitability to include the views of various political parties, groups, specialist in the news from the point of equity principle, in appearance, it has been put forward that, these hindered contrary speeches leak in the text of news.

Commercial broadcasting economy, revolves around the sale of spectators against advertisement income, requirements direct the programs towards known and tried formulas and formats inevitably, and causes them to be far away from risk and renovation. While the great capital oppressed economic-politic structure behind private television broadcasting, which will provide the greatest advantage in maintaining this structure, is in powerful situation, it will not be wrong to indicate that there is an effective cultural industry, within existing production relations of Channel 5 and FOX TV.

Keywords: Globalization, Americanization, local culture, broadcasting policy, TV news.

ÖZET

Çalışmada küreselleşme ile kitle iletişim araçları arasındaki ilişki, televizyon haberlerinin gözlem çerçeveleri içerisinde teorik ve ampirik olarak incelenmiş; Kırgızistan'da Kanal 5 ve Türkiye'de FOX TV'nin 20-24 Temmuz, 2009 tarihlerinde haber bültenlerindeki haber içeriği gösterilmeye çalışılmıştır.

Özel televizyonlardaki haberlerin nasıl temsil edildiğini belirlemeye yönelik olan çalışmamızda haberin neden konuyla ilgili kurumlar ya da var olan yapıdan çok bireyler üzerinden yoğunlaştığı, haber kaynakları arasında resmi makamların neden bu denli baskın olduğu, haberin toplumsal bağlamdan neden soyutlandığı, toplumsal olayların neden bütünüyle yansıtılmak yerine özetlenerek aktarıldığı gibi pek çok soruya yanıt aranmıştır. Siyasal, ekonomik, askeri ve sembolik seçkinlerin söylemlerinin haber metinleri dolayımı ile meşruiyet kazandığı ve varolan toplumsal yapıya yönelik rızanın oluşumunda etkili olduğu gösterilirken; değişik siyasal parti, grup, uzman görüşlerine yer verilmesinin, haberde dengelilik ilkesine görünürde uygunluk sağlasa da karşıt söylemlerin haber metinlerine sızmasını engellediği ortaya konulmaktadır.

Ticari yayıncılık ekonomisi, reklam geliri karşılığında izleyicilerin satılması çevresinde dönmekte, ihtiyaçlar programları kaçınılmaz olarak tanıdık ve denenmiş formül ile formatlara yöneltip, risk ve yenilikten uzaklaştırmaktadır. Özel televizyon yayıncılığının ardındaki büyük sermaye baskın ekonomik-politik yapının sürdürülmesinden en fazla çıkar sağlayacak erk durumundadır. Kanal 5 ve FOX TV'nin var olan üretim ilişkileri içerisinde Amerikan yanlısı egemen ideolojinin pekiştirilmesinde etkin bir kültür endüstrisi olduğunu belirtmek yanlış olmayacaktır.

Anahtar sözcükler: Küreselleşme, amerikalılaştırma, yerel kültür, yayın politikası, television haberi.

INTRODUCTION

This thesis, drawn from media broadcast policy in Turkey and Kyrgyzstan, is aligned with globalization. The influence of "global capitalism and economic imperialism" (Herman & McChesney, 1997:24) on national media policies must be viewed within the context of the checkered local histories of in-country media policy reform processes. Each country in Central Asia has different historical and cultural baggage and hence different institutional structures that come into play in the complex negotiation of the "distant influences" occasioned by global capital. Indeed globalization is itself subject to a certain localization, which can be characterized as "a resistance, as the source of particularities and variety, and as the ground of meaning for individuals and communities" (Braman, 1996:27).

While it is beyond the scope of this commentary to examine broadcasting policy reforms in all of the countries in the region, Turkey and Kyrgyzstan offer two extreme cases, which allows for a clear comparison of the process of media policy reform as an actively negotiated response to local exigencies and global political and economic tendencies. While Turkey is located in Europe, Kyrgyzstan is ranked among the poorest countries of the world. Turkey Republic became independent in 1923, while Kyrgyzstan did so in 1991.

The media policy reforms of Kyrgyzstan and Turkey can be compared in three key areas often associated with globalization. First, they can be understood as responses to the liberalization and deregulation of media markets. According to Banda (2006:2), "Liberalization," here, refers to the opening up of the market, largely in anticipation of competition. "Deregulation" refers to the removal of state controls that may be seen to stifle the growth of business. Deregulation is not necessarily the absence of regulation; rather, it is the application of lighter regulatory rules. Second, instituting these reforms has involved deciding whether to privatize or commercialize state-run broadcasting and, if so, how. "Privatization" refers to a situation in which the state ceases to own businesses and sells them off to private hands. "Commercialization" refers to a replacing of forms of regulation based on public interest and related standards with market standards that emphasize profit maximization. A commercial undertaking can be under state control. Finally, these reforms have had to take into account the integration of new technological convergences. These three analytic categories, all integral to media policy

reform, serve as a prism through which to view globalization in light of local cultural and historical specificities.

1. GLOBALIZATION

The problem of access to content has a corollary that is characteristic of the closing years of the twentieth century, namely, the globalization of communications. The world is facing a new process, begun a few years ago, that features development of information technologies and the creation of planetary networks; it symbolizes the worldwide triumph of market economies and the liberalization of international trade. At a more basic level, governments in general are faced with the challenge of globalization and international opportunities opened up by widespread use of satellites and other global networks. This process coincides with the disappearance of national territories, space having lost its articulations and boundaries, its gray zones. Traversing these immense, now-accessible spaces, human thought pays no heed to boundaries and pushes monopolies aside. This unprecedented development is accelerating the pace of elimination of political borders and favoring the steady emergence of new rights resulting from the use of information technologies, and recognized by governments.

Few subjects have polarized people throughout the world as much as globalization. Some see it as the way of the future, unprecedented prosperity to everyone, everywhere. First of all different meanings of globalization are sorted in this chapter. In many countries, globalization has brought huge benefits to a few with few benefits to the many. The answer is that globalization has meant different things in different places.

In recent years, there has been a growing body of research on the topic of globalization. Traditional definitions of globalization focus on economics and the effects of multinational corporations. For Giddens (2006), globalization refers to the fact that we all increasingly live in one world, so that individuals, groups and nations become interdependent. In the book “Alternatives to Economic Globalization”, authors Cavanaugh and Mader (2000) referred to a number of factors that are identified with the term globalization. These factors are: hyper-growth and exploitation of the environment, privatization of the public services, global cultural homogenization, and promotion of consumerism, integration of national economies, corporate deregulation and displacement of traditional nation-states by global corporate bureaucracies. Although economic forces are an integral part of globalization, it would be wrong to suggest that

they alone produce it. The coming creates globalization together of political, cultural and economic factors. It has been driven forward above all by the development of information and communication technologies that have intensified the speed and scope of interaction between people all over the world.

The term “globalization” came into common usage in the late 1990s. It describes changes in international relationships, particularly in economics and international trade but also increasingly with respect to society and culture, including media and communications. It gained currency after the end of the Cold War in a world where the relationship between the United States and the Soviet Union no longer dominated international affairs.

Generally globalization has a lot of explanations but in this case broadcasting policy of television is supported with three types of globalization, such as economic, cultural and media globalization.

1.1 ECONOMIC GLOBALIZATION

Globalization means the process of making something worldwide in scope and application. It most commonly refers to the stunning increase in the number and variety of transnational transactions, dimly foreshadowed in the years leading up to World War I that has marked the last two decades.

On one level the processes of globalization are clearly economic in character and relatively small number of transnational corporations dominates global networks of productions and consumptions. Thus, Giddens (2006:626) argue that “one half of the world’s largest economic units are constituted by a hundred transnational corporations who produce between one-third and one-half of world output”. Indeed by Barker (2003:38) “1990 transnational corporations, of which Royal Dutch Shell, Ford and General Motors were the largest non-financial organization, had 49 per cent of their assets and 61 per cent of their sales outside of the country of origin.”

Deregulation, interacting with accelerating changes in communications and computer technology, has reinforced the movement towards an integrated global market. The changing patterns of economic growth of the last few decades have produced new poles of dynamism. Germany and Japan have dislodged the United Kingdom and France

in economic league tables. The European Union matches the United States as an economic power. New areas of economic vibrancy are appearing in Latin America. The striking performance of the four Asian 'tigers' and of China, with countries such as India and Indonesia not far behind, is shifting the world center of economic gravity.

Globalization is being driven by increasingly strong international market factors fueled by organizations such as the World Trade Organization (WTO) and the International Monetary Fund (IMF). Official web sites explain that, The World Trade Organization was established in 1995 and as of October 2004 had 148 member nations. The WTO is located in Geneva, Switzerland. Countries ranging from Norway, Denmark and Spain to Mexico, South Africa and the Republic of Korea keep their small domestic film production industries alive with government subsidies. Another important institution is International Monetary Fund was founded in 1945 and is located in Washington D.C. The IMF currently has 184 member nations. The goals of the IMF include: monitoring and consultation, financial assistance, and technical assistance to its members. Other organizations which promote globalization are: the World Bank (1946) which makes loans to developing nations, and the Trilateral Commission (1973) which focuses on trade between Japan, Europe and North America. On the other hand, the IMF and the WTO are the first and foremost instruments of Corporate USA's drive to dominate the world and maximaze its profits at the expense of the workers and oppresses peoples.

Without question, economic interests motivate the driving force behind globalization. Much of the current climate of international investment and global business is a direct result of global reconstruction. Critics of globalization say that capitalism is the driving force behind world economics and economic globalization is not the same as Americanization, it is largely driven by Americans. U.S. companies are at the forefront of global trade, investment, and finance and information technology. "Companies like Levi Strauss, McDonald's and Walt Disney invent the icons; CNN and Hollywood transmit them. Europeans and Japanese contribute substantially to globalization, but their logos are not so visible." (Frost, 1999:66)

This U.S. dominance is a mixed blessing. The United States is perceived around the world as a rich, invincible, hegemonic superpower. Washington has often been blamed for other people's grievance and it will continue to be a target. This is the price of highly visible wealth and power. But the combination of globalization, the booming

U.S. economy and the media revolution intensifies the criticism. The high level of U.S. consumption embitters environmentalists and others who are concerned about protecting global resources and indigenous peoples. The social and economic strains associated with globalization give rise to the charge that the United States is advancing its own commercial interests under a global banner at the expense of the poor.

1.2 CULTURAL GLOBALIZATION

Culture is "the set of distinctive spiritual, material, intellectual and emotional features of society or a social group that encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs" (Bernier, 2002:2). In addition, culture gives people a "sense of which they are, of belonging, of how they should behave, and of what they should be doing." (Harris and Moran, 2000:4) Although, there are many disagreements between various factions of cultural theorists, generally speaking, when cultures are isolated and homogeneous, the societies they engender are relatively stable, because there are clearly delineated roles and behavioral expectations of all participants. When cultures collide and combine the potential for social and political destabilization increases. There have always been contact zones between disparate cultures, of course, but this has dramatically accelerated in the present era of globalization. This is marked by "the inexorable integration of markets, nation-states and technologies to a degree never witnessed before – in a way that is enabling individuals, corporations and nation-states to reach around the world farther, faster, deeper and cheaper than ever before. This process of globalization is also producing a powerful backlash from those brutalized or left behind by this new system" (Friedman, 2000:45). If globalization is the preferred term given to describe the current historical moment, which is characterized by an accelerated movement of good and services and people across the globe that began to fully take shape in the 1970s, globalization also, then, impacts the formation and dissemination of "culture". For John Tomlinson (1999:11), “culture has long had connotations tying it to the idea of a fixed locality. The idea of 'a culture' implicitly connects meaning construction with particularity and location”. In addition, as John Clifford (1997:3) writes, "Dwelling was understood to be the local ground of collective life, travel a supplement; roots always precede routes".

While economic globalization is undermining the authority of nation-states by creating “a borderless global marketplace”, cultural globalization is rendering the idea of national development problematic by giving rise to local reactions that pave the way for

the emergence of “alternative modernities” and cultural identity claims. Thus it is not interstate relations or the national unit of analysis alone, but the interactions between universal Western values and the particular claims to authenticity that are framing the content and the direction of social change in our globalizing world.

A lot of nonsense about the impact of globalization on culture passes for conventional wisdom these days. Thomas Friedman, columnist for The New York Times and author of The Lexus and the Olive Tree (Friedman, 2000) believes that globalization is "globalizing American culture and American cultural icons." Fears that globalization is imposing a deadening cultural uniformity are as ubiquitous as Coca-Cola, McDonald's, and Mickey Mouse. Europeans and Latin Americans, left-wingers and right, rich and poor - all of them dread that local cultures and national identities are dissolving into a crass all- American consumerism. That cultural imperialism is said to impose American values as well as products, promote the commercial at the expense of the authentic, and substitute shallow gratification for deeper satisfaction.

One of the oldest theories of mass media, which is also critical of globalization, is cultural imperialism. John Tomlinson (1999:11) has addressed a number of issues related to cultural imperialism discourse. First, Tomlinson recognized that traditional Marxism divided the world into a political-economic dialectic struggle between an elite ruling class and a larger working class. For the Marxist, capitalism is interpreted as a "homogenizing cultural force" (Tomlinson, 2002). The idea is that capitalism propels a sort of "cultural convergence" which people are not able to resist and that cultural imperialism implies a spreading culture of worldwide consumerism. Second, cultural imperialism is used as a term, which described a foreign culture invading an indigenous community. Tomlinson has criticized this common view by pointing out that indigenous culture can be an ambiguous term. Tomlinson asked, "How does a culture belong to an area?" (Tomlinson, 2002) Since culture is constructed by human beings, how can it be geographically grounded in the same way that plants and animals are? Tomlinson's second point is not a very sound one. Third, Tomlinson saw cultural imperialism as a critique of modernity. According to Tomlinson, "But on another theoretical level the critique of modernity becomes an argument against the dominant trends of global development. Indeed, it involves an argument about the meaning of 'development' itself" (Tomlinson, 2002)

1.2.1 Cultural Products in the Global Economy

The new revisionism also seems to have exaggerated the size of this "localized" production, which is perhaps of financial significance for national economies in the Third World, but is barely yet reflected in international statistics. There are immense difficulties involved in cross-national calculations and comparisons of media, information and cultural production and flow statistics. UNESCO has made a major effort to compile international data in World Communication Report published in 1989. Taking this information for the moment at face value, it provides important indicators of the extent of the changes the "global pluralists" suggest. For example, information on "total turnover for information and communication" for selected major information and communication groupings which includes equipment, services and cultural products, clearly shows the continuing dominance of US and Japanese firms.

Table 1.1 Selected major information and communication groupings: total turnover

Group	Country	Ranking-information and communication	Information and communication sales	Total
IBM	USA	1	54,217	54,217
NTT	Japan	2	40,926	40,926
ATT	USA	3	37,458	37,598
Matsushita	Japan	4	24,683	34,832
Deutsche Bundespost	Germany	5	20,185	28,960
NEC	Japan	6	19,622	19,622
Philips	Netherlands	7	19,253	26,023
British Telecom	UK	8	17,344	17,344
France Telecom	France	9	16,650	16,650
Toshiba	Japan	10	16,106	17,824
Lucky Gold Star	Korea	83	2,791	11,474
CBS	USA	84	2,762	2,762
TRW	USA	85	2,721	6,821
Apple	USA	86	2,661	2,661
ARD	Germany	87	2,614	2,614

US Sprint	USA	88	2,592	2,592
TDK	Japan	89	2,586	2,586
Toppan Printing	Japan	90	2,584	3,800
Samsung	Korea	91	2,581	14,193
NHK	Japan	92	2,541	2,541
Ford Motor	USA	93	2,500	71,643
IBL	UK	300	501	501
Globo	Brazil	301	500	500
Nippon Telecommunication Construction	Japan	302	500	500
Talt	USA	304	500	500
JTAS	Denmark	305	500	500

The Global and Local in International Communications (A.S.Mohammadi (2002:349)

"These comprise 67% of the top 25 countries, 66% of the top 50 countries and 67% of the top 100 companies. European firms, by contrast, comprise 28% of the top 25 and 26% of the top 50 and 26% of the top 100 companies" (Askew and Wilk, 2002:348). Other commonwealth countries begin to appear in the second fifty, while Korean and Brazilian companies appear at positions 83,91 and 94.

