# THE EFFECT OF POLITICIZATION OF TURKISH SERIES ON THE POLITICAL ATTITUDE OF YOUNG AUDIENCE

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# PLAGIARISM

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

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## ABSTRACT

In this thesis study, it is aimed at making a reception analysis of the effect of politicization of Turkish TV series on the political attitude of the young audience through the series "Vatanım Sensin". In line with this aim, in the first part of the thesis, what is mass communication and what kind of effects mass media has on individuals are examined. In the second part, by mentioning the broadcasting purposes of television, the effects and reasons of individuals are revealed. Information was given about the theoretical approaches put forward in this regard. In the third part, the concept of attitude is examined, and research information is given about the reasons that affect the attitude and the role of the mass media in the formation of attitude. In the final and methodological parts of the thesis, a focus group study was conducted to analyze this effect. As a result of this focus group study, the young audience is affected by the messages given by the television series, and they evaluate the messages given by passing them through their own social conditions and ideological approaches.

Keywords: *Mass Communication, Television Series, Attitude, Reception*

# ÖZET

Bu tez çalışmasında ‘’Vatanım Sensin’’ dizisi üzerinden Türk dizilerinin siyallaşmasının genç izler kitlenin siyasi tutumuna etkisinin alımlama analizi yapılması amaçlanmıştır. Bu amaç doğrultusunda, tezin ilk bölümünde kitle iletişim nedir, kitle iletişim araçlarının bireyler üzerinde ne gibi etkileri olduğu irdelenmiştir. İkinci bölümde, televizyonun yayın amaçlarından söz edilerek, bireyler üzerinde etki neden nedenler ortaya konmuştur. Buna ilişkin ortaya atılan teorik yaklaşımlar hakkında bilgi verilmiştir. Üçüncü bölümde, tutum kavramı incelenmiş olup, tutuma etki eden nedenler ve tutum oluşmasında kitle iletişim araçlarının rolü ile ilgili araştırma bilgileri verilmiştir. Tezin son ve metodoloji kısmında ise, bu etkinin analizi için odak grup çalışması yapılmıştır. Yapılan bu odak grup çalışması sonucunda, genç izler kitle dizilerin verdiği mesajlardan etkikelenmekte, verilen mesajları kendi sosyal koşulları ve ideolojik yaklaşımlarından geçirerek değerlendirdikleri sonucuna ulaşılmıştır.

Anahtar Kelimeler: *Kitle İletişim, Televizyon Dizileri, Tutum, Alınlama*

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# INTRODUCTION

If we look at the history of communication, we can see that it is as old as human history itself. The first humans even entered into communication, even if they used different methods. Communication that people started by making noise and using smoke made an important step after the invention of the printing press. Advanced developments in communication technologies have also been experienced through technological advances. These developments have developed mass media and brought a mass mission to communication. Mass media is seen as both the cause and the main element of modernization. Mass Media has played an important role in social changes since that day it entered human life. Rapidly released vehicles have become an indispensable element of society while being effective in all areas of life. This age, which is delivered to individuals by mass media, can be defined as an "information age". Because today, the most effective means of delivering information to people are mass media. Through mass media, cultural products, ideas and information have become more accessible to people. While written texts defined mass media in the early days, today there is generally an advantage for technological tools in mass media. Television, radio, internet, etc. technological devices have come to control the life of the individual. The most important studies on mass media are those that affect the behavior of individuals. As a result of these effects, changes in behavior and attitudes of individuals have been observed.

Today, television is one of the most important mass communication tools that affects the behavior and attitude of individuals. The size of the place television occupies in human life has become debatable even today. Because the television has now entered the house and has become one of us. Although television is thought to be effective in the life of an individual, the individual thinks that he / she controls the actual television.

As in all other mass media, television aims to meet the needs of society. For this reason, television contents are prepared according to the needs of the society. In other words, the

main purpose of television is to meet the needs of society. The basic assumption about television is that its purpose is to entertain, inform, and educate individuals. These three objectives form the basis of television. According to Aziz, the broadcasting purposes of television are informing, educating, entertaining, promoting and influencing goods and services. The purpose of influencing is to state what all other goals actually want to achieve. Television contents are constantly updated to increase their effects on individuals. Dramatic productions are one of the most interesting products on television. With the rapid spread of television, dramatic productions have become among the productions that attract the most attention from the audience. Entertainment-themed program types have become the most used programs on television. Thus, the purpose of entertainment on television comes to the fore. Television series, which are one of the types of dramas, have the most content. The number of TV viewers has increased as the TV series take place more frequently. TV series appear parallel to human life. Therefore, it can take place more in the lives of individuals. So, our daily conversations and human relations are shaped around TV series, and our consumptions are similar to those of TV series' heroes.

TV series are broadcasted periodically, it is easier to reach people. Thus, the message it conveys has a high power to affect the masses. Actually, the TV series wants the changes that the ruling class wants in society to be talked about by society, The groundwork for the discussion of events on the agenda and acceptance of society was prepared. Because the main purpose is that the audience believes and accepts so that changes occur.

The high power of impressions of the series causes it to be an important place in the work of the audience. Because serials actually affect society, they enable the content to be received and shaped by society. Receiving is an effective reproduction of the transmitted message by receiving it. The reinterpretation and deciphering of the texts by the audience is seen as reception.

This thesis study consists of four chapters. Firstly, the concepts of mass communication and mass media have been examined by literature reviews. After the examination of these concepts, the effects of mass media on individuals are discussed. In addition, there were theoretical approaches to audience impact studies that are frequently used in mass communication studies.

In the second part, television, which is part of the mass media, is analyzed. The majority of this part consists of the tasks and effects of television. Television series have been announced, and audience studies are also given in this section.

The third section contains information on attitudes. The concept of attitude has been explained, and the reasons affecting this attitude are revealed. The effect of mass media on attitude is also included in this section.

The fourth part and the last part are the methodological parts of the thesis. In this section, the purpose of the thesis, its importance, research questions, hypotheses, research universe, sampling, and questionnaires are shared Tables and results are included in this section, which also includes research bugs. The thesis study was completed using the interpretation of the findings and the conclusion part.

# FIRST PART

# THE ROLE AND EFFECTS OF MASS MEDİA

## 1.1. Definition and Development of the Mass Media

In parallel to the development of human history, rapid changes and developments in the world have led to the development of communication. With the continuation of such rapid developments and with the effects of globalization, individuals have had the chance to get all the information they want as soon as possible. One of the most important elements of this is that massization of communication makes it easier to access information. The transition of humans from a biological entity to a social entity has also occurred due to the development of communication. The concept of mass media is communication through mass media such as television, newspaper, books, radio and Internet. At this point, we can say that mass media affects the entire social age of individuals. Most importantly, mass media has become the most important tool that controls life and makes it more possible (Gökçe 2006: 121).

Before talking about the effects of the mass media, it is necessary to look at the origin of the concept of communication. Communication originating from the Latin word "communis" is used as the equivalent of "communication". Term communication, as the meaning of the process of sending, receiving, processing, reproducing, reproducing, and reprocessing meaningful symbols between individuals, is expressed as the socialization at the basis of the word communication. The situation can be said based on the Latin meaning of words such as communa, de communis, communicare; it includes togetherness, socialization and commonality. So much so that we can define the concept of communication as a process at the social level through the concepts of process and association, socialization and equality between individuals (Oskay 1993: 309-310).

The basic elements of my communication concepts are message, source, target audience and channel. The term mass communication was first used in 1940 by Horald D. Lasswell.

Laswell talked about the functions of mass media such as providing information, persuading society and socializing. ( Quotes by Demirel 2019 )

Tablo 1. Laswell Communication Model

To clarify the concept of "mass" in mass communication, it has a different meaning from the concept of communication. The reason for this comes from the word mass. The word mass in mass communication means that messages and messages are directed by many people at the same time The word mass in mass communication refers to a large number of people who are uncertain about resources and are heterogeneous (Gökçe 2006: 121).

In its classical definition, the concept of mass means socially indifferent, heterogeneous, unrelated, wide influence devoid of distinct class, gender, and racial differences (Erdoğan 1990: 54).

In the 20th century, with the effect of great developments in the field of technology, communication tools were also affected, so the concept of mass communication has become important over time. Mass communication is a concept that is evaluated differently from communication. Based on these explanations, mass communication is the process of conveying information, thoughts, and attitudes to large masses by technological means (Yumlu 1994: 17).

The concept of mass distinguishes between communication and mass communication concepts. Mass communication refers not only to the mass distribution of the message, but

also to the fact that mass media continues to function in society. It is claimed that the mass media has power over the masses (Yumlu 1994: 17).