1.3 MEDIA GLOBALIZATION

Parallel to the globalization of the major communication corporations there has been a two-way split, featuring a strong trend towards concentration in one direction, and the geographic dispersal of business activities all around the world in the other. At the same time, the spectacular progress in new information technology, particularly in satellite broadcasting systems, as well as the explosion in the numbers of subscribers to the Internet and the boom in its applications, has increasingly encouraged the media to become international and to develop global broadcasting networks. Globalization is the new concept, a term indicating the ways in which our modern societies are increasingly connected by these networks and their products that operate on a world scale. The present chapter describes some of the cross-border TV channels, illustrating one form of communication globalization.

The development in cross-border TV stations accelerated powerfully at the end of the 1980s. According to Bansal (2001:16) “some are privately owned general-interest channels (Super Channel, Star TV) or public service systems (TV5, BBC World Service), while others are specialized in newscasting (CNN, Euronews, etc.), sport (Eurosport, Screensport, etc.), leisure (Disney Channel) or music programmes (MTV, MCM).” They reach millions of homes around the world via cable networks or via collective or individual reception of satellite signals. In order to overcome language obstacles and increase their audience, cross-border stations are investing increasingly in national-language programmes (CNN, NBC, Star TV) or multiplex sound channels enabling televiewers to choose among several languages (Eurosport, Euronews). As a rule, “TV stations are basically financed by revenue from commercials on the domestic market but are increasingly likely to target the international scene” (Bansal, 2001:16). In addition to commercials, some channels (CNN, Star TV) obtain a growing share of their revenue from pay-per-view systems via cable TV networks, as well as from hotel and individual subscribers. The success of cross-border television is due to a series of factors that are basically technological in nature: the boom in satellites, the proliferation of installed bases of dish antennae over vast regions of the world, progress in the miniaturization of TV control rooms, cameras and small-scale transmission stations which together have done away with distance and time.

Researchers have noted a variety of effects resulting from media globalization, such as Gerbner, McChesney (Lyons, 2005). Some of these observed effects are open to interpretation while most communication scholars acknowledge others. Certain researchers tie their observations to their own theories that attempt to explain certain observed effects. In contrast, other researchers may take on a more descriptive approach preferring to describe detailed effects and apply the theories of other scholars as models for explanation.

According to researcher George Gerbner (1977), the most successful television programs are no longer made for national consumption but rather for international distribution. Gerbner further noted that content is affected by the desire to increase the marketability of international television program distribution. Programs that contain violent material are considered to "travel well" according to Gerbner (1977). In contrast, comedy programs, which may be quite successful in the United States, do not necessarily

do well in other countries. Comedy is culturally defined, and what one cultural group deems funny may in fact be offensive to another. In comparison, violent material has a very simple story line of good versus evil. It is universally understood and in many ways culturally transparent.

In a recent article by McChesney (2005), he criticized multinational corporations in a number of ways. First, those eight multinational corporations, which also dominate U.S. media, dominate the global media market. These companies are: "General Electric, AT&T/Liberty Media, Disney, Time Warner, Sony, News Corporation, Viacom and Seagram, plus Bertelsmann, the Germany-based conglomerate". Second, multinational corporations are becoming increasingly horizontally integrated, meaning that these companies both create content and own publishing companies or broadcasting networks, and are able to distribute their own product. Third, international deregulation and free-market policies have created a climate that has been conducive to foreign investment in media. Fourth, that the World Trade Organization is threatening local culture by encouraging foreign investment in local media. McChesney (2005) has observed a trend of cultural protectionism form developing nations. In the summer of 1998 culture ministers from twenty nations, including Brazil, Mexico, Sweden, Italy and Ivory Coast, met in Ottawa to discuss how they could 'build some ground rules' to protect their cultural fare from 'the Hollywood juggernaut. Fifth, there is a well-defined second tier of media conglomerates that are increasingly competing on the international level through foreign investment, mergers, and acquisitions. Half of these corporations are based in North America while the others are based in Western Europe and Japan. Second tier corporations include, Dow Jones, Gannett, Knight-Ridder, Hearst, and Advance Publications, and among those from Europe are the Kirch Group, Havas, Media-set, Hachette, Pisa, Canal Plus, Pearson, Reuters and Reed Elsevier. Sixth, merger mania seems to be the rule of day when it comes to multinational corporations. McChesney (2005:45) noted that sixty or seventy first and second tier multinational corporations control a major portion of the world's media in the areas of publishing, music, broadcasting, television production, cable, satellite distribution, film production, and motion picture theater exhibition. Seventh, McChesney (2005) concluded that the effect of the spread of multinational media corporations has resulted in cultural imperialism, a loss of local cultural identity.

McChesney summarized the motivation of multinational media corporations as such, “The global commercial-media system is radical in that it will respect no tradition or custom, on balance, if it stands in the way of profits" (McChesney, 2005)

Benjamin Compaine has disagreed with many of McChesney's criticisms of the effects of globalization of the media. Compaine tackled a number of major criticisms head on in his article "Global Media." First, Compaine (2005) disagreed with the view that a few large companies are taking over the world's media. Compaine has compared international media mergers to "rearranging the furniture," as companies are repeatedly sold and re-sold. In the past 15 years, MCA with its Universal Pictures was sold by it U.S. owners to Matsushita (Japan), who sold to Seagram's (Canada), who sold to Vivendi (France). Vivendi has already announced that it will divest some major media assets, including textbook publisher Houghton-Mifflin. Second, Compaine (2005) disagreed that corporate ownership is having a toll on effective journalism. A study by the non-profit organization Freedom House in 2000 researched 186 countries; it suggested "that press independence, including journalists' freedom from economic influence, remained high in all but two members (Mexico and Turkey) of the Organisation for Economic Co-operation and Development" (Compaine, 2005:11).

Third, Compaine (2005) disagreed that global media can hurt local content. MTV in Brazil plays music and videos that are selected by local producers. Star TV, distributes satellite TV in India. Star was initially unsuccessful when it showed American television programs. Star TV only succeeded after it hired an Indian television executive who created Indian soap operas. Fourth, Compaine (2005) disagreed that the public would be better served by stricter regulation of the media. Media concentration can be beneficial in the case of two small struggling newspapers merging in order to survive, as opposed to one of them going out of business. Licensing and antitrust regulation can act as a barrier to new players entering the competitive landscape. Relaxing broadcast regulation expands competition. News Corp. began its investment in American media when the FCC raised the limit of national television station ownership from seven to twelve, and also struck down the rule that prohibited TV networks from owning their own programming. As a result, Rupert Murdoch's News Corp. was able to build an audience with a core group of television stations and purchase 20th Century Fox.

1.3.2 International Media Moguls and Rupert Murdoch

1.3.2 a. Media as Business

The media are businesses; first and foremost, that is to say they are organizations, which produce goods and services for purchase by consumers. When matters are put so bluntly, many of us recoil, for we do not always think of the media like that, and indeed there are some media organizations, most obviously public service broadcasters, like the BBC in the United Kingdom or NOC in the Netherlands, which do not seem to be at all the same kind of bodies as for example, Sky Broadcasting.

"It is sometimes said that it is the function of business to make a profit. This is a half-truth: it is the function of business to provide society with a range of goods and services; profit is one indication of how successfully a particular company is doing that" (Hutchison, 1999:27). Businesses, which fail to make a profit usually, do so because people are unwilling to buy what is offered at the stated price. The logic of the capitalist system is ruthless in this regard, and those most committed to that system will argue forcibly that it is the customer who benefits from the competitive process, although the employees of companies which cease trading as consequence are bound to suffer, at least in the short term.

The word "industry" in the phrase "media industries" needs a little explanation. Strictly speaking, manufacturing industries produce tangible items- soap, electrical pumps and refrigerators, for example- and services provide less tangible things such as banking facilities, medical assistance or entertainment.

Nowadays ownership of a large corporations is in the hands not only of the thousands of individuals who have purchased shares on the Stack Exchange but also in those of insurance companies who manage the cash which has been placed with them by the millions of people who buy life assurance, investment policies and the like. By Hutchison (1999), those who own companies expect that not only will their shares increase value but also that there will a regular dividend paid. A media corporation is no different. Time Warner Inc., which is the largest media company in the world, if it is to stay in business, must sell its magazines, for example Time and Sport Illustrated, its recordings, on the Warner label, its films and television programmes offered on its Home Box Office cable channel.

The dominant media firms increasingly present themselves as supranational entities. Bertelsmann CEO Thomas Middelhoff bristled when, in 1998, some said it was improper for a German firm to control 15 per cent of both US book publishing and music markets. “We are not foreign. We are international,” Middelhoff said. “I am an American with a German passport” (McChesney and Schiller, 2003:8). In 2000 Middelhoff proclaimed that Bertelsmann was no longer a German company. “We are really the most global media company” (McChesney and Schiller, 2003:8). Likewise, AOL Time Warner’s Gerald Levin stated, “We do not want to be viewed as an American company. We think globally” (McChesney and Schiller, 2003:9). And Vivendi Universal’s CEO, Maurice Messier, who lives in New York as well as Paris, has rejected any hint that the company he heads is French.

Consolidation within and across each and every market segment is the order of the day. As local and regional media markets develop, specific companies-in many cases, new ones, built up around privatized broadcast systems or constituted around new media-began to link up rapidly with one or another of a few emergent global giants. In each industrial niche, in turn, concentration duly increased, even as new subsidiaries of huge global media conglomerates continued to form. To give a small example, “four firms now control the US market for educational publishing, whereas it had two dozen viable players as recently as 1980. In short order, the global media market came to be dominated by nine transnational corporations (TNCs): *General Electric* (owner of NBC), *Liberty Media, Disney, AOL Time Warner, Sony, News Corporation, Viacom, Vivendi Universal* and *Bertelsmann*” (McChesney, 2003:29). None of these companies existed in its present form as recently as 15 years ago; today nearly all of them rank among the largest 200 non-financial firms in the world. Of the nine, only five are truly US firms, though all of them have core operations there. Between them, “these nine companies own the major US film studios; the US television networks; 80.85 per cent of the global music market; the majority of satellite broadcasting worldwide; all or part of a majority of cable broadcasting systems” (McChesney, 2003:29). A significant percentage of book publishing and commercial magazine publishing; all or part of most of the commercial cable TV channels in the US and worldwide; a significant portion of European terrestrial television. These behemoths were created by the largest merger movement ever to hit the communication industry.

1.3.2 b. Rupert Murdoch and News Corporation

News Corporation is a global media firm with significant interests in television, books, film, newspapers, magazines, satellites, cable systems and sports "News Corporation is controlled by Rupert Murdoch, who through direct and family shareholdings owns 38% of the voting shares. In 2009 Murdoch was valued at US$9.0 billion" according to the Forbes Global list of the richest people in the world (Anschutz, 2009:1).

Television:	**Newspapers:**
STAR TV	The Times
DIRECTTV (%38)	News of the World
Sky Latin America	Herald Sun
FOX Sports Net	The Sun
BSkyB	New York Post
FOX Broadcasting FX	Independent
FOX tel	The Sunday Times
FOX Family Channel Sky PerfecTV	**The Australian Newspapers:**
FOX News	Times
FOX Television	The Daily Telegraph
FOX Sports Latin	The Courier-Mail
Channel (V) Asia Stations America	**Magazines and inserts:**
The Health Network	TV Guide
Film:	The Weekly Standard
20th Century Fox	News America
FOX Searchlight	SmartSource
FOX Music	Times Higher Education Supplement
FOX 200	Marketing
FOX Animation	Times Literary Supplement
FOX Animation	Maximum Golf
FOX Home	**Other:**
FOX Studios Entertainment	Ansett Australia PLD Telekom
Book:	Mushroom Records

HarperCollins	National Rugby League
HarperCollins UK	Festival Records
HarperCollins Australia	ChinaByte
Regan Books	NDS

Table 1.2 Major News Corporation Properties (Anschutz, 2009).

In total, Sky TV is at least 57% overseas owned the shareholding of three of its four largest shareholders. Described by Rosenberg (2002:61) as "arguably the most powerful private citizen in the world", Murdoch is highly controversial internationally for his raids on newspapers from Australia to the UK to the US. He gave away his Australian citizenship so he would be allowed to buy TV channels in the US – and then complained when he couldn't buy channels back in Australia. "The move to the US was completed in April 2004 when he moved the home country of its incorporation from Australia to the US" (Rosenberg, 2002:61). In the UK he used vicious union-busting tactics, including police and Australian transport firms, to move his papers out of Fleet Street and de-unionise them. "The Murdoch family, including Rupert's sons, owns about 30 percent of News Corporation. The firm currently makes about 25 percent of its sales from global businesses and 75 percent from US media businesses" (McPhail, 2006:25). This mix may change, perhaps dramatically, particularly Far East initiatives growing substantially.

Moreover, News Corporation is the third largest media conglomerate in the world, worth US$68 billion, according to Time magazine. "In 1998 it included around 800 businesses around the world, including 40% of national newspaper circulation and BSkyB (British Sky Broadcasting) Television in the UK, 22 US television stations, the Fox broadcast network, 20th Century Fox, the New York Post, India's Star satellite network, HarperCollins publishers, and an Asia-wide satellite TV broadcaster based in Hong Kong" (Pooley, 2007:98). Focusing increasingly on pay TV (in which he could often gain a monopoly position), "Murdoch bought a controlling 34% of DirecTV in 2003, the largest satellite pay TV company in the US, after trying for at least three years (cost: US$6.6 billion)" (Rosenberg, 2002:63). "Murdoch then had coverage of some of the largest markets in the world – US, UK (BSkyB, controlled with 35%), Asia and the Middle East (Star), Australia (Foxtel, 25%), Brazil (Sky Brasil), Mexico (Sky Mexico) and New Zealand" (Pooley, 2007:98). Shortly after his DirecTV purchase the US Federal

Communications Commission loosened its cap on TV ownership and cross-ownership of media, allowing Murdoch to expand even further. In 2004 News Corporation, announced that it was reincorporating in the US, confirming the status of the US as the most important multimedia market in the world. With News Corporation, Murdoch has created an international empire of media, technology and sport franchises.

Murdoch's family situation could easily be confused with the script of one of his soap operas. Rupert Murdoch, now nearly 80 and with a much younger wife, appointment his eldest son, as deputy chief operating officer and heir apparent to become president of News Corporation after Rupert departs.

2. GLOBALIZATION AND MASS MEDIA IN TURKEY AND KYRGYZSTAN

2.1 GENERAL OVERVEIW

At the beginning of the 21st century, Turkey has found itself at a critical juncture. As a country whose economy has been going through a severe crisis and whose state-centric politics has been facing a strong legitimacy crisis, and whose social and cultural life has been generating a number of identity-based conflicts, Turkey has to make a crucial decision about its future. These recent economic, political and cultural developments have been pushing Turkey forcefully into a situation in which it has to decide either to shake itself radically and restructure its state-society relations in a democratic and liberal mode; or to hide once again behind the illusionary walls of state-centricism and nationalism.

"Turkey, as a country in the heart of Eastern Europe, and as a developing candidate of the EU, has long been an attractive market for the foreign investors. Seemingly, the Turkish media market is also one of the most important sectors having great potential for growth" (Arsan, 2007:1). First, US media companies have shown their interest in the market, and some of them are already directly or indirectly operating in Turkey. It is an expectation that the numbers of the foreign companies and their investment will increase in the near future.

"After the 1980s, media ownership structure in Turkey changed radically. Traditional ownership structure was replaced by one of new ownership. Among them, Aydin Dogan (Head of Dogan Media Group), who is the most powerful media baron in today's Turkey, controls a big portion of the media sector in the country. Until April 2001, two media giants – The Sabah Group and the Dogan Group – dominated 80% of the whole sector" (Arsan, 2007:2). Today, as a very lively sector, the Turkish media landscape is being shaped within this framework. "There are 6 State controlled, 24 nationwide private, 16 regional private and 224 local private TV channels. In the meantime, 34 nationwide distributed daily newspapers, 900 local newspapers, 250 advertisement supported magazines and 700-plus other magazines are running" (Arsan, 2007:2). When we take a brief look at the media companies' sources of money, according to the 2008 Interm Activity Report of Doğan Yayın Holding, there are 14,000 advertisers with 17,000 brands in Turkey. Also, 1,000 active advertisement agencies, and

100 full service advertisement agencies, 23 of which have global partners, are in operation and 12 media-planning and media-buying agencies exist in the country. According to Nuri Colakoglu (2008), Chairman of TV Broadcasters Association, and Vice President of Dogan Media Group, total advertisement expenditure for 2007 is expected to reach about 4.3 billion YTL (new Turkish Lira).