The mass is seen as a community of individuals united around common interests. This common interest directs all individuals in the group towards the same goal. However, the individuals that make up the majority do not know each other and the relationship between them is limited. Their actions are not independent and directed towards each other. These individuals are either not organized or their level of organization is very low.

It is a community in which the masses that do not have communication and contact with each other, and where there is no organization, are usually made up of people who share an instant and aimless path. The fact that people are far from homogeneity can form a group allows them to be expressed as "mass" (Topçuoğlu 1995: 126).

In fact, there is no connection between the meaning used in the concept of "mass" and the meanings used in mass communication. Mass media has different qualities as an audience than the "mass", group, crowd and public. Denis MacQuail states these qualities as follows.

a) The crowd is crowded and larger than the public.

b) The mass is not collective, individuals do not know each other, and even the person gathering the audience does not recognize the members.

c) The mass lacks a specific purpose and is incapable of acting together.

d) The forms that make up the mass within varying boundaries are of different structures.

e) The mass does not act on its own; on the contrary, it acts through the mass (Yumlu 1994: 16-17 ).

Mass communication can be defined as fast, public and short-term. It is public because it allows the public to watch. It is fast because messages are created to catch up with the audience within a short time or at the same time. It is temporary because messages are intended to be consumed within the time they are received (Erdoğan, Alemdar 1990: 54).

A process begins when the mass media communicates with the reader or audience. In the mass communication process, the only resource is not a person but an organization or a professional communicator. The relationship between target audiences and sources is generally one-way and there is almost no interaction. Mass communication involves the sudden and widespread influence of people and a large number of buyers. (Usluata 1991: 74) Except for the literal meaning of the word, mass communication is not inter-mass communication. It is the control of communication with the masses. In fact, this controlled behavior is expressed as the struggle for the domination of political and economic powers. In this case, masses are tools used for the purpose of control. At the same time, the masses are seen as both a means and a task of purpose (Erdoğan, 2009).

Mass media is also an economic institution. Thus, a competitive environment occurs among the mass media. As a result of this competition, a situation arises such as managing and directing mass media, changing thoughts, and attitudes (Güz 1995: 114).

The main features of mass communication are listed as follows.

1) The audience is wide with mass communication.They do not appeal to a specific group, but to local, regional, national, and international communities.

2) In mass communication, the audience consists of people from different social groups with different characteristics.

3) Audiences are an anonymous community; that is, they do not contain the unifying features of certain social identities such as school and workplace.

4) It is public; its content is open to everyone and there are no membership requirements.

5) The mass media provides simultaneous contact with many people who are far from the source and are located separately from each other.

6) Social and political structures are observant and determinant in the regulation of public broadcasting organizations.

7) Professional communicators in the broadcast kitchen such as journalists, advertisers, editors, programmers, and producers regulate the relationship mass media and the audience.
8) Communication is one-way and irreversible, so the audience lacks the right to respond.
9) The products of mass media are easily supplied by the majority of people. The easy availability of these products does not mean that they are adopted by the public because it cannot be said that the messages circulating in mass communication reflect the demands of the people (Mutlu 1995: 211).

Mass media tools today have reached a point that cannot be considered apart from communication. With a communication network established by technological communication tools today, the formation of cultural expansion has transformed the world into a "global village" with Mac Luhan's definition (Ozkök 1985: 93).

**1.2. Mass Media**

Nowadays, with the rapid development of technology, mass media has enabled individuals to have news from every region of the world and reach all kinds of events more easily and at lower costs. As a result, individuals change their perspective toward the events around them and affect their decision-making (Kalender 2005: 106).

People have the right to access information on any subject they are interested in, to learn, to comment, examine, and criticize the subjects they learn. This can only be possible with the transmission of events to societies and individuals. This announcement function is also done through mass media. It is possible to explain the mass media in three ways, visual aids, audio aids, and audio-visual aids.

The social roles of mass media are the same, but their effects may differ relative to each other. The mass media is to convey the events in the world, to provide information about the

conditions in the world, to show power relations, to facilitate innovation, order, and progress. ( Kalender 2005: 108).

Newspapers are one of the oldest and most important mass media programs. It plays an extremely important role in the transmission of events and information, in conveying ideas to the wider public, in drawing people's attention to the main cases, and in the development of the general cultural level of the reader (Bektaş 2002: 99).