They are the joint ventures of Doğan and Doğuş groups, two leading media conglomerates in Turkey, and American media giants, AOL Time Warner and NBC-Dow Jones. In addition, FOX TV, as we know, also is one part of big American media Holding, News Corporation. On the one hand, they point out global aspirations of American corporations while, on the other, demonstrate the enthusiasm of local entrepreneurs to benefit from a strong foreign partner.

This thesis sets out to investigate the various ways in which Turkish, Kyrgyz and American media interests have joined forces together since the last decade. It will be particularly focusing on FOX TV in order to reveal how and with what motives and expectations local and global interact and co-operate. By doing so, it will also introduce the structural and legal changes in electronic media sectors in Turkey since 1990s.

Kyrgyzstan was one of 15 constituent republics of the former Soviet Union that upon the devolution of the Soviet Union became a separate nation. It declared its independence in 1991 and since that time has been pursuing policies aimed at democratic government, privatization, and the change to a market economy. The policies enacted since independence and the relative success of these policies in achieving these goals have been cause for economists and political scientists to judge that the transition in Kyrgyzstan has been among the most successful of all the former republics. However, it is generally agreed that the transition to and relationship with a free and independent media has been the least successful of all its policies. In addition, since the start of the new millennium an even more adversarial relationship with the government has become apparent, to the extent that media relations are now seen by external observers as the most serious impediment to true progress, and indeed is cause for suggesting that many of the gains of the first 10 years of independence are now being seriously eroded. Some observers have suggested that the need for the United States to have a significant presence in the Muslim world following the terrorist attacks of September 11, 2001, and

in particular the predominantly Muslim Kyrgyzstan, has muted U.S. criticism of Kyrgyzstan government policies toward the media and perhaps encouraged Kyrgyz government attacks on the fledgling independent media.

The legacy of the 70 years of Soviet influence has created a highly educated, highly literate population. “In a nation of 4.7 million people there is almost 100 percent literacy (99 percent males, 96 percent females). Most of the population is concentrated in the two large cities of Bishkek (the capital) and Osh, but a significant part of the population resides in smaller urban centers: 38 percent of the population is urban and 62 percent rural” (Benfield, 2002:13). Most of the urban centers have newspapers, and all have television coverage. In the rural areas radio and TV coverage is spotty, in large part due to the mountainous terrain, for much of Kyrgyzstan lies in the northern ranges of the Himalayas. Within the country there are significant ethnic concentrations geographically. The north and rural interior mountain valleys are predominantly populated by ethnic Kyrgyz with concentrations of ethnic Russians in the cities and larger communities. In the south, ethnic Uzbeks are a significant majority, and the media reflect their differing cultural attributes, particularly their Uzbek language. Small concentrations of ethnic Germans, Tatars, Jews, Tadjiks, who are often refugees from war in Afghanistan and Tadkjikistan, are present but are served by the mass media. All ethnic groups except Russians, Germans, and Jews are Muslim.

“It is difficult to assess the quality of journalism in Kyrgyzstan for the turmoil over the past 10 years since independence has meant that there has been little history of a consistent regular press, and the turmoil caused by the constant animosity between the press and the government has provided little impartial basis on which to judge. Local westerners rate it a 3 out of 10 and getting worse as a result of the terrible economy, making it difficult for the media outlets to fund quality coverage” (Benfield, 2002:14). Moreover there is a complete lack of historical tradition in journalism, for up to 1990 the Communist government rigidly controlled the press in content and orientation. What can be said was that upon the fall of the Soviet Union there was an immediate and vociferous expression of dissatisfaction that was given voice by the media, and this dissatisfaction has not abated, notwithstanding persistent and punitive actions against the media by the government. In short, 10 years of a free press has been characterized by the voices of dissatisfaction accusing the government of seeking to curtail and control public opinion.

The result has been a print media that has focused on providing political commentary to the detriment of providing solid factual news.

Following are the data on newspapers and electronic media in Kyrgyzstan, but what it does not show is the irregular appearance of many of the newspapers on the streets, the complete lack of audited sales and the number of newspapers that come into circulation, publish for a short amount of time, and then cease publication without explanation. Most Kyrgyz newspapers are tabloids with 8 to 16 pages per issue. Twelve pages are average. Most are printed overnight and hence are morning editions. Later editions are unknown, and Sunday newspapers are rare. The Friday editions are the largest in volume with 32 pages and also contain the most advertisements, often up to 50 percent, and commanding the highest prices for ads. Otherwise advertising rarely exceeds 20 percent of the content and particularly in those newspapers out of favor with the government; this percentage may be as low as one percent.

Popular magazines (the most popular journal being the *AKI Press* journal) are available weekly and are dedicated to sports, fashion, film, or automobiles. There are three English language newspapers that come out sporadically and usually cover a week's news. They are the *Kyrgyzstan Chronicle*, *The Times of Central Asia*, and the *Bishkek Observer*. Other language newspapers can occasionally be found in specialized bookstores and kiosks, though invariably the news is dated.

2.2 TURKEY MEDIA OWNERSHIP

According to Tunç (2004:4), “the corruption of journalistic integrity is always bad, but it becomes obscene under conditions of extreme media concentration. This long-term problem in the structure of Turkish media ownership has intensified since the 1980s”. In other words, the traditional ownership structure has been replaced by a new trend. In the traditional structure, lifelong journalists who were devoted to the profession for years were the owners or the editors-in-chief of a family newspaper. They were honorable members of the profession, more experienced journalists than their employees, and their income came only from journalism. In the mid-1980s, the traditional family business gradually faded away as a new corporate mentality swooped in. “The profile of the new owner was a typical businessman, a stranger to the profession who actually accumulated his capital in a different sector aiming to use the media as a weapon to shroud or promote other business activities, to spread capitalist and consumerist values,

and finally to exercise a different kind of power" (Tunç, 2004:4). Although the media sector was not very profitable in the first half of the 1990s, several businessmen's entry into this sector accelerated. This radical shift in terms of organizational power resulted in the owners' total control over editorial policies, resource allocation, employee salaries, promotion and dismissal of staff, and especially appointment of the editor-in-chief and other editors. Those 'chosen' editors-in-chief swiftly began to serve their bosses as managers, losing their independent journalistic judgments, enjoying their upper-middle-class lifestyles with astronomical salaries, and concurrently guarding the financial interests of their bosses and acting as spokespersons on their behalf. As a result, due to the virtual almost non-existence of local newspapers and alternative a handful of profit-driven media companies with their economic reliance on the political establishment currently make up the whole newspaper market in Turkey. One of the most significant problems of the system lies in the favorable subsidies (especially in setting paper prices) that the government provides to the newspaper owners, who are also given extraordinary privileges in exchange for political support.

Throughout the 1990s, "the Turkish media lost all their ethical codes, independence, and dignity as well as their watchdog role, since they were bartering political support for financial advantages. Until April 2001, the ownership and the control of the Turkish Media have been fulfilled mostly by the four dominant groups" (Tunç, 2004:5). When their name are listed, the two great national television channels, Kanal D and CNN Turk; lots of cable and satellite television channels on broadcast; regional and national radio channels.

Two media giants – The Sabah Group and The Dogan Group – dominated 80% of the whole sector. Dinç Bilgin, owner of The Sabah Group – which includes the daily *Sabah*, the private TV channel *ATV*, several magazines, and a medium-sized bank, Etibank – was arrested on fraud charges in April. Bilgin was accused of siphoning off millions of dollars from Etibank and setting up a criminal gang to carry on illegal activities. "With Dinç Bilgin out of the picture, Aydin Dogan gained control of more than half of the Turkish media – with nine newspapers (including three major newspapers, *Hürriyet*, *Milliyet* and *Radikal*), 31 magazines, two major TV stations (*Kanal D*, *CNN-Türk*), three radio stations, most of the distribution outlets, not to mention a small bank and many companies in the insurance, energy, oil, automotive,

finance and Internet sectors" (Tunç, 2004:5). The arrest of Dinç Bilgin, Dogan's arch rival, and the charges of embezzlement and fraud against him, changed the perception of the public that media moguls were untouchable and raised hope among the crestfallen majority. The financially troubled Bilgin family eventually sold its newspapers and TV station to the Karamehmet family, who were getting stronger in the media sector.

By the beginning of 2001, "RTÜK (Supreme Board of Radio and Television) Law – brought a new dimension to the debates concerning media concentration in Turkey" (Tunç, 2004:5). The new law enabled the media conglomerates to enter state tenders and conduct business on the stock exchange. These arrangements made it especially easy for big media owners to monopolize radio and television broadcasting, and this were an apparent danger for media diversity and democracy. Thus, the audio-visual-print media monopolies and cartels could attain enough power to create unfairness in the economic field and correspondingly will be able to restrict the freedom of access to information.

2.3 MEDIA INDUSTRIES IN KYRGYZSTAN

The Kyrgyz media is fairly diverse in comparison with the rest of Central Asia, and there is also a relatively liberal attitude towards critical reporting. That being said, the sector is plagued with multiple problems. The poor economy of the country makes the financial viability of independent media tenuous. These economic problems are compounded by relentless attempts by government officials and others to bankrupt media outlets critical of the government through libel law suits, which are in turn facilitated by sloppy journalism. Finally, there are very few objective sources of news in the country, as the sector is increasingly taking Kazakhstan's lead in adopting the "partisan press" model popular in much of Europe. Despite these many problems, the diversity of the media in the country does hold promise for a better-informed citizenry, even if they are informed by a variety of partisan sources. The largest barrier to establishing such an informed citizenry, however, is ensuring that people throughout Kyrgyzstan have access to the full range of media that is available in the country. These observations are further discussed by media sector below.

Fifteen years after the collapse of the Soviet Union, Russia is still regarded as an historical partner that contributed to the economic and cultural development of the country starting from the 19th century. Fluency in the Russian language and familiarity with Russian literature are considered hallmarks of cosmopolitanism and quality education. Studying at Moscow universities is rated popular among young Kyrgyz. Russia sporadically supports cultural exchange programs, and Moscow regards Russian TV channels as important transmitters of Russian language and culture throughout the Central Asian region. The Central Asian states, with the exception of Turkmenistan, might be the only post-Soviet region to agree with the continuing Russian dominance. Yet Kyrgyzstan and Tajikistan, the poorest and weakest countries in the region, remain especially loyal to Kremlin. Both states' potential in water resources and electricity production interest Russian investors. RUSAL is involved in Tajikistan, where the parliament and government have actively considered the possibility of granting Russia concession rights for producing electricity.

Kyrgyzstan depends economically on Russia in many ways. Imports from or through Russia are vital for Kyrgyzstan's domestic market. Hundreds of thousands of Kyrgyz labor migrants work in Russia and send remittances home. International groupings such as the Collective Security Treaty Organization, Shanghai Cooperation Organization, and Eurasian Economic Community have enormous impact on domestic security and economic policies. Influence imposed through these regional organizations often exceeds their official mandates, and Moscow could use these channels to further expand its influence.

Twenty-four other smaller urban centers claim to have newspapers, but it is usually only one local newspaper (though Bishkek newspapers are circulated in these cities). For example, "the city of Jalalabad, the fourth largest city, has four local newspapers, but they only publish once per week. Similarly a city like Karakol in the mountains of Eastern Kyrgyzstan boasts seven newspapers, but circulation is significantly less than 5,000, and the papers only publish once per week. The exception to this pattern is the city of Osh with 12 newspapers, but none have a circulation larger than 5,000. Similar to Bishkek, Friday and Saturday are the most popular days of publication" (Benfield, 2002). In total with a circulation of only 15 per 1,000 people, Kyrgyzstan exhibits one of the lowest newspaper reader-ship levels in the world.

During the period covered by this report, the introduction of new restrictions on the registration of mass media outlets, the closure of prominent opposition newspapers, and continued libel cases against independent journalists and media outlets contributed to a deterioration in press freedom in Kyrgyzstan. At the same time, "Kyrgyzstan's mass media market experienced further consolidation and restructuring. The industry has been seriously affected by the economic downturn of 1999 and 2000 that was triggered by the Russian financial crisis and the collapse of the ruble" (Benfield, 2002). Over time, the largest private and state-controlled newspapers and television stations have recovered and recaptured their positions in the market. Yet smaller, especially regional, media outlets still struggle for their survival.

Television and radio remain the two most important sources of public information in Kyrgyzstan, because people have access to them throughout the country. Newspapers, however, are steadily declining in importance because the population is increasingly unable to afford them. Most national newspapers are based in the capital and do not reach the nation's remote rural districts. There are a few weekly and monthly magazines, but they target a very narrow market. Producing, publishing, and distributing publications of real quality are difficult in this small and impoverished country.

Many of Kyrgyzstan's privately owned newspapers are not financially viable because advertising revenues are limited and circulation bases low. In addition, low incomes make it difficult for readers to absorb increases in the prices of newspapers and magazines. Only a few business executives have the necessary money and experience to establish and run profitable media ventures. By Benfield (2002:13)," advertising is limited to about 20 percent of print space and 25 percent of television and radio airtime". Many media outlets circumvent these regulations by engaging in hidden advertising. According to local experts, only a dozen media outlets are profitable and only two or three print media enjoy national circulation.

The early 1990s saw the collapse of Kyrgyzstan's centralized system for distributing print media through the state controlled agency SouzPechat. The national postal service's delivery fees were too high, and readers simply could not afford them. Today, private vendors and newsstands distribute and sell most of the country's

newspapers. However, the state still controls a partial stake in the country's leading publishing houses.

2.3.1 Private Television Broadcasting in Kyrgyzstan

As is the case in all of the Central Asian countries, the state in Kyrgyzstan has at least proxy control of most of the television in the capital and of most of the television stations that broadcast in multiple locations. As in Kazakhstan, the President's family in Kyrgyzstan has taken control of the majority of "commercial" television stations in the capital city. While none of these stations have either been based on a former state television station or have branched out into the entire country yet as has been the case with Dariga Nazerbaeva's "Khabar" station in Kazakhstan, they appear to be growing in strength. In the capital of Bishkek, there are five licensed television stations. The state-owned KTR has the largest breadth of these stations and broadcasts virtually everywhere in the country. In fact, it was recently announced that Russia's GazProm oil and Gas Company will invest money in the station to assist it to reach all regions of the country. There is a station owned by President Bakiev's son, Maksim Bakiev, Channel 5. Channel 5 in particular is planning to expand its broadcasting to include re-transmission on various small regional stations, a sign that it may have ambitions similar to those of Dariga Nazerbaeva's "Khabar."

"Pyramida" has long been the strongest independent television station in Central Asia and has received substantial assistance from USAID programs. "It broadcasts its signal in the city of Osh in addition to Bishkek, and it re-broadcasts on several small regional stations. Recently, however, the station has become more conservative, having edited out sections of Internews' news exchange before broadcasting it and having become more careful in its production of the USAID-funded political talk show it airs in conjunction with the National Democratic Institute (NDI)" (Roberts and Koenig, 2004:21). These developments are related to a change in the station's editorial staff. This change in staffing and its resulting impact on program content may suggest that the station's ownership could also be changing hands or at least is becoming more beholden to people close to the President. "The last licensed station, VOSST, is not broadcasting at this time, but it is rumored to have been bought by a consortium of people in the oil and gas business including both a Russian company and a company owned again by Adil Toigonbaev, the son-in law of eks-President Akaev. It is also rumored that VOSST will

be a base for a nationwide network of stations" (Roberts and Koenig, 2004:21). Thus, in effect, all of Bishkek's stations are controlled to differing degrees by the President's family, and most of them have ambitions of broadcasting nation-wide. Furthermore, Russian interests in the media outlets controlled by the President's family are growing. Other than making for interesting political intrigue, the fact that all of these television stations may be within the control of the President's family has obvious implications for the type of information that the stations provide viewers. KTR, which broadcasts primarily in Kyrgyz, provides the old Soviet style of news, accenting the achievements of the state in industry and agriculture and highlighting the actions of the President. NBT and Channel 5 keep a demeanor of objectivity, but they are rarely critical of government policies and are often critical of the political opposition. While "Pyramida" keeps an image as a more hard-hitting news and information station, its news in particularly has recently become increasingly pro-governmental.

While television in Bishkek may set the tone for the rest of the country, there are opportunities for small local independent television stations to exist in other regions of the country. "There are regional independent television stations: Anten-TV and EM-TV in Karakol, Osh-TV in Osh, and TV-Mezon in Jalalabad. While the quality of each varied, they all had potential to be a local counter-balance to the more tightly controlled television news sources coming out of Bishkek" (Roberts and Koenig, 2004:22). The two television stations in Karakol were the best of the four. Anten-TV was recently founded by several workers from EM-TV who had left for creative reasons. As is the case with most independent television stations in the region, the majority of their programs are re-transmitted from a Russian network (in this case, TNT). Despite being short-staffed, they had also succeeded in establishing daily news, a weekly talk show on local political, social, and economic issues, and a morning show that combines news with human interest and variety programming. The most impressive aspect of Anten-TV was the passion of its journalists, who truly embodied the spirit of the "fourth estate." They were quite good at seeking out interesting and relevant stories and framing them in an objective yet critical manner. Furthermore, despite the grave economic difficulties in Kyrgyzstan, the management of Anten-TV appeared to have a good sense for attracting advertisement and had even gotten a local businessman to buy into the ownership of the station. "EM-TV" was also very impressive. While its journalism seemed to suffer from the loss of several staff members to Anten-TV, it appeared to still be a thriving station

that sought to cover local news critically and thoroughly. In fact, “the Director of “EMTV” even noted that he felt the competition with his former colleagues at Anten-TV was increasing the quality of his station’s programming. “EM-TV” was also very sophisticated in its marketing and its outreach to advertisers” (Roberts and Koenig, 2004:22). Along the main tourist road to Issyk Kul, for example, EM-TV advertises on numerous old abandoned structures and rocks, alerting incoming tourists of their existence. In many respects, the situation in Karakol with independent television is a model for which to strive. There are two growing stations, both of which provide objective yet critical alternatives to official news sources. The competition between the two stations has only served to increase the capacity and quality of both stations, a phenomenon that both stations acknowledge. In fact, the success of both stations has also driven each to explore their own means of expanding their broadcasting to the entire Issyk Kul Oblast. Given the significant influx of tourists from both Bishkek and Kazakhstan to Issyk Kul during the summer months, both stations could potentially realize these plans and finance them through advertising targeting both Kyrgyz and Kazakh citizens with expendable capital. While not as exciting as what we found in Karakol, Osh-TV was also impressive. Broadcasting in a mixture of Kyrgyz, Uzbek, and Russian languages, Osh-TV produces a significant amount of its own programming. In speaking with production staff, it appeared that the motivation for these productions came from a system of piecemeal payment to employees. Employees are paid per their production output, thus providing an incentive to produce more. Much of their locallyproduced programming, however, is of an entertainment nature. Nonetheless, “Osh-TV does provide fairly independent news reporting and has produced some talk shows. The final station we visited, TV-Mezon in Jalalabad was very weak” (Roberts and Koenig, 2004:22). The staff of the station showed us some programming on the Ferghana Valley that they had produced with the help of a grant from Eurasia Foundation, but they said at present they had suspended news programming. In effect, the station mostly just rebroadcasts the Russian station TNT. This being said, the channel had a very powerful transmitter and could potentially reach a large market. One possible reason that the station is now essentially inactive could be that it is owned by somebody who may want to activate it later during the run-up to the 2005 parliamentary and presidential elections. In terms of the business side of television in Kyrgyzstan, independent stations have grave difficulties. The relatively poor economic situation in the country makes the advertising market very small. Furthermore, many small

businesses either do not see the advantage of advertising or feel that it will only make their business more visible to predatory tax authorities. Finally, the ex-President's son in law, Adil Toigonbaev, who has the largest media holding in the country, also owns the largest and most influential advertising agency in the country and is able to monopolize advertising for his own stations. It was noted that most stations had been trained in marketing strategies, but they did not have access to any formal ratings system that could be used to formulate a truly successful strategy. Also, it should be noted that the specifics of the Kyrgyz economy, that could be characterized as a mixture of *capitalism* and state-based *cleptocracy*, had created a situation where most independent stations found that their best revenue sources come from political figures during election periods. Furthermore, it appeared that these revenue sources did not only entail legitimate "political advertisements," but also a more insidious process of buying political interest. If this is a widespread phenomenon, it greatly detracts from the reliability of television news, particularly during an election cycle.

In general, therefore, the situation for independent television in Kyrgyzstan is mixed. The stateowned station KTR is the only station to reach the majority of the country's citizens, the strongest "commercial" stations in the country are either owned or highly-influenced by people in the President's immediate family. While local independent television stations are able to broadcast fairly openly, they must employ self-censorship on the most controversial subjects (such as last year's referendum), are hurting financially, and are mostly allocated 10 meter frequencies which cannot be viewed on older Soviet television sets without a special antenna. Despite these difficulties, there are some bright spots in Kyrgyzstan's independent television sector. Pyramida, while apparently increasingly beholden to the "powers that be," still is a strong partner with USAID implementers on a variety of hard-hitting programs that reach a large audience in both the north and south of the country. Furthermore, the healthy and constructive competition between local independent television stations in Karakol is a model of local media development to strive for throughout the region.

The state-controlled national newspapers, including *Slovo Kyrgyzstana* and *Kyrgyz Tuusu*, and television stations, including KTP, Channel 5 and NBT, reach audiences all over the republic. There are approximately 50 independent, semi-independent, and privately owned newspapers and magazines, including the popular

Vecherniy Bishkek, Delo No, Asaba, Res Publika, and *AKI-press*. “At approximately 60,000 copies each, *Vecherniy Bishkek* and *Asaba* enjoy the highest levels of circulation. *Delo No* claims to have a circulation of 62,000, but the real figure is probably a third of that. Many newspapers have circulations between 10,000 and 20,000 copies, while regional newspapers often have circulations of fewer than 5,000 copies” (www.freedomhouse.org). There are also 14 independent or privately owned television stations and 11 radio stations, including Piramida Television and Radio, Independent Bishkek Television (NBT), Channel 5, HTC, Asman Television, and Almaz Radio.

Article 30 of the state media law guarantees the right of foreign mass media to operate in Kyrgyzstan without opposition. Generally the government's attitude toward foreign media has been one of dislike as a result of the criticism that has been directed toward Kyrgyzstan's record on media freedoms. “There have been instances of foreign journalists being assaulted—in 2002 a journalist from the Kyrgyz-Turkish newspaper *Zaman Kyrgyzstan* was assaulted, but whether this was directed against him as a representative of the media or just unrelated street crime cannot be ascertained” (Benfield, 2002:14). More significantly western governments, particularly the United States and UNESCO, have played a major role in the protection and education of journalists in order to stimulate an independent media. UNESCO has established a Media Resource Center in Bishkek to which journalists from Europe and the America's come to instruct others in the best practices for journalists. English language classes and computer literacy classes have also been taught. In the future management courses will be taught. Of more direct impact has been the establishment, as a result of U.S. State Department funding, of Internews. Internews is a nongovernmental organization (NGO) that operates "based on the conviction that vigorous and diverse mass media form an essential cornerstone to an open society." To that end it produces TV news programs and youth radio stations but more recently has become involved in the defense of TV stations, radio stations, and journalists who have been sued under the nation's media laws. Internews is also active in the proposed amendment of current media laws. Foreign correspondents do not have to be accredited, nor do they require special visas. Cables are not approved, nor have there been any instances of foreign correspondents being prevented from doing their job. Domestic journalists have free access to international press organizations.

The most serious problem facing the provision of an independent media in Kyrgyzstan is the attitude and policies of the government. In the earliest years of independence there was cause for hope that the media would grow to become a solid acceptable force in the progress of the nation. By the late 1990s the situation had begun to deteriorate with a significant growth in the number of lawsuits, harassment of journalists by means of intimidation, and use of the taxation system to challenge the existence of an independent media.

3. CONTENT ANALYSIS OF TELEVISION NEWS BROADCASTING POLICY IN FOX TV AND CHANNEL 5

3.1 IMPORTANCE OF THIS RESEARCH

What I am going to introduce in this occasion are results of a research in Kyrgyz television channel and Turkish television channel. I have focus on a specific TV genre: television news formats which are presented by local journalists and known by audiences like “Fox on” in Turkey and “Kundemi” in Kyrgyzstan. The important point of this research is show differences and similarity of two programmes. Two foreign capitals in the two different countries broadcast their programmes and affected local culture with their programmes; in this case with their news bulletins.

The aim of this research is to show how the news channels are making news. These are the questions to be answered regarding this issue:

1. How much time is given for news in the news bulletins?
2. Which kinds of sources are used the news bulletins?
3. What is the content of the news?
4. Which kinds of news are used in the news bulletins?

3.2 METHODOLOGY

The method used in the research is the content analysis research method. The news stories of the main news bulletins are analyzed by general research method. The ratio of the local news stories to the total news stories is attained by the frequency calculation method. In the development state of the study, tables and lists of Kyrgyz and Turkish TV channels are presented. This study has taken place between 20-24 July 2009. Content analysis, although relatively new to consumer research as a formal methodology, is not new to political science, journalism, social psychology, communication research or political propaganda analysis. The literature in these fields is replete with detailed studies and definitions:

- Content analysis is a research technique for the objective, systematic and quantitative description of the manifest content of communication. (Berelson, 1952:55)
- The term “content analysis” is used here to mean the scientific analysis of communication message... The method is the “scientific method” and while being catholic in nature, it requires that the analysis be rigorous and systematic. (Holsti, 1969:3)

- Content analysis is a systematic technique for analyzing message content and message handling- it is a tool for observing and analysing the overt communication behavior or selected communicators. (Budd, Thorpe and Donohew, 1967:2)
- Content analysis is the study of recorded human communications. Among the forms suitable for study are books, magazines, Web pages, poems, newspapers, songs, paintings, speeches, letters, as well as any components or collections thereof. (Babbie, 2004:314)

These researchers and others agree that the distinguishing characteristics of content analysis are that it must be objective, systematic and quantitative.

3.3 ANALYSIS

This part of research explains two kinds of content analysis, quantitative and qualitative analysis. Used statements in quantitative analysis are: total number of news and duration; distribution of news in news bulletins by types of news.

Qualitative analysis of the research focuses on the theoretical part, as well as made an assessment of the key points and questions will be tested. This section's categories are: text configuration of the news presentation, visual codes in the construction of news, popular news discourse, the presentation of reality, news sources, described the news.

3.3.1 Quantitative analysis

Descriptions types of news are important because typifications are embedded in practical tasks in everyday life; they provide a key to understanding how journalists decrease the variability of events as the raw material of news. This section argues that news organizations routines the processing of seemingly unexpected events by typifying them along dimensions that reflect practical tasks associated with their work. By Moran and Malbon a news story is local, national and international; it will usually fall into one or more of the following categories (Moran and Malbon, 2006):

a. Emergencies

The emergency services deal with the high points of human drama- fires, sea or mountain rescues- whenever human life is at risk there is a story.

Accidents are a steady but unpredictable source of news, but the are covered by the news service, the more serious these will have to be warrant coverage, otherwise the bulletins would be full of little else, so reporting of accidents is usually confined to death or serious injury.

b. Crime

Rising crime rates offer a steady source of news. The larger the area, the more crime there will be, so only more serious offences are likely to be reported. Crime stories have many phases, from the actual incident, to the police raid, arrest and eventual appearance in court.

c. Local and national government

Every action of government- locally or nationally- has a bearing on a potential audience and whatever affects an audience is news. To prevent bulletins becoming swamped with items from city hall, news policy is usually to report only the stories that have the greatest effect on the largest number of people.

d. Planning and developments

Building developments are news, which is emerging before your eyes. Big plans make big news, and new projects, leisure complexes, shopping malls and housing schemes which impact on an area are certain to be given the big news treatment in any local newsroom. Nationally, the difference is one of scale. Newsworthy developments would include major road building schemes, new townships, dams and other large projects.

But the concept of developments as news expands beyond public works to mean any form of major change that is happening or is about to happen that will affect audience.

e. Conflict and controversy

News about change- events that shape our society and alter the way we live. Conflict is the essence of drama and the dramatic makes news.

This can be a physical clash in the streets or a conflict of ideals mean upheavals in society, than that conflict is news.

Every issue in the public eye has those who are for it and those who are against it. Broadcast journalism can cover what is happening, stimulate debate and bring important issue into sharper focus.

f. Pressure groups

Pressure groups are people who have organized themselves to stir up controversy. They either want change or are opposed to it, so their demands usually make news. Reaction to government policy, events or developments can make effective follow-ups to a story. The reporter seeks out the players in the underlying conflict, exposes the controversy and so uncovers the news.

g. Industry

Employment is a major factor in most people's lives, so developments in industry make big news, whether they concern layoffs or increased job recruitment, which will affect the workforce and prosperity of an area.

h. Health

Health makes news, from outbreaks of mad cow to a shortage of blood donors.

i. Human interest

A human interest story may be defined as an extraordinary thing that has happened to an ordinary person. Soft news is lightweight material, which people like to hear, such as who has won the pools or discovered a historical thing in their shed. It is an unusual, ironic or offbeat; the sort of story that people enjoy talking about in pubs and bars.

j. Personalities

Visiting personalities, royalty r politicians are usually good for a local news item, especially if their visit is linked to a local event or occasion. Nationally, the bigger the name, the more likely it is to make news. The more entertainment a station mixes with its news, the more prominently personalities- especially from show business- are likely to feature.

k. Sport

Many in the audience tolerate the news only because they know if they stay tuned they will get the latest football, basketball or tennis results. Local teams and clubs often feature strongly in the local news, especially if they are doing well or badly in their leagues and this is reflected at a national level, where news usually focuses on the promotion battles and relegation struggles that mark the changing fortunes of the top and bottom teams.

l. Seasonal news

Seasonal news includes Christmas or Ramadan shopping, New Year sales, the first cuckoo, the tourist season, seasonal unemployment.

m. Weather

Regular weather updates are one of the main features in the local news. TV companies spend a great deal of money providing a high quality weather service. On the national news satellite pictures are often combined with detailed graphics and elaborate weather maps.

3.3.1 a. Analyzing news by duration and typification.

First of all, there are explanations of news bulletins of two different channels, according this typification of news.

There was President Election in Kyrgyzstan in 23 July. Of course news about Candidates and Election takes first places in agenda for these days.

Total number of news in FOX On is 105 and 68 news in Kundemi for July 20-24 dates. Following tables explain content of TV news of two channels day by day.

TV CHANNEL: FOX ON 20.07.2009

	Duration	Source/Expert	Visual Material	Headline	Content
Human Interest	1’00 1’25	1. FOX 2. FOX	1. Prime Minister Taxi drivers 2. Caffe	1. The Prime Minister in the cigarette hunting as well. 2. Buryan Kebab	1. The Prime Minister Tayyip Erdoğan visits the taxi stopping place for controlling cigarette restriction. 2. Recipe of Buryan Kebab.
Crime	1’50 2’10 1’40 1’40 1’40	1. FOX 2. DHA 3. FOX 4. Eyewitness of event. 5. DHA	1. Animation Archive records 2. Animation Prison videos 3. Animation Prison videos 4. Security camera shots Stand-up Istiklal Street 5. Stand-up Laboratory Court	1. Generals claim to the assassination 2. Second Ergenekon case is began 3.Third Ergenekon case has been sent to court 4. Thinner knifed, everybody watch. 5. Second scandal in the medical jurisprudence.	1. People who will be doing assassination to General of Naval forces were arrested. 2. Generals have been questioned in the court. 3. Prepared third Ergenekon case will be send to the court. 4. German tourist was knifed in Istiklal Street. 5. The medical jurisprudence give woman report to man murderer.
Emergencies	1’30 1’40 1’00	1. DHA 2. DHA 3. DHA	1. Accident Stand-up 2. Accident 3. Sea accident	1. Weird accident in Istanbul. 2. People are unable to exit from well. 3. Accident tragic, fine funny.	1. Car of (MİT) and car of Admiral’s son are crashed. 2. 3 people are died cleaning flood rubbish. 3. Captain without driver’s license out to sea with luxury yacht and yacht sink.