Newspapers sold for a certain fee appeal to the masses who can read and write because they are printed and written. In newspapers, where events and news commentaries are covered in depth, individuals can find the details of the events they have listened to on the radio or watched on television (Işık 2000: 69).

According to Yatkın, the features of the newspaper:

- Since it is a tool that appeals to the eye, it is more effective and more striking than the tools that appeal to the ear.
- It is an easily accessible vehicle for individuals due to its low cost.
- It enables individuals to gain the habit of reading and writing (Yatkın 2003: 91).

The most important feature that distinguishes the newspaper from auditory tools is that it is permanent. Individuals can reach the news whenever they want, without the time problem. For this reason, it is one of the sources of information used by scientists in researching historical events (Işık 2000: 69).

Magazines are a mass communication tool that started and developed with the discovery of the printing house. Although it is often equated with a newspaper, it needs to be handled and examined separately because of its unique nature (Aziz 2010: 110).

Magazine is a mass communication tool that is regularly heard on topics such as essays, research, articles and news( Işık 2000: 68). Journals are easier to examine, depending on the purpose of publication.

- Magazines that appeal to general or specific readers such as art magazines, sports magazines, magazines with social and political content, health magazines, fashion magazines, women's magazines, youth magazines and baby magazines.
- Magazines published by public institutions, local administrations and non-governmental organizations,
- Public relations magazines describe their fields of work, such as large business groups and holdings,
- Scientific journals published by academic units (Aziz 2010: 111).

While mass media is intended as the thinking brain, seeing eye, and hearing ear of societies, it also educates them as they express the problems and deficiencies in the transfer of information. Mass media, which is of great importance for both society and individuals, has many functions such as providing information, criticizing and controlling, education and entertainment, and creating public opinion. (Işık 2010: 72) Cinema also fulfills all of these functions.

Although cinema was presented to society beforehand, it has different aspects from newspapers, magazines and books.

- Provides moving messages and events.
- While it was silent when it first appeared, the images in the following years were presented with sound.
- The topics covered may be different in each production.
- It differs from other mass media in terms of its production and its artistic aspect.
- Production in cinema is different; In a film, a film camera and raw films are used.
- Its reproduction and display are done with the tape technique. The screening of the films is made with a video tool especially for individual use.

- It is possible for society to benefit from cinema films by reaching the venues made for this purpose.
- It does not have the ability to reach large audiences at the same time. For this reason, it is not possible to affect societies like other mass media.
- If we look economically, it has given birth to the cinema industry for various reasons. This industry is big in the employment it creates as well as in film production (Aziz 2010: 113-114).

In Europe, with the discovery of radio in the second half of the 19th century, there have also been developments in mass communication. Radio is not the invention of a single person, but is the result of successive inventions. Radio, which was developed with the combination of different inventions, became an important propaganda tool after the First World War.

After the invention of the radio, people started to learn about social, political and economic events that took place all over the world from where they were. (Yatkin 2003: 93) Especially during the period until the end of World War II, radio experienced its golden age. Radio journalism has reached a wide audience due to its features such as reporting from the battlefield, interpreting, and summarizing events.

Yatkın (2003: 93) comments on the newspaper as follows.

"Although the newspaper appeals to the eye, radio appeals to the ear." So the radio is an audio communication tool "

Since it is an auditory communication tool, there is no need to know how to read and write like newspapers and magazines. As a result of the technological developments, the transportation of the radios has become easier with the shrinkage, so there is no space limitation. Another feature that distinguishes it from the newspaper is that the person does not pay an additional fee for radio messages after purchasing (Işık 2000: 70).

Television, which started to develop in the early 1920s, started to spread rapidly after the second half of the 20th century (Erdoğan 2005: 302). Television, which developed in America and spread from there tok Europe and he whole world, experienced a golden age after the 1960s. The telecast began in 1968 in Ankara, Turkey today through a number of national and regional channels (Peltekoğlu 2007: 243-244).

Television has established a superiority among the mass media with the addition of the sound on the radio next to the sound in the image, its color, the increase in the number of channels and the introduction of live broadcasting ( Işık 2000: 20). With the help of developments in both images and sounds, television has revolutionized the field of mass communication ( Güngör 2011: 207 ). This shows that it is a visual and auditory communication tool that appeals to the eyes and ears at the same time. As time passed, the influence of print publications decreased and the content of politics, religion, and ethics had to be adapted to television (Postman 2012: 17). This change and transformation took place within the process.