Local and national government	1’45 2’00	1. FOX 2. FOX	1. Çankaya Mansion Ministers 2. Parliament Parties Ministers	1. Critical appointment in the Çankaya Mansion. 2. Algeria model for Kurdish problem.	1. The President Abdullah Gül meets with Ministers. 2. AKP Party members claim that Kurdish problem in Turkey is example of Algeria problem.
Planning and developments	----------	----------	----------	----------	----------
Conflict and controversy	1’15 1’34	1. FOX 2. FOX	1. Prime Minister Süreyya Karabulut 2. Cried parents Municipalities	1. Unhappy father angry to the Prime Minister. 2. Municipalities of Ankara justify themselves.	1. Father of Münnever Karabulut is angry to the Prime Minister’s discuss. 2. Seven students were died in the New Year, because of leaking gas at home.
Pressure group	1’00	1. DHA	1. Cafe	1. Illegal workers	1. Tea service man works illegal for SSK.
Industry	----------	----------	----------	----------	----------
Health	1’25 1’50	1. DHA 2. Physiologist Alanur Özalp	1. Hospital Animation 2. Cafe	1. Doctor catches of mite virus. 2. Cigarette restriction is disrupting the nerves.	1. Doctor catches of mite virus from patient. 2. Psychologist explains the damage of cigarettes.
Personalities	2’00	1. FOX	1. Stand-up Villas Photos	1. Three billion dollar come to Marika.	1. Milliner Salih Tatlıcı bequeath his wealth to his lover Marika.

	1’30 2’00	2. DHA 3. FOX	2. Deniz Baykal Prime Minister 3. Vedat Okyar Soccer match	2. Deniz Baykal celebrated his 72 years. 3. We lose a big captain.	2. Tells about Baykal’s daily schedule. 3. Famous soccer captain Vedat Okyar was died.
Foreign news	2’20 2’00	1. FOX 2. NASA	1. Paris Stand-up 2. Archive videos	1. Love is different in Paris 2. Trip to moon about 40 year is lie.	1. Explain the love hill in Paris. 2. Russian specialists deny American trip to moon.
Sport	----------	----------	----------	----------	----------
Seasonal news	1’50	1. TRT	1. Mosque	1. Miraç Kandil	1. Live broadcast from Israel.
Weather	----------	----------	----------	----------	----------

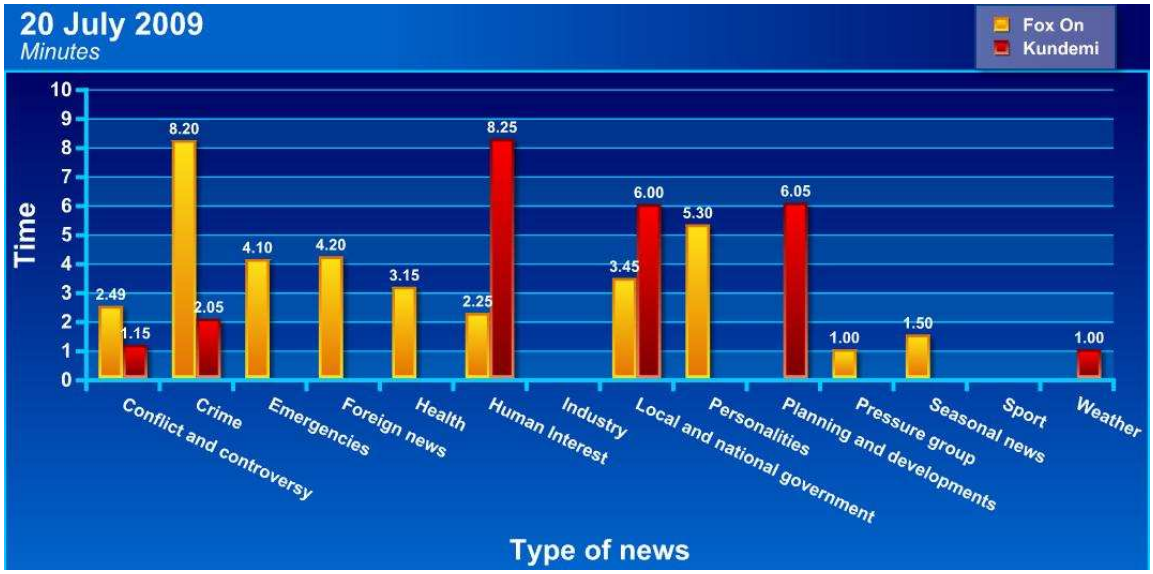
TV CHANNEL: KUNDEMI 20.07.2009

	Duration	Source/Expert	Visual Material	Headline	Content
Human Interest	6’00 2’25	1. Channel 5 2. Channel 5	1. Concerts Singers Candidates 2. Concerts Singers	1. Singers support President Candidates. 2. Singers support President Candidates in Toktogul region	1. Some Kyrgyz singers support President Candidates and give a concert. 2. Another Kyrgyz singers support President Candidates and give a concert in regions.
Crime	2’05	1. Director of prison.	1. Prison for under-age.	1. Conflict in prison	1. One under-age child was died in prison.

Emergencies	----------	----------	----------	----------	----------
Local and national government	3’00 1’00 1’00 1’00	1. Channel 5 2. Kabar 3. Kabar 4. Channel 5	1. Prime Minister Ministers 2. President Candidate Nurlan Motuev. 3. President Candidate Toktayim Umetalieva 4. Kurmanbek Bakiev	1. Election 2. Election 3. Election 4. Election	1. Kyrgyz government is prepared to President Election. 2. Nurlan Motuev invites all electors vote to him. 3. Toktayim Umetalieva explains her programme. 4. Kurmanbek Bakiev gives an interview to Reiter.
Planning and developments	2’45 3’20	1. Channel 5 2. Channel 5	1. Soldiers Parents New buildings 2. Town-dwellers Singers	1. National Guard 2. New factory	1. National Guard of Kyrgyzstan celebrates their 17th anniversary. 2. There is new factory began their work Tash Kumir and Kyrgyz singers give concert.
Conflict and controversy	1’15	1. Channel 5	1. Voters Police	1. Conflict with Candidate.	1. Conflict police with President Candidate Almazbek Atambaev is ended in police station.
Pressure group	----------	----------	----------	----------	----------
Industry	----------	----------	----------	----------	----------
Health	----------	----------	----------	----------	----------
Personalities	----------	----------	----------	----------	----------

Foreign news	2’00	1. Channel 5	1. Xinjiang Restore building	1. Conflict in Xinjiang Uyghur Autonomous Region.	1. The city restore after conflict in China.
Sport	----------	----------	----------	----------	----------
Seasonal news	----------	----------	----------	----------	----------
Weather	1’00	1. Channel 5	1. Animation		

There are a lot of news show concerts, celebrating and so on in first day. There are any emergencies, health, and personal and industry news for this day. Especially news about concerts of Kyrgyz singers for supporting Bakiev continue 6 minute. Furthermore, Ergenekon case in Turkey is placed on top of agendas in 20 July. Duration of general questioning in the court takes 8.20 minutes from total 52 minutes. Other crime news reportages like knifed German tourist and so on; are complete this kind of typification.



TV CHANNEL: FOX ON 21.07.2009

	Duration	Source/Expert	Visual Material	Headline	Content
Human Interest	1’30 1’50 1’50 1’35 1’40 1’55	1. FOX 2. Economist Atilla Yeşildağ 3. FOX 4. FOX 5. FOX 6. FOX	1. Imam Hatip colleges. Students Exams 2. Istanbul Colleges Streets 3. Fire station Exams 4. Weddings Jewelers 5. Polis Streets 6. Café Fruitier	1. Open the front of Imam Hatip colleges. 2. 37-item supplement pack. 3. Unemployment fire. 4. Cheap jewelry for wedding. 5. What does “station” do? 6. First solution is nicotine gums.	1. YÖK removes the coefficient from ÖSS. 2. Teachers' teaching hours cost will reduce. 3. University graduated people try to pass exam to fire station because of unemployment. 4. There are a lot of kinds of cheap jewelry for weddings. 5. Funniest speech from polis radios. 6. Eggplant helps to give up smoking.
Crime	2’00 1’50	1. IHA 2. DHA	1. Archive records Prison videos 2. Village Police Venue	1. 3 lieutenants are arrested. 2. Villagers were fusilladed.	1. 3 lieutenants accused of membership in terrorist 2. 6 villagers were died from fusillade in Elazığı.

	1’50 2’00 1’25 1’50 1’00 1’20	3. DHA 4. DHA 5. Private detective Kerem Alp 6. IHA 7. FOX 8. FOX	3. Security camera shots Stand-up Istiklal Street 4. Photos Atlantic Ocean 5. Archive videos Venue 6. Afghanistan Turkey soldiers 7. Family Competition Hospital 8. Cried family Sinem’s room	3. Why German businessman was killed? 4. No freedom no ransom. 5. Shock claims from private detectives in Münnever Karabulut case. 6. Turkey colonel died in Afghanistan. 7. Cem Yılmaz competed but they win. 8. Sad family collapsed a second time.	3. Arrested man gives conflicting statements. 4. There is Turkish ship on the hand of Somali pirates for 13 days. 5. Detectives claim that Münevver was murdered because of jealousy. 6. Turkey intelligences claim that colonel was died because of traffic accident. 7. Members of band swindle a little Elif’s family and steal their money. 8. Thieves steal all things from died girl Sinem.
Emergencies	2’10	1. DHA	1. Karadeniz region Flood	1. Giresun gives in flood.	1. There are thousands homes, offices and cars under water in Karadeniz region.

	1’50 1’00 1’30	2. IHA 3. DHA 4. IHA	2. Ruin apartment Flood 3. Security camera shots 4. Traffic accident	2. The flood hit the house. 3. Horrible accident in the security camera. 4. Excessive speed killed two friends.	2. The ground floor of the apartment was miserable because of flood in Giresin region. 3. Driver was died in order to hit walker. 4. Two friends were died in traffic accident with luxury car.
Local and national government	----------	----------	----------	----------	----------
Planning and developments	----------	----------	----------	----------	----------
Conflict and controversy	----------	----------	----------	----------	----------
Pressure group	1’30	1. IHA	1. Halis Toprak Animation	1. Explain of father of girl 17 years old.	Father of girl explains why he agrees wedding decision with businessman Halis Toprak.
Industry					
Health					
Personalities	1’20	1.FOX	1. Mosque Old videos	1. Funeral of Vedat Okyar.	1. Vedat Okyar could not earn money in the life but earn a lot of friends.
Foreign news	0’50	1. Mobile phone	1. Conflicts Fire	1. Conflict in Iran	1. Polis opens fire on demonstrators after President Election in Teheran.

	1’45	2. Mobile phone record	2. Berlusconi Animation	2. Go to Putin’s bad.	2. Berlusconi’s chat with call girl is published in Internet.
Sport	----------	----------	----------	----------	----------
Seasonal news	----------	----------	----------	----------	----------
Weather	----------	----------	----------	----------	----------

TV CHANNEL: KUNDEMI 21.07.2009

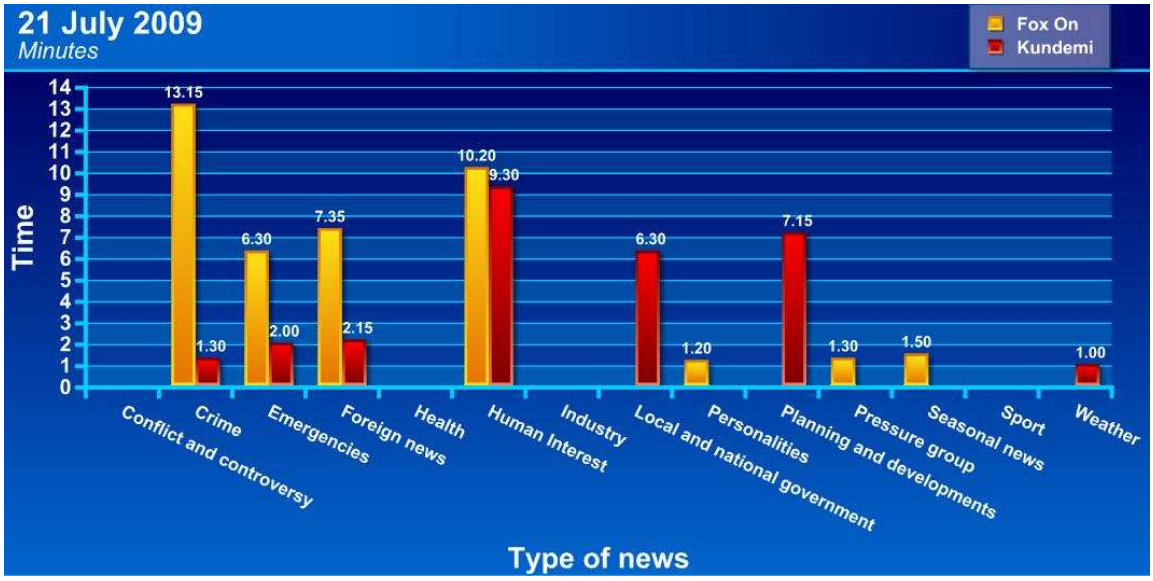
	Duration	Source/Expert	Visual Material	Headline	Content
Human Interest	2’00 5’00 2’30	1. Channel 5 2. Channel 5 3. Numerologist Ludmila Rubsova	1. Center of city City-dwellers 2. Concert Bakiev 3. Expert Candidates	1. Refusal to meeting. 2. Concert for support Bakiev. 3. Numerology for Candidate of President.	Municipalities of Bishkek refuse to meetings of Bakiev’s supporting in the center of the city. 2. Special concert with Russian stars in Bishkek. 3. Numerology expert explain President election date and Candidate names.
Crime	1’30	1. Yes	1. Office Police	1. Robbery	1. Robbery of President candidate Atambaev’s office.
Emergencies	2’00	1. Channel 5	1. Fire City-dwellers	1. Fire in the center of the Bishkek.	1. There is gas fire in the center of the city.
Local and national government	1’00	1. Channel 5	1. Prime Minister Ministers	1. Changing in Kyrgyz Ministry.	1. Some changing position in Ministry.

	1’00 1’00 2’00 1’30	2. Channel 5 3. Channel 5 4. Reuters 5. Channel 5	2. Prime Minister Supervisors 3. Director of OSCE 4. President Journalists 5. President Mufti	2. Supervisors in the President election. 3. President meeting. 4. Interview of President 5. President meeting.	2. Foreign supervisors will observe the President election in Kyrgyzstan. 3. President Bakiev meets with Director of OSCE in Kyrgyzstan. 4. President Bakiev gives an interview to Reuters. 5. President Bakiev meets with Mufti of Kurgyzstan.
Planning and developments	3’20 1’15 2’40	1. Channel 5 2. Channel 5 3. Channel 5	1. Banks Kyrgyzstan 2. Soldiers Operation 3. City-dwellers Mayor of Bishkek	1. National development found. 2. Operation. 3. New park	1. There is credit policy between Russian and Kyrgyz government to development small business in Kyrgyzstan. 2. There are operation Kyrgyz soldiers with Russian soldiers in the frontier of Kyrgyzstan. 3. Reconstruction of Atatürk garden in Bishkek is opened with Russian music stars.
Conflict and controversy	----------	----------	----------	----------	----------
Pressure group	----------	----------	----------	----------	----------
Industry	----------	----------	----------	----------	----------
Health	----------	----------	----------	----------	----------

Personalities					
Foreign news	2’15	1. Political analytic Lakshman Ashuthan	1 Americans Japans	1. Economic crisis in America and Japan.	1. Unemployment and economic crisis in America and Japan.
Sport	----------	----------	----------	----------	----------
Seasonal news	----------	----------	----------	----------	----------
Weather	1’00	1. Yes	1. Animation		

Crime news is highest top in second day, 21 July, again. There are three main issues in FOX On; these are arrested lieutenants, killed German businessman and Münevver Karabulut case. It takes 13.15 minutes in this day. On the other hand, crime news in Kundime takes just 1.30 minutes.

Human interest news is seen nearly position in analyze table. Election reminds, election concerts and other social news are included Kundemi’s human interest type of news. Smoking ban in Turkey is a good material for television news nowadays. Also duration of this kind of news is 10.20 minutes in FOX On.