Television, one of the most important mass media;

- to inform,
- to spread information,
- to Teach,
- to entertain,
-to  Advertise,
- It is a powerful tool because of its features such as convincing and animating (Yatkın 2003: 92).

Fiske and Hartley state the social functions of television as follows.

- To determine the established patterns of facts that can be socially accepted and determining their boundaries.

- With the help of messages being given, to ensure that society is adapted to the established cultural values system in line with general ideological foundations
- To explain the values of the established culture and helping to promote it to people in other regions
- To ensure that societies come together with their established cultures and other cultures around the world,
- To present the change in social and political inadequacy stemming from the changes in the cultures of societies and the demands for ideological change from society,
- To provide assurance that the personal identity and status of individuals are guaranteed by political culture,
- It gives the feeling that individuals are part of a cultural whole, except for the sense of security and sharing,

Television can be considered both technological and cultural. Therefore, television is a tool in one form and a medium for cultural production, transmission, and consumption in another way. ( Mutlu, 1999: 11) In this state, television has become a part of daily life and has affected all areas of social life (Gökçe 2010: 223).

Computers, which were first used for military purposes, have been a revolutionary technological development. The introduction of the Internet means that another communication revolution will occur after the television. However, studies in the field of computers are such great developments that they also include television. In addition to providing important opportunities in the mass field, it has also provided important opportunities in the dimension of interpersonal communication (Güngör 2011: 208). Computers have become an important part of human life and an information store, where all kinds of information can be accessed in a short time with the Internet. Many habits of people,

from the ways of living, talking, having fun, and getting information about events, have changed with the internet (Şimşek 2006: 290).

Despite the increase in the effectiveness of the Internet and social media in human life, television still maintains its superiority in terms of being between information, receiving news, and spending time on entertainment. Studies conducted since the early years of television have revealed that the messages given are effective to the audience in various ways (Avşar 2014: 11).

**1.3. Function of Mass Media**

More research and publications are being conducted day by day on the place and functions of mass media in society. ( Talu 2000: 7) As a result, various opinions have emerged about the duties of mass media. The media is to inform the public, to inform the public and to contribute to the formation of public opinion (Işık 2005: 86). Tutar and Yılmaz have listed the functions of mass media as follows.

- To create a fantasy world with entertainment programs and TV series in order to escape the tension caused by social changes
- To provide information about innovations,
- To create intercultural and intergenerational interaction,
- They explained it by creating public opinion through the interpretation of political events. (2002: 223)

Based on these statements, the media tells people what to think, not what to think. In this way, the media determines the agenda of societies. People in viewer status get preoccupied with the agenda presented to them by the media.( Güngör 2011: 213). With its power and influence, mass media has become an integral part of human life, revealing changes in their cultures and social habits ( Arık ve Solmaz 2007: 234). It is accepted in democratic regimes that the media monitors the political environment and contributes to the formation of public opinion. ( Oktay

2002: 21) The functions of communication tools in a democratic society can be summarized as follows.

- To inform,
- To make surveillance
- To serve the economic system with the advertising channel,
- To entertain. (Yıldız 2002: 51-52)

Aziz divided the functions of mass media into four main groups:

Reporting: Especially the emergence of newspapers has been associated with this function. Due to the nature of the mass media, the oldest function of reporting is the collection and transmission of messages regarding newsworthy national and international data, information and facts.

Education and Cultural Transfer: The main reason for this function is message transmission, contribution to human creation in contemporary values, and transfer of cultural values from generation to generation.

Promotion of Goods and Services: It is the promotion of goods and services produced by advertising and promotional messages to users who are close to these vehicles. This function is considered to be the most fundamental task of the mass media where certain groups hold it. It has the feature of being the fastest and most developing function among the historical process.

Entertainment: In addition to having a purpose on its own, it can be defined as a function that is necessary for the performance of the other three basic functions, listening, reading and watching. It has made significant progress in the historical development and is almost perceived as the basic function of mass media. It has the feature of being a function that has changed in the mass media about the effect of the mass media in society and therefore has an important role in terms of the effect of these tools on societies. (1994: 24-25)

Mass media has contributed to ensuring the socialization required for people to sustain their lives, to transfer the material and spiritual foundations of the society to the members of the community and to learn from individuals during the transfer ( Yüksel, 2001 ). In a way that did not exist in the past, mass media plays a fundamental role in establishing a social consensus and is effective in the formation of social norms (Güz 2005: 15).

People gain the understanding to act according to the behaviors and value judgments of other individuals in society and become identified with society. Mass media plays an important role in the relationships between the individual and the society and the interaction between the individual and the individual. While transferring thoughts formed in society to members of society, it also reflects the reactions formed to members of society (Güz 2005: 15).

According to Güz, he acknowledges that mass media is a feature that opens individuals' views and enhances their experiences, as well as explaining events and making sense of these events. Mass media has the feature of creating a platform for information and ideas and transferring issues to these platforms (Güz 2005: 16).

**1.4. Effects of Mass Media**

It is the "effects" issue that makes communication studies more important. Effects are classically defined as short-term behavioral and cognitive effects on individuals. (Çakır and Çakır 2010: 19) When it comes to the concept of media effects, what comes to mind is that individuals are exposed to both themselves and their social and cultural environments with the media messages, and their changes and actions as a result of these messages. Five different media effects are mentioned on individuals: behavioral, attitudinal, cognitive, emotional, and physiological effects.

- Behavioral effects occur when a media message consumer performs certain behaviors presented by media messages.

- When the media shape individuals' judgments, beliefs and values, we can talk about their attitudinal effects.
- If the media creates feelings such as fear, anxiety and joy on the individual, its emotional effects can be mentioned.
- If arousal or other physical reaction has occurred due to media consumption, we can talk about its physiological effect. (Çakır and Çakır 2010: 19)

Since the beginning of the 1900s, research on the effects of mass media on people has started. As a result of the Second World War and the increasing popularity of television, this research has gained momentum (Çakır and Çakır 2010: 20).There are many studies, both positive and negative.

Mass media is effective not only on individuals but also on the value judgments of culture and society. It offers a set of ideas in determining the audience's own behavior.

**1.5. Impact Studies**

Studies in the field of communication were carried out long before the institutions operating in this field started. Although this situation may seem strange, this strangeness does not pose a problem since the field of communication is formed by the coming together of different disciplines. Communication has taken a long time to become an academic field, even though it has existed since human existence. Mass media studies have come to an academic level because of the positive or negative reaction of the society to mass media. Hence, there is a similarity between the responses of both societies and social sciences (Tüfekçioğlu 1997: 30). According to Nabi and Oliver, there are four schools that are most commonly cited in mass media: the Chicago School, which offers pragmatism and a humanist approach, the Vienna school that offers logical positivism, the British School of Cultural Studies, which focuses on the creation of social and political ideology, and the Frankfurt School, which has a critical point of view (Çakır and Çakır 2010: 23). These four major schools are the ones that have

been effective in impact studies up to now. Nabi and Oliver then separate the effects of mass media into five different categories;

- Learning (Social Cognition Theory),
- Socialization (Addition analysis),
- selective exposure (Uses and Satisfaction),
- Selective presentation / perception (agenda setting),
- Perceived effects (third person effect) (Çakır and Çakır 2010: 23).

According to Jensen and Rosengren, they say that although there are different approaches from different disciplines in social sciences in the field of media effects, impact studies can be gathered in five different traditions (Çakır and Çakır 2010: 24).

- Impact studies,
- Uses and Satisfaction research,
- Literary criticism,
- Cultural studies,
- Reception Analysis.

On the media effects, McQuail divides the research into four phases roughly:

- Stage 1: All-powerful media. In the period between 1900 and 1940s, it was thought that both the thoughts and behaviors of the individual would be affected by the propaganda management. This is explained not by the fact that it is a scientific research, but by the fact that the effect of radio and films is based on observation.
- Stage 2: The so-called theory of the strong media. As a result of academic studies that started after the 1930s, it started to be seen that there could not be a direct link between media messages and audience reactions.
- Stage 3: The reinvention of powerful media. In the 1960s, hypotheses about the power of the media were returned with a re-evaluation of the same findings. These

hypotheses were partly due to the increased use of television, partly to research on cognitive and structural effects, effects on the attitudes of the individual, and partly to the rediscovery of critical social theory.

- Stage 4: Discussing the media effects. After the 1980s, there has been a return to the understanding of media, which started to build a meaning not only for individuals but also in social life. This change, which is partially related to quantitative reception studies, is partially based on several qualitative approaches (Çakır and Çakır 2010: 23-24).