TV CHANNEL: FOX ON 22.07.2009

	Duration	Source/Expert	Visual Material	Headline	Content
Human Interest	1’30 1’40 1’10 1’20 1’20	1. FOX 2. KAMU-SEN Secretor Fahrettin Yokuş 3. FOX 4. DHA 5. FOX	1. Istiklal street Stand-up 2. Employees Street 3. Circumcision party 4. Nursing home Halis Toprak 5. Cafés	1. Mobese cameras work for workers, do not work for crime. 2. Bonuses for government employees. 3. Big step to “manhood” 4. I said yes to my daughter might be comfortable. 5. Winter measures to smoking.	1. Mobese cameras in Istiklal street do not work these days. 2. 200 TL per month will added if offer will agree. 3. Circumcision party of Mert closed traffic in Istanbul. 4. Father of girl 17 years old explains why he agrees this wedding with Halis Toprak. 5. Café managers prepare their gardens to winter.
Crime	1’40 1’00 1’20	1. DHA 2. IHA 3. DHA	1. Cried family Animation 2. Security camera shots 3. Security camera shots Stand-up	1. Death in prison with police’s gun. 2. Traffic accident 3. Crime in Beyoğlu	1. Family of died man claim that he was killed in prison by polices. 2. Traffic accident was recorded by security camera in the street. 3. Killed German businessman flied from German justice.

	1’00	4. FOX	Istiklal Street 4. Cemetery Archive videos	4. Münevver Karabulut case.	4. Father of Münevver Karabulut claim that government hide suspect C.G.
Emergencies	3’00 0’50	1. FOX 2. DHA	1. Giresun region Villagers 2. Accident Helpers	1. Parents do not send food for baby. 2. Plain is crashed like this.	1. There are 60 villages in Giresun is closed because of flood. 2. Plain is crashed but pilot is alive.
Local and national government	1’35	1. FOX	1. Prime Minister TRT 6	1. Kurdish conflict	1. Prime Minister Tayyip Erdoğan warns Ministers about explains all kinds of Kurdish conflicts.
Planning and developments	1’50	1. FOX	1. Students Schools	1. Double excitement in ÖSS.	1. Exams will take in April and June.
Conflict and controversy	1’30	1. DHA	1. Sergeant’s family Soldiers	1. Sergeant sacrifices himself.	1. Sergeant Kürşat Can saved your soldiers but did not save himself from bomb.
Pressure group	1’50 1’10 1’00	1. FOX 2. IHA 3. FOX	1. Ayşe’s family 2. Family 3. Archive videos	1. Ayşe revives after 5 month. 2. This shame was cleaned. 3. Most sad letter.	1. Guiltiest of this accident are free. 2. Mother with 3 disabled children can send children to school. 3. Last letter from Mehmet Kanbur who was executed in 1980 give to his wife.

Industry	1’10	1. DHA	1. Workers	1. My love petroleum.	1. Villagers dance because there are oil resources in their village.
Health	1’35	1. Doctor Pınar Kepekçi	1. Hospitals Holiday places	1. Viral infections	1. Explanation of viral infections in summer month.
Personalities	0’50	1. DHA	1. Military Bilal Erdoğan.	1. Tayyip Erdoğan’s son Bilal Erdoğan demobilaze from military.	1. Tayyip Erdoğan’s son Bilal Erdoğan demobilizes from military for 21 days.
Foreign news	1’00 2’00	1. FOX 2. FOX	1. Parliament Fight 2. Paris Tourists	1. This kind of opposition is not seen. 2. Paris, Paris.	1. Opposition in parliament does not agree with chairman and they fight in South Korea. 2. Revenue from truism for Paris is 100.000 euro per year.
Sport	----------	----------	----------	----------	----------
Seasonal news	----------	----------	----------	----------	----------
Weather	----------	----------	----------	----------	----------

TV CHANNEL: KUNDEMI 22.07.2009

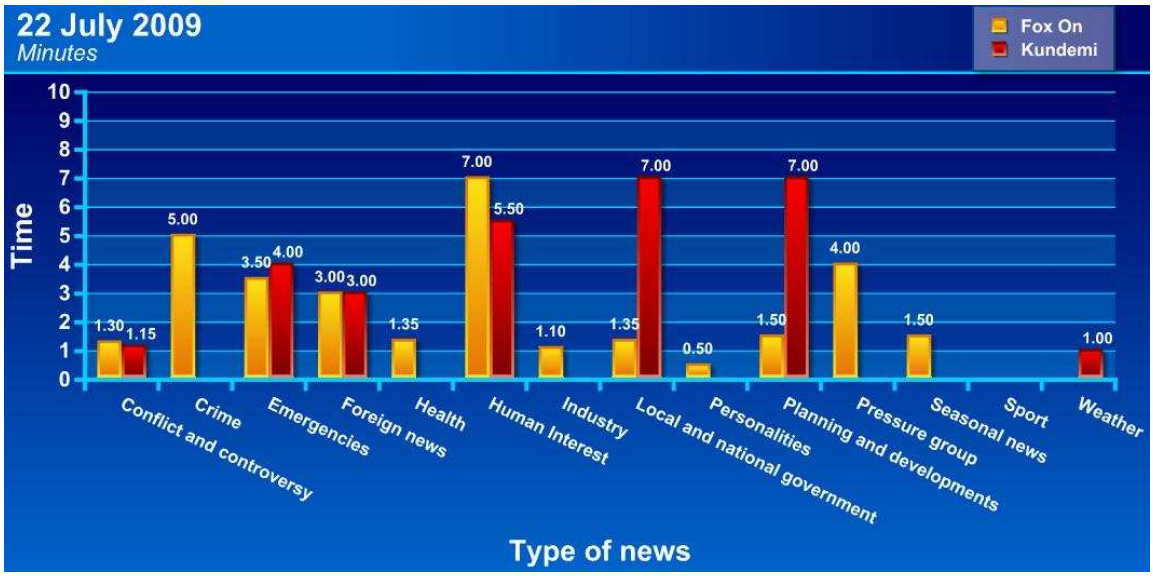
	Duration	Source/Expert	Visual Material	Headline	Content
Human Interest	4’20 1’30	1. Channel 5 2. Mayor of Bishkek.	1. Candidates Streets 2. Parks	1. Silence 2. A new park	1. All ads of election are stopped. 2. There is a new park in center of Bishkek.
Crime		1. Guide Natalya Bondaresh	1. Historical complex.	1. Treasures.	1. Historical place is damaged by hooligans in coast of Isik Kul lake.

Emergencies	3’00 1’00	1. Channel 5 2. Mobile phone	1. Election places 2. Accident Damaged cars	1. Election places 2. Traffic accident.	1. Election places are prepared to election in Bishkek. 2. There is traffic accident in the center of Bishkek.
Local and national government	4’00 1’00	1. Channel 5 2. Channel 5	1. Animation 2. Supervisors Bakiev	1. Explanation of Kyrgyz government. 2. Supervisors	Government explains most needed points about election. 2. There are supervisors from Russia meet with Bakiev.
Planning and developments	3’00 4’00	1. Channel 5 2. Historian Aynagül Omurbekova	1. Isık Kul lake Residences 2. Museum	1. A new residence in Isık Kul region for Summit ceremony. 2. Reconstruction of museum	1. There are 3 new residences for protocol using in Isık Kul region. 2. Reconstruction of National Museum was made by specialist from Russia.
Conflict and controversy	----------	----------	----------	----------	----------
Pressure group	----------	----------	----------	----------	----------
Industry	----------	----------	----------	----------	----------
Health	----------	----------	----------	----------	----------
Personalities	----------	----------	----------	----------	----------
Foreign news	3’00	1. Channel 5	1. China Tourists	1. Solar eclipse	1. There are a lot of tourists in Chine because see solar eclipse.
Sport	----------	----------	----------	----------	----------

Seasonal news	----------	----------	----------	----------	----------
Weather	1’00	1. Yes	1. Animation		

President Election in Kyrgyzstan plays a big role to setting agenda for this day. Therefore local and national government, planning and development types of news take first position in Kundemi program. Their duration is 7 minutes for each other. Bakiev’s promotion continues today again.

There is smoking ban news continues introduce how people fight with this problem. Other important point for human interest type of news is wedding of 17 years old girl and Halis Toprak, who are 75 years old. Duration of this kind of news is 7 minutes from total 53 minutes.



TV CHANNEL: FOX ON 23.07.2009

	Duration	Source/Expert	Visual Material	Headline	Content
Human Interest	0’50 1’48	1. IHA 2. FOX	1. Hospital 2. Medina Hadj	1. Stretcher is dropped again. 2. Barrier to hadj in this year.	1. 7 workers could not move 1 injured. 2. Over 65 years people could not to go to hadj this year, because of pig flu.
Crime	1’55 1’10 2’50	1. IHA 2. DHA 3. FOX	1. Security camera Polis 2. Protest Police 3. Laboratory Father	1. Murderers are arrested. 2. Before stick, after punishment. 3. Münevver Karabulut case.	1. Murderers walked in the street with guns but anyone interferes. 2. Students punish in Izmir because of protest. 3. Two men and one woman’s DNA reveal from Münevver’s nail.
Emergencies	1’30 1’25 1’40	1. FOX 2. IHA 3. FOX	1. Giresun region 2. Security camera shots. 3. Traffic accident	1. First shots from Giresun region. 2. Fire 3. Traffic accident.	1. There are a lot of damaged homes after flood. 2. Two women are saved from fire with fire extinguishers. 3. Traffic accident in the same route in centre of Ankara.
Local and national government	2’10 2’50	1. IHA 2. DHA	1. Erdoğan Şırnak region 2. Tayyip Erdoğan Deniz Baykal	1. Mined territories in Turkey. 2. Polemic about Kurdish conflict.	1. Government does not rent mined territories to Israel. 2. Deniz Baykal warns Recep Tayyip Erdoğan about Kurdish conflicts.

Planning and developments	----------	----------	----------	----------	----------
Conflict and controversy	----------	----------	----------	----------	----------
Pressure group	1’40 1’48 1’50 1’35	1. FOX 2. FOX 3. FOX 4. DHA	1. Protest Pensioners 2. Father of Rüzgar Police 3. Traffic accident Family 4. Halis Toprak Father	1. Protest of pensioners. 2. “Wind” flied. 3. Lesson to police from sad father. 4. My granddaughter married because of money.	1. Pensioners protest 11 TL additions per month to salary. 2. Sad father could not see his daughter about 2 years. 3. Suspect who not found about 7 month was determined by father whose daughter was died in traffic accident. 4. Grandmother of Nazlıcan claim that she married with Halis Toprak because of money.
Industry	----------	----------	----------	----------	----------
Health	1’50	1. Doctor Yasemin Saray	1. Laboratory Women	1. Women do not get old now.	1. Skin will be younger with new three-phased implementation.
Personalities	2’30 1’50	1. FOX 2. FOX	1. Military Education 2. Mickle Jackson Ömer Bahatti	1. Major Ayşe teaches shooters. 2. Jackson had 25 years old son.	1. Major Ayşe is a single woman teacher in Turkish military. 2. Ömer Bahatti is elder son of Mickle Jackson.
Foreign news	2’00 1’20	1. FOX 2. FOX	1. Teenagers Punkers 2. Fashion	1. Millennium punkers. 2. Real models are vacated.	1. Millennium punkers in Paris like come from space. 2. Robot model goes in fashion in Japan.

Sport	----------	----------	----------	----------	----------
Seasonal news	----------	----------	----------	----------	----------
Weather	----------	----------	----------	----------	----------

TV CHANNEL: KUNDEMI 23.07.2009

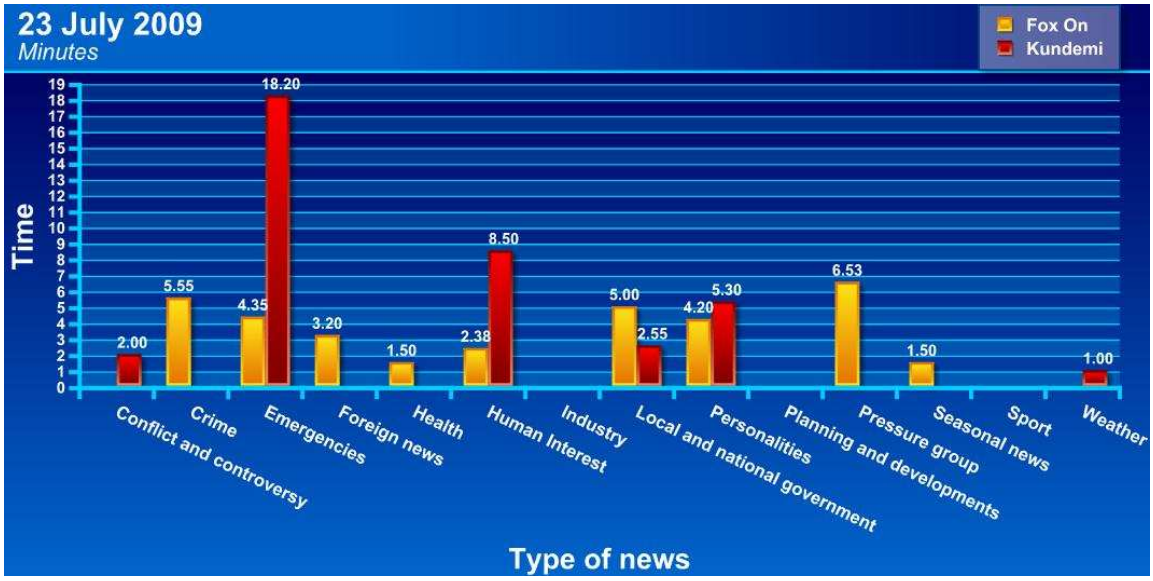
	Duration	Source/Expert	Visual Material	Headline	Content
Human Interest	3’00 3’00 2’50	1. Politicians 2. Electors 3. Foreign journalists	1. Election 2. Election 3. Election	1. Valuation of politicians. 2. Special election system. 3. Foreign journalists in Kyrgyzstan.	1. Different politicians value the election. 2. Disabilities vote at home with electronic box. 3. About 300 foreign journalists come to Kyrgyzstan around the world for election.
Crime	----------	----------	----------	----------	----------
Emergencies	1’00 1’00 2’30 3’00	1. Main election commission 2. Channel 5 3. Channel 5 4. Channel 5	1. Election 2. Election 3. Election 4. Election	1. President Election was ended. 2. President Election in Osh region. 3. President Election in Osh region. 4. President Election in Bishkek.	1. President Election in Kyrgyzstan was ended at 8 o’clock. 2. Election situation in Osh region of Kyrgyzstan. 3. Election situation in Chuy region of Kyrgyzstan. 4. Election situation in Bishkek.

	2’00 4’00 1’30 3’20	5. Channel 5 6. Ambassadors 7. Channel 5 8. Minister Security of Kyrgyzstan	5. Election 6. Election 7. Election 8. Election	5. President Election in other regions. 6. President Election in other country. 7. President Election in Bishkek. 8. Security in Election.	5. Election situation in Jalal Abad, Narin and Isik Kul regions of Kyrgyzstan. 6. Election situation Kyrgyzstan in different parts of the world. 7. City-dwellers started to vote at 8 o’clock in the morning. 8. Security situation in the Election places.
Local and national government	2’55	1. Ministers	1. Election	1. Government members vote.	1. All government members vote in the same place.
Planning and developments	----------	----------	----------	----------	----------
Conflict and controversy	2’00	1. Channel 5	1. Election Police	1. Conflict in election.	1. Unknown men fought in election territory in Osh region.
Pressure group	----------	----------	----------	----------	----------
Industry	----------	----------	----------	----------	----------
Health	----------	----------	----------	----------	----------
Personalities	3’00 2’30	1. Channel 5 2. Channel 5	1. Election 2. Election	1. Kurmanbek Bakiev is voted. 2. Votes of other Candidates of President.	1. Kurmanbek Bakiev votes with his wife and answers to journalist’s questions. 2. Other Candidates vote in their places.

Foreign news	----------	----------	----------	----------	----------
Sport	----------	----------	----------	----------	----------
Seasonal news	----------	----------	----------	----------	----------
Weather	1’00	1. Yes	1. Animation		

23 July is important date for Kyrgyzstan citizens, because of President Election. All emergencies news was prepared about election situation in the country. 18.20 minutes from total 50 minutes. Voting and results are main news sources for this day.

Protest of pensioners, tragic stories of parents whose children were killed or lost are content of pressure group type of news. Duration of this type of news in FOX On is 6.53 minutes.



TV CHANNEL: FOX ON 24.07.2009

	Duration	Source/Expert	Visual Material	Headline	Content
Human Interest	2’00 1’48 2’08 1’20	1. Meteorologist Ümit Turgut 2. FOX 3. Economist Ali Ağaoğlu 4. FOX	1. Streets Holiday villages 2. Deputies Prime Minister 3. Exchange offices 4. Deputies Ministers	1. These hot will die us. 2. “One minute” 3. Do dollar falls again? 4. Friday walk from AKP deputies.	1. The sun will scorch and moisture will ply nowadays. 2. Prime Minister’s talk in Davos is a subject for book. 3. Dollar is lowest level in the last 9 months. 4. AKP deputies walk to Mosque after meetings.
Crime	1’00 1’30 1’34 1’50	1. IHA 2. FOX 3. IHA 4. FOX	1. Court Hüseyin Üzmez. 2. Venue Police 3. Injured man Animation 4. Conflict Police	1. Record punishment for Hüseyin Üzmez. 2. Why C.G. does grow his age? 3. Who will also stop thinners? 4. Mobile phone saved lives.	1. Prosecutors wanted 30 years imprisonment to Hüseyin Üzmez. 2. C.G. appears 18 years old in false passport. 3. There is old man was knifed by thinners in Sultanbeyli. 4. Missed pupil invokes with phone messages.
Emergencies	1’30	1. FOX	1. Pirates Soldiers Fight	1. Shocked raid.	1. Five Somalia pirates are deactivated by Turkish military.

	1’34 0’40 3’10	2. IHA 3. IHA 4. FOX	2. Karadeniz region Flood 3. Security camera shots. 4. Field Villagers	2. Panic in flood. 3. DJ worked. 4. Scary guess from specialists.	2. Four people are dragged along in flood with car. 3. There was earthquake when DJ in radio worked in Adana. 4. Specialist claims that the outburst gas is message from earthquake.
Local and national government	1’55	1. FOX	1. Tayyip Erdoğan Deniz Baykal Deputies	1. “002” competition in AKP.	1. There is preparation to parliament chairman election in Ankara.
Planning and developments	----------	----------	----------	----------	----------
Conflict and controversy	1’20 1’00	1. FOX 2. DHA	1. Animation 2. Conflict Coffeehouse owners	1. Drop to drop to ocean. 2. Cigarette ban.	1. Sly trustee crop salaries from workers and make a pill of money in Konya. 2. Coffeehouse owners are not allowed cigarette ban.
Pressure group	2’40 1’27	1. Haber Türk 2. Physiatrist Arif Verimli	1. TV program 2. Halis Toprak Spesialist	1. “Pearls” from Hodja. 2. Emergency situation for Nazlı Can.	1. Ahmet Hodja is criticized in TV program. 2. Between Halis Toprak and his wife Nazlı Can have big disparity in age and this is a big trauma for young wife.
Industry	----------	----------	----------	----------	----------

Health	----------	----------	----------	----------	----------
Personalities	1’18	1. FOX	1. Court Tuğba Özay	1. Was Tuğba Özay arrested about 166 days in vain?	1. Prosecutors want to acquit old model Tuğba Özay.
Foreign news	2’00	1. FOX	1. Tourists City-dwellers	1. Most expensive street in the world.	1. Avenue des Camps-Elysees is the most expensive street in Paris and in the world.
Sport	----------	----------	----------	----------	----------
Seasonal news	----------	----------	----------	----------	----------
Weather	----------	----------	----------	----------	----------

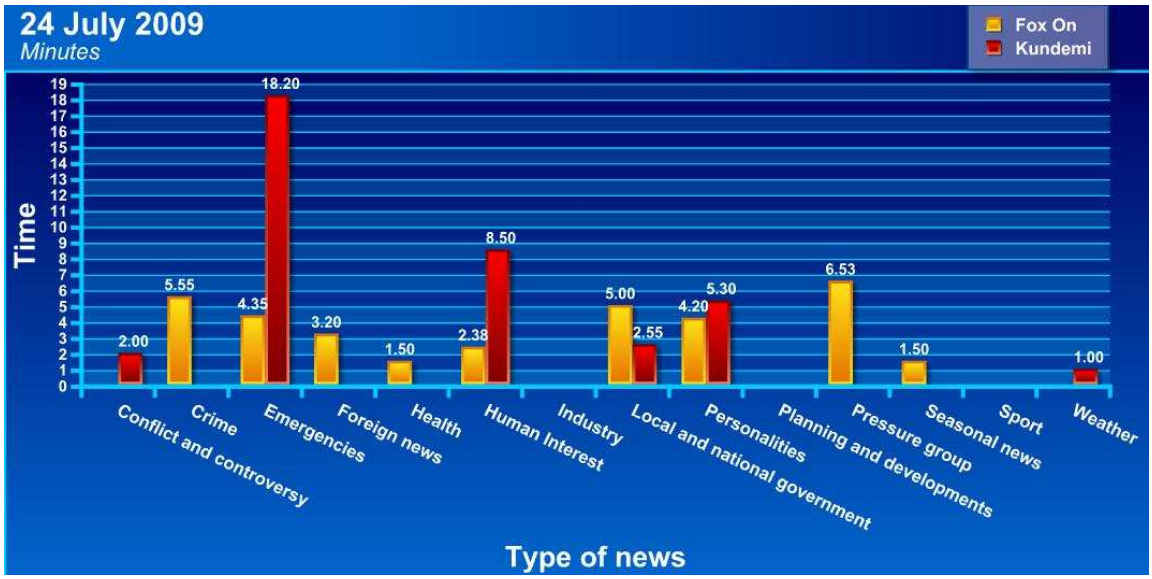
TV CHANNEL: KUNDEMI 24.07.2009

	Duration	Source/Expert	Visual Material	Headline	Content
Human Interest	3’00	1. Minister of Education and Science	1. Students Universities	1. Exams	1. First section of exams to universities is finished.
Crime	----------	----------	----------	----------	----------
Emergencies	2’00 3’00 3’40 3’00	1. Main Election Commission 2. Politicians 3. Channel 5 4. Akipress	1. Election 2. Election 3. Election 4. Election Press conferences	1. Results of election. 2. Politicians 3. General overview 4. Supervisors	1. There is counting of President election in Kyrgyzstan. 2. Comments of politicians and specialist to election. 3. General overview to election. 4. Local and foreign supervisors comment President election.

	2’30	5. Akipress	5. Election Press conferences	5. Foreign journalists	5. Foreign journalists comment President election.
Local and national government	2’55	1. Supervisors	1. Election	1. Supervisors	1. Russian supervisors congratulate Kurmanbek Bakiev of winning in election.
Planning and developments	3’00	1. Channel 5	1. Isık Kul lake Residences	1. A new residence in Isık Kul region for Summit ceremony.	1. There are 3 new residences for protocol using in Isık Kul region.
Conflict and controversy	2’30	1. Channel 5	1. Election Police	1. Conflict	1. Conflict about election papers in Balichi town.
Pressure group	----------	----------	----------	----------	----------
Industry	----------	----------	----------	----------	----------
Health	----------	----------	----------	----------	----------
Personalities	----------	----------	----------	----------	----------
Foreign news	2’00 1’20 1’50	1. Doctors 2. Channel 5 3. Channel 5	1. Almaty Hospitals 2. Fires Cities 3. Auto show	1. Pig flu 2. Fire 3. Auto show	1. There are 3 people sick pig flu in Kazakhstan. 2. There are a lot of fires in Europe. 3. Auto show in Tehran collects a big interest.
Sport	----------	----------	----------	----------	----------
Seasonal news	----------	----------	----------	----------	----------
Weather	1’00	1. Yes	1. Animation		

Last day of analyze show that emergency news in Kundemi show same duration with previous day. There are final situation of election, candidates and politicians comments make emergency news more important.

Furthermore, emergency news in FOX On does not take high position. Unlike duration of pressure group news shows maximum position this day.



Following graphic includes total analyze of television news of two channels. There are different distributions of type of news by time. First of all, crime news in FOX On takes highest position; about 38 minutes, although crime is the least news type in Kundemi just 3.35 minutes.

Finally, 20-24 July is important dates for Kyrgyzstan and Turkey. There are President Election in Kyrgyzstan and a new wave in Ergenekon case in Turkey. Two important events are reflected in two local television channels differently.

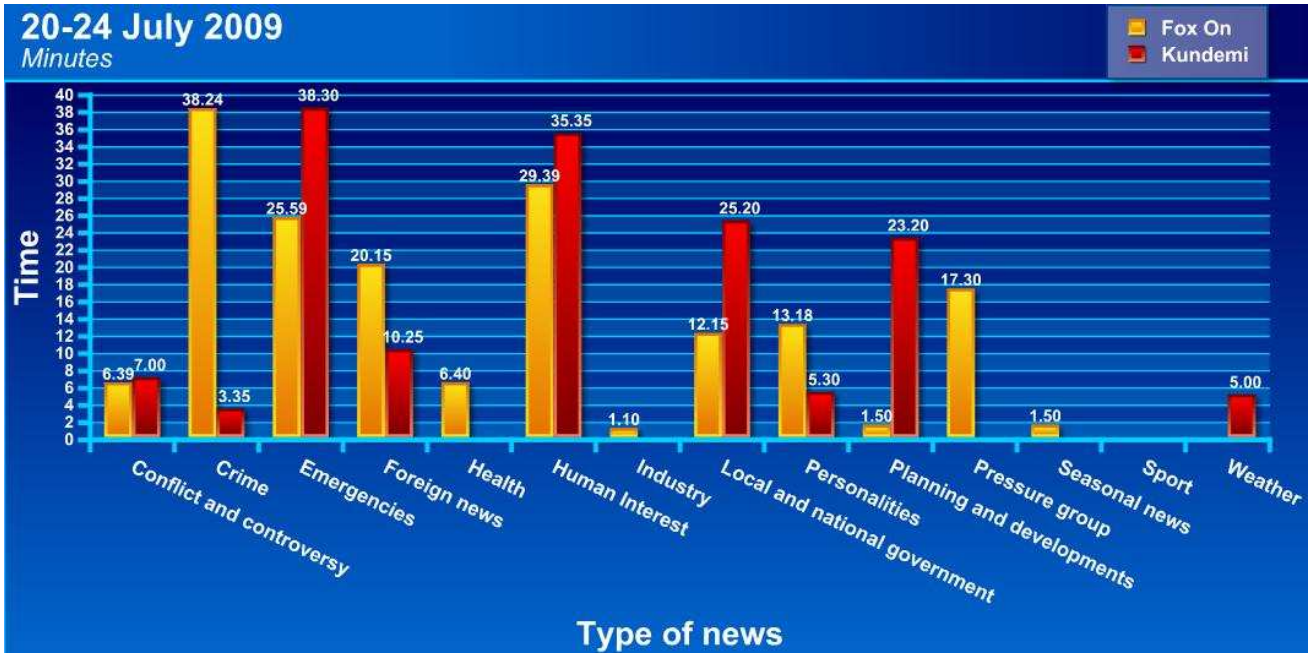


Figure 3.3.1.a Total typification of news by duration of two channels.

3.3.1 b. Analyzing news by source and experts.

Another case of research is used sources and experts in news programs. Source is important point in news programs. Source is necessary for reliability of stories in all mass media. So FOX On and Kundemi programs use news sources from different agencies.

51 news reportages from total 105 are made by FOX TV journalists in FOX On. 24 number of news videos take from DHA (Doğan Haber Ajansı). Another source for FOX On is IHA (Ihlas Haber Ajansı). There are 15 news videos from IHA.

Journalists use expert's comments only 10 number of news from 105. These are doctors, physiologist, economists, detective, and meteorologist and so on. "Others" point includes foreign news sources, like NASA, Reuters.

On the other hand, experts are used 16 times in Kundemi. Politicians, economists, doctors give their opinions for Kundemi journalists, as well. Because of President Election there are a lot of politician's interviews. 4 news videos are taken from Kyrgyz news agencies; Akipress and Kabar. Generally press conferences organize by news agencies and television channels use their videos in news programs.

Generally, news source and experts are important factors for news programs. DHA and IHA play a big role in broadcasting policy of FOX On, also Kundemi journalists prefer make news themselves.

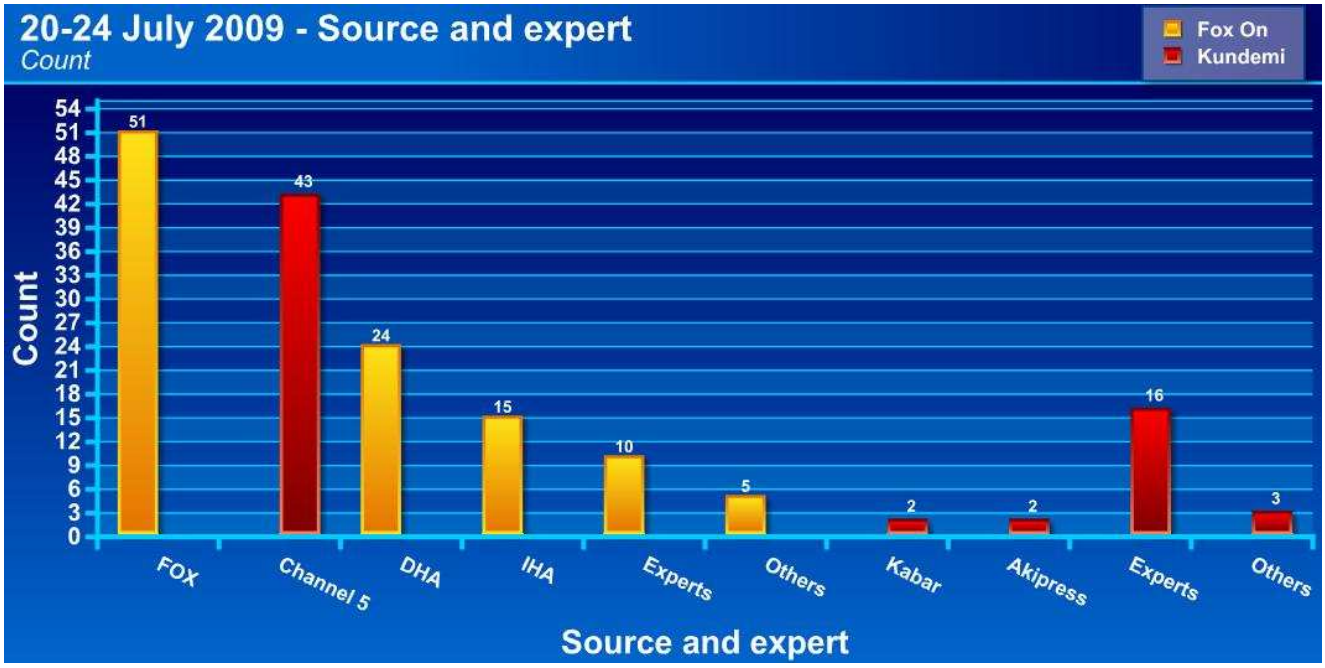


Figure 3.3.1.b Total analyze of news by source and experts of two channels.

3.3.2 Qualitative Analysis

According to the news headlines these days subject of chapters helps to explain main aims of research.

The aesthetic expressions and the choreography of actors in the presentations similarly followed the conventions of 'factuality' in the news genre. These conventions include the format, studio decoration, the ritual performances of socio-political actors and professional news presenters, the cutting pace, the framing of visuals and the staging of immediacy in live reporting.

Television journalism is based on the presence of the image determines event of the news. Selection of the news, sequence, and a newsletter in the presence of the image depends on the location. Image of an event is an important factor to win newsworthy.

3.3.2. a Headline, Visual Material and Montent.

First of all, structure of news program of Channel 5 is different from FOX On. Kyrgyz mass media was affected from the Soviet Union hard system about 70 years. All publishing programs were controlled by government and this situation is not change nowadays. It does not matter private or public broadcasting. Generally formats of the Kyrgyz television news programs designed and inspired by news transmissions styles of the Russian commercial broadcasters.

Channel 5, although it does not show commercials during the news programme, as does its FOX TV, has incorporated other ideas from the US commercial stations. Flyers and stringers of advertisement between news items work as appetizers and invite audiences to stay with the evening programme flow on the channel after the news.

All stations create a sense of immediacy and proximity. The sense of time and space is 'here' and 'now'. The immediacy effect is intended to elicit a feeling of closeness to the event on the part of the viewer, while at the same time enhancing the sense of factuality. In other words, the fact those professionals are on location ads to a perceived sense of reality of the event. As confirmed by news professional and researchers alike, the documentation effect of visual communication is high.