### 1.5.1. Different Approaches in Mass Communication Research

The class that controls the means of production in societies separated by class also controls the means of communication. Before the development of capitalism, natural events and social issues were explained by the influence of religion. Depending on the development of capitalism, the events occurring in the society began to be explained by science. The bourgeois class, which saw its own interests as social interests, strengthened the house in the capitalist period, and enabled scientific studies to develop under its own control. Studies in communication sciences have been carried out to control and direct the masses. For this reason, there is no single approach to explain the truth to the society in communication sciences. Each class puts forward a theory for its own benefit. Those who defend the existing order and want its continuity have put forward the "mainstream theory", while those who criticize the current system and the communication created by this system have put forward the "critical theory".

#### 1.5.1.1. Mainstream Approach in Impact Research

The studies on the effect of the media on the masses within the mainstream approach are generally psychological. Studies carried out are generally far from historical reality. In these works, the audience was seen as either too strong or passive. People are positioned outside the

historical process and social power relations. Since people cannot choose the social conditions they live in, they cannot choose their own media messages. Capitalist property and production relations have an effect on the media contents created to shape the consciousness of the audience.

Denis McQuail divided the mainstream approach in communication studies into 3 main groups.

1. First Period: Period of Strong Influence
2. Medium Period: Limited Effects Period
3. Late Period: Period of Effects

**Strong Influences Term:** They contributed by analyzing the academic work of the Chicago school. Inspired by the American philosophy of pragmatism adopted by John Dewey and George Herbert Mead. Chicago school theorists conducted their research in this city, which they saw as a "social laboratory". The research data consisted of participant observations and surveys in the suburbs of the city. Robert Park, one of the most important representatives of the school, was interested in immigration and the problems experienced by immigrants in their participation in social life in the USA. Therefore, he investigated the contribution of the press and foreign language newspapers to social change and cultural commitment. Other theorists Herbert Blumer and Philip Hauser have conducted studies measuring the effects of movies on children. In all these studies, participant observation technique was used and data collection was ignored. In the analysis, life stories and interviews were generally used.

Park described the media as a social institution without relying on empirical research. He handled social facts without any problems and directly analyzed the collected data. For this reason, Park's work has contributed to many researchers. The work of the Chicago school is important in terms of revealing the influence of the media in the practices of daily life and in creating a national culture.

In the studies of this period, 4 reasons were put forward for the power and persuasiveness of the media.

1. A mass audience has been created as a result of adapting new technologies (radio, film, etc.) to mass production.

2. As a result of urbanization and industrialization, a society that has changed, rootless and alienated has been created.

It has been said that the urbanized person has a defense against the effects of the media.

4. It has been put forward that the media directed the masses at the end of the 1st World War and as a result, fascist governments were established in Europe.

**Limited Effects Period:** As a result of the collection of objective data under the influence of positivism in the United States, it was claimed that the media did not actually have a strong or persuasive effect. Hovland's studies prove this. As a result of his studies on soldiers, Hovland revealed that the media is effective in obtaining information but not in changing attitudes. Lazarsfeld, on the other hand, concluded in his election research that the masses were influenced by the communication campaign (Severin & Tankard 1994: 435).

Klapper stated in his studies that the media alone is not enough to be effective on people. According to Klapper; there should be different factors such as perception, exposure, group influence and opinion leaders.

As a result of field studies, the propositions of the period of strong influences have been replaced by constructs emphasizing the power of communication between individuals. Laswell, Kurt Lewin and Carl Hovaland are the most important theorists of this period. Especially Lazarsfeld's "Two-Stage Flow Model" still maintains its importance in certain subjects. Lazarsfeld moved away from the social responsibility tradition of other Chicago School theorists. He re-evaluated the approach of seeing the media as a tool to save the society from deadlock and lead a more democratic life. He supported bureaucratic research as

opposed to critical research. Therefore, he argued that the system represented in America is sufficiently democratic and that the goal of social science cannot be to build a better society. The separation of communication processes from economic and political processes supports this view.

After the 1940s, three factors were listed in the communication studies that developed in the behaviorist and empirical direction in the USA.

1. The use of propaganda and persuasion techniques in addition to the armament and armed conflict that started with the Second World War led to studies in this field.

2. After 1940, changes in marketing techniques and efforts to influence consumers played an important role in communication studies.