Totally, as we can see, there are 105 reportages of FOX On and 68 news of Kundemi. Video content and visual materials of these reportages are very different.

Presentation of reality TV news problems upgrading the movie, the separation between the dreams to reality can not be noticed by the audience. Crime news like movie, curiosity and tension reached a wider audience provide to create news. But viewers in the war, crime movies were perceived as real, while the news is aware of the reality of the material, especially crime and emergency news in FOX On.

Münevver Karabulut criminal case in FOX On (22.07.09) with same headline show the father of Münevver Karabulut claims that government hide suspect. Story is made like criminal movie, somebody knife woman and kill. *Who will also stop thinners?* (24.07.09) headline explain knifed man by thinners. There is a part of American film about thinners. So real events, the audience become estranged against the real.

Content of human interest type of news give more interesting data in two news programs. But news headlines of FOX On more showy and dramatic. For example, *Big step to "manhood"* (22.07.09) story about a long traffic jam in Istanbul but headline explain Mert's circumcision. Another headline is *Unemployment fire* (21.07.09) shows university graduated people who try to pass exam to fire station because of unemployment. *What does "station" do?* (21.07.09) is headline of news where funniest speech from polis radios. These kinds of headlines contradict with contents of news. Used attractive headlines are not related with contents. So when audiences shoe news can not see contrast between headline and content of news.

Generally, news headlines of Kundemi give clear means of content of news. There are any announce titles in news programs, just anchorman's speeches explain short meaning of news. Thus all kinds of headlines are perceived by audiences clearly.

Because of President Election in Kyrgyzstan all content of local and national government news include President Bakiev's activity. Not only President but Ministers and Prime Minister give different interviews and press conferences. With election headline Kundemi's agenda full with Bakiev's ads. *Numerology explanation* (21.07.09) from expert shows that Bakiev from other candidates more lucky. *Supervisors from Russia* (22.07.09) meet with Bakiev and also advertise him again.

Foreign news is important part of this analyzes. Used visual materials and contents complete one another. There is introductory news of Paris everyday in FOX On. Journalist tries to introduce interesting parts of Paris; *Love is different in Paris (20.07.09), Millennium Punkers (24.07.09), Most expensive street in the world (24.07.09)* and select funniest videos for news. Other foreign news entertains audiences as well. *Go to Putin's bad* (21.07.09) news where Berlusconi's chat with call girl is published in Internet. On the other hand, contents of foreign news of Kundemi are made very seriously. *Economic crisis in America and Japan* (21.07.09) news shows how economic crisis affect a big countries. Moreover, news about *Pig flu in Kazakhstan* (23.07.09) explains a dangerous situation in neighbor country.

All these headlines and fictional codes show us focuses on news shows in the construction of meaning during our work and all of these analysis answers to research questions.

3.3.2.b Ownership of Television Channels.

Fox TV in Turkey started production in 1993 of the organization as Ihlas Holding TGRT's name and production rights have been transferred is based on the same frequency. "TGRT television channel which is connected to the Huzur Radyo TV AŞ belonged to the Ihlas Holding. Sales to the stock market have been reported by Ihlas Holding on 26 July 2006. 56.5% of sales with this company were transferred. In a written statement from News Corporation "the world's largest media company Atlantic Records's founder and president Ahmet Ertegün and other shareholders purchase the signed agreement TGRT television channel and the Ihlas Yayın Holding A.Ş. The sales price cost 151 million YTL" (Serim, 2006:375). After that News Corporation owner

Rupert Murdoch also owner the TGRT televisions channel. Then News Corporation's other shareholders it has purchased all of the company. This sales process does not cover TGRT News and TGRT FM radio. "News Corporation has carried out this operation together with Ahmet Ertegün. Fox TV rented Meat and Fish Institution building to broadcast is expected in February 2007. TGRT by changing the channel name to FOX TV will continue to broadcast "(Serim, 2006375).

On the other hand, Channel 5 began on the first broadcast in 12 February 2007. KOOPT television channel was purchased by "Belokon Holding". Valeri Belokon is a rather respected businessman and well known not only in his homeland, Latvia, but also in Europe. Recently, Kyrgyz citizens have heard his name: he was mentioned several times in connection with scandals, which appear over and over again. More often, his name was mentioned jointly with the name of Kyrgyz President's son, Maxim Bakiev. Belokon studied at the University of Massachusetts in the United States and the University of Latvia, Faculty of Philology. He is the chairperson of the board of the Baltic International Bank, and his corporation Belokon Holdings has interests in finance, media, the Food industry, social projects and geology in Latvia and Kyrgyzstan as well as football in England. These include[1]

- Finance
  - Baltic International Bank - founded in 1993, based in Riga
  - Manas Bank - founded in 2008 in Bishkek, Kyrgyzstan
  - B&R Global One - founded by Belokon and former Prime Minister of Latvia, Einars Repše, a financial investment business.
- Food industry
  - Brīvais Vilnis - a fish processing company founded in 1949.
- Media
  - Telegraf - a daily Russian language newspaper.
  - Novo News - a daily Internet newspaper.
  - Valery Belokon's Publishing House Ltd - Founded on 31 March 1995 publishes "Who is who in Latvia" and the "The Encyclopedia of Latvia".

[1] http://www.belokonholding.com/eng/business/

- Social Projects
    - Baltic Institute of Strategic Studies - a non-profit scientific research organization founded in 2004.
    - Riga Golf School - Founded in 2004, the first golf school in Latvia, specializing in teaching six to sixteen year olds.
- Geology
    - Baltic Gold - An operating partner in Molotash, making geological researches and leading extraction of gold in Dzhalal-Abadskaya Province, Kyrgyzstan.

In June 2008 one of the largest media corporations in the world - News Corporation owned by Rupert Murdoch - has announced the acquisition of the remaining 30 per cent stake in the Latvian TV-Channel 5 in Valery Belokon. According to some experts, Channel 5 in Kyrgyzstan inherited from the Latvian TV-5 is not only its name but is also linked with the «namesake» by business interests of its founders and following the consolidation of media assets in Latvia, in Kyrgyzstan are also expected a similar process. In particular, the perception that as soon as possible in Kyrgyzstan will be a major media, which will bring together several leaders in the republic of television, radio and newspaper companies.

3.3.2. c Studio

There are about 50 people works in news department in Channel 5. Their news production studio is small. Production table and new studio with cameras situated in the same floor even the same room. They use this production table like background decoration. There are monitors, recorders and director works in the background when we watch the news. Anchorman Gulnura Mambetalieva sits and some she notes with laptop complete the decoration of news studio.

Therefore, Fox TV’s news studio is wider and bigger than Channel 5’s news studio. There is a blue rotating earth in the background when Anchorman Özge Uzun opens the program and she does not sit unlike continue program on foot.

3.3.2. d Jingle

Jingle is started with earth rotating and quickly like from satellite goes to Istanbul in FOX TV. Moreover title of news program is FOX On. FOX is the channel name and On from Turkish is ten. Program is started on ten o'clock but it has a different meaning from English. "On-Off" term from camera language means camera on or camera off. So "FOX On" from English FOX works. Both Turkish and English meanings comport for news program and international and local news will take place in this program.

On the other hand, Kundemi on Channel 5 is strated at 19.00 o'clock and continue about 40 minutes. Therefore FOX On's time is about one hour.

Translation of Kundemi from Kyrgyz language means agenda. Generally journalists collect important information for this day and make different news sections. It may be official part of agenda; like President, Parliament, and Ministry and so on or other important categories of news.

3.3.2. e Anchorman

Two anchormen in this case are ladies: Özge Uzun and Gulnura Mambetalieva. Both of ladies are successful anchormen. The presentation at the FOX TV is modeled of the US commercial broadcasters. Their appearance, personality and clothing include no sharp colors or individual character, which might distract attention from the news information. The didactic paternalistic way in which information is presented, the use of modalities, the factual reading of the news are characteristic of the news genre in the national broadcasting of the two countries. The impression and atmosphere signal factuality and trustworthiness. It should be mentioned that the style of the newscaster at FOX TV's News Station, Özge Uzun, differs from these norms. Özge Uzun is popular due to her emotional exclamations, laughter and comments.

Visually Gulnur Mambetalieva gathers her hair in the back and use the less make-up. She only read news, do not use facial expressions. During the Soviet Union television producers did not give importance to swank. Women anchormen were providing the news with the opaque face. Thus after collapse the Soviet Union this system still

continues. On the other hand, Özge Uzun uses more attractive make-up than Gulnura Mambetalieva. Hairs are not gathered and blouse is befitting to her.

4. CONCLUSION

Generally globalization includes the selective, asymmetrical integration of science, culture and technology throughout the world, a global labour market for highly skilled labour, and the increasing role of international trade and investment in economic growth.

Globalization also concerns the media system. Giant multimedia groups integrate television, in its multiple forms, video, films, radio, entertainment, publishing, newspapers, magazines, and the Internet. America-On-Line/Time-Warner, Viacom/CBS, Disney/ABC, Sony, Seagram, Bertelsmann, Murdoch, constitute the core of global communication, followed by a number of smaller, but powerful players in Europe, Japan, and Latin America; in this case Turkey and Kyrgyzstan as well. While there is no evidence of any global conspiracy in this fiercely competitive industry, as a whole, global media business concentrates historically unparalleled capacity to produce and distribute images, sounds, and text around the world.

This thesis sets out to investigate the various ways in which Turkish and Kyrgyz media interests have joined forces together since the last decade. It will be particularly focusing on FOX TV in order to reveal how and with what motives and expectations local and global interact and co-operate. By doing so, it will also introduce the structural and legal changes in television media sectors in Turkey and Kyrgyzstan since 1990s.

The content analysis showed that the television broadcasting policy of two channels are different one another. Owners of two TV channels represent foreign capitals in Turkey and Kyrgyzstan. FOX TV is American company and Channel 5 in Kyrgyzstan is a channel of Latvian businessman. Owner of Channel 5 in Kyrgyzstan is son of President Bakiev, so their news contents and sources pay attention more to President movement. Especially it is seen in Kundemi program’s news. President Election in Kyrgyzstan show that how all kinds of stories can change their real means and take first positions in agenda.

In this case FOX On differs from Kundemi. Structure of FOX On is like American news structure. There are not any formations of news feed and numbering of news is mixed. Last minute news lead in FOX On but there is any last minute news in

Kundemi. Because of Kundemi broadcast on record, on the other hand FOX On broadcast on air.

Used visual materials have some shooting quality problems. Globalization of mass media gets convergence of used technology. Videos from mobile phones, security cameras, and Web cameras are used by FOX On's journalists and it makes news more interesting. These kinds of sources and visual materials affect audiences a lot.

Durations of TV news shows different results. About 40 minutes continue time of Kundemi, furthermore duration of FOX On is about one hour an one news bulletin. Advertising takes about 10 minutes from total FOX On's time, however there are any advertising in Kundemi.

Emergency news in Kundemi takes top rate with 38.30 minutes. This situation comments with President Election in Kyrgyzstan in 23 July this year. Journalists give last information about election from all regions of Kyrgyzstan.

About 35 minutes for human interest news in Kundemi much more than FOX On; it takes about 30 minutes. Human interest type of news includes more social character stories from society and because of election week in Kyrgyzstan these kinds of news take a lot of places. Thus some important news in Kyrgyzstan is not showed by Kundemi. Agenda setting of Channel 5 gives more places to these kinds of news.

Another kind of types is local and national government stories. There were a lot of meetings about Kurdish conflict in Turkey and agenda was full with this kind of news. President, Prime Minister, Deputies of different parties comment their own opinions. Duration same type of news highest in Kundemi. It takes 25.20 minutes.

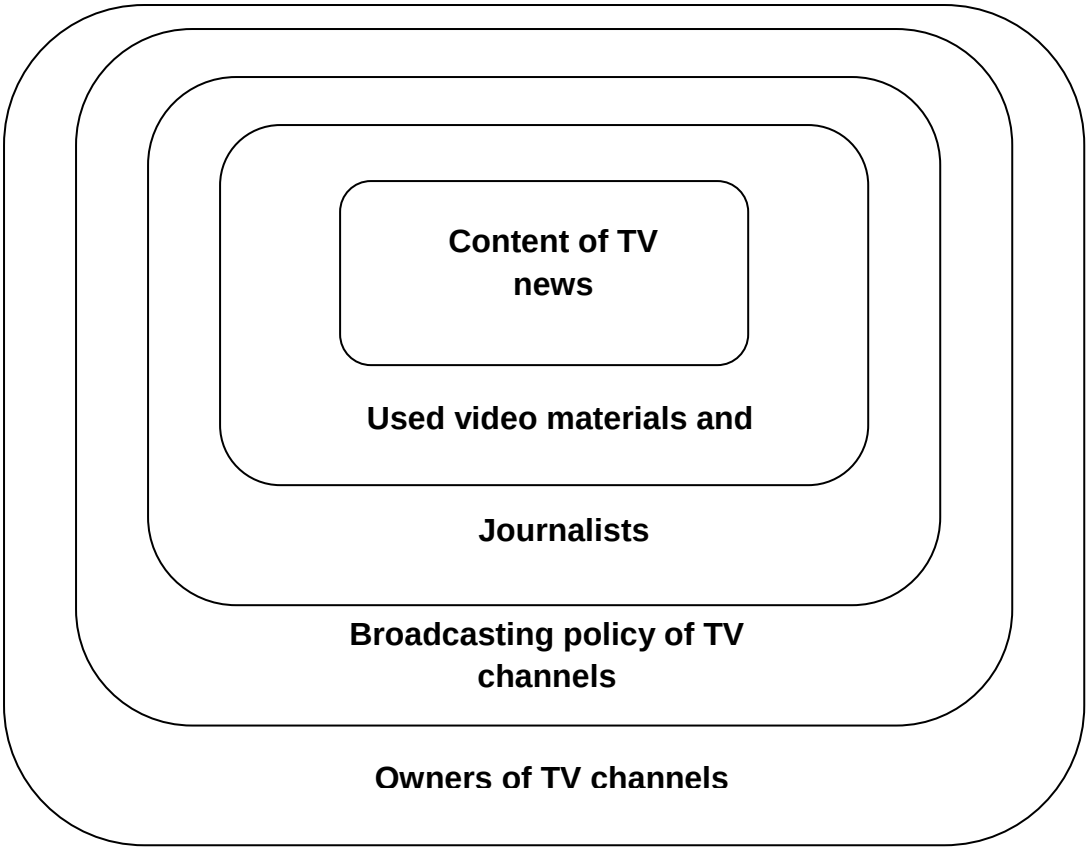
Duration of conflict and controversy news almost is same minutes in two channels. So there are not any big conflicts or controversies in Turkey as well as in Kyrgyzstan.

There are any healths; seasonal, sport, industry and news reflect pressure group in Kundemi. While in FOX On there is no weather and sport news.

In this case, broadcasting policy of two different television channels are seen in their news bulletins. Research result show that, duration of news changes by type of news. So FOX TV journalists try to make different kinds of short news in 50 minutes program. Furthermore, there is news stories detailed in Kundemi and duration of news reportages continue about 3-4 minutes.

Television news production in private television depended on not only their broadcasting policy but their economic, cultural and political perspectives in different country. Social, cultural, commercial, economic and political change and transformation through the media to spread and affect the entire world.

Of course, types of news give us answers of our research questions. Following graphic answers all questions of the research. Five circles create main meaning of graphic. First of all, subject and content of television news give first impression to audience. In this case content of news depends on used visual materials and sources. Because of most of news are made by own journalists of two channels. Continuing explains of graphic, visual materials and sources depend on journalists. Journalists play important role of searching visual and audio materials; music includes. Therefore journalists depend on broadcasting policy of channel. Generally television is some kinds of company and journalists are workers, so they directly depend on owner of company and their policy. Final broadcasting policy is determined by owner. Both Channel 5 and FOX TV owners are foreign businessmen in Turkey and Kyrgyzstan.



In conclusion, under globalization, capitalist production developed in the framework of the multinational companies, has produced consumer products through to the pump, with its own ideology, lifestyle and entertainment culture, one-way and in line with their less developed and developing countries are out to drain. Besides these sectors of the entertainment culture of communication shaped by the world and we see from their window, we can cause them to look at the window. Technological developments and easy communication with the world that is increasingly global in the smaller. Thus owners can develop their news broadcasting policy by globalization mass media trends in the world.

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