3. As a result of the development of democracy, determining the place of mass media in the system has been the subject of research.

**The Period of Effects:** In the 1970s, Elisabeth Noelle-Neumann aimed to criticize the "limited influence" approach and return to the concept of "strong media" by examining the researches in communication studies. Neumann criticized the method used in impact studies and argued that the influence of the media cannot be measured under laboratory conditions. According to Neumann, real life is very different from work done in laboratory conditions. Because the media is everywhere and people cannot escape the messages conveyed by the media. It strengthens the media effect by constantly updating media messages. The messages presented in the media are almost identical, which makes it difficult for people to selectively perceive the messages. As the selective perception decreases, the influence power of the media increases.

**1.5.1.2. Propaganda / Stimulus-Response / Magic Bullet / Hypodermic Needle Model**

By the 19th century, the east of bourgeois societies had become the main subject of sociology. Many scientists such as Durkheim, Tönnies, Gustave Le Bon started to research the masses

that emerged with the industrial revolution. These masses were seen as a destructive force, isolated from each other, alienated and deregulated. It was thought that the mass media had a great influence on the masses of such individuals. Until the beginning of the Second World War, the idea that propaganda was a very powerful tool in ideological changes in Europe and in the manipulation of the masses was advocated (Yaylagül 2006: 45-46).

According to Harold Laswell, apart from the use of physical force through political power, it started to form public opinion with the power of mass media. Because political power was based on the view that propaganda affected public opinion through mass media. Those who owned the economic and political tools could direct people to the group, lacking the wisdom to resist propaganda (Yaylagül 2006: 46).

At the end of the 1940s, the common view in mass communication was the approaches based on the stimulus-response model formed by the influence of psychology. But later on, there were different reactions to this view. According to this model, it is to respond to a stimulus in line with the messages of that stimulus. The concept of hypodermic needle, on the other hand, has been separated from its medical meaning and positioned within the communication phenomenon. The hypodermic needle is a specific drug that finds and injects patients in the community. It passes all people without effect so it is magical. A magic bullet like this is thrown into a crowded place; it goes and finds the enemy or target without harming the friendly ones.

The first theory developed with this approach is the model known as the hypodermic needle, magic bullet, stimulus response, or propaganda model. This model, which is based on linear objectivity, forms the basis of mainstream communication studies. According to this approach, the sender's message affects the behavior of the recipient. The messages sent by the mass media in possession of a dominant class have a direct effect, one of which is like a syringe or magic bullet.

The formation of this idea is based on observing the Nazis' effective use of mass media while coming to power and during their time in power. The message of fascist power had a stimulating effect and had an immediate effect on the masses. It has been observed that in countries such as the United States of America, popular cultural products appeal to the common tastes of the masses and direct them to consumers and voters (Yaylagul 2006: 46-47).

**1.5.1.3. Shannon and Weaver's Information Theory**

This model, developed by Shannon and Weaver in 1949, was the basic assumption of mainstream positivist mass communication. According to this assumption, communication is a one-way and linear process. This model, called the Mathematical Communication Model, included the image source factor, which is dysfunctional in the functioning of the communication process in the communication process. (Yaylagül 2006: 47)

Tablo 2. Shannon and Weaver's Information Theory

According to this theory, the first element in the communication process is the source of information that produces messages to be transmitted. The messages produced by the source are transformed into signals that the receiver can receive by transmitting them. When the receiver formats the signals, the receiver turns them into messages that he can reach. Finally,

the messages reach the recipient. In the communication process, the noise source may distort the message when the information reaches the target. As a result of the processing of the noise source, there will be differentiation between the signals given, sent and received. Therefore, as a result of this differentiation, the communication process will fail and fail. In this theory formulated by Shannon and Weaver, two basic concepts are lack and excess in information. Redundancy is the parts where no new information can be transmitted. The opposite is a lack of information. Establishing a balance between deficiency and excess is important for effective communication. The higher the noise, the more the communicators repeat each other's words. (Yaylagül 2006: 47-48)

**1.5.1.4. Laswell's General Communication Model**

To describe the interpersonal communication process, Laswell asks the following questions:

- Who / Target
- To whom / Target
- Which channel / channel, communication tool
- With what effect
- What does he say? Message,

As a result of this model of Laswell, research areas on the effects of mass communication have expanded within the mainstream approach. In response to the question of who, those who are interested in the communication source that takes the initiative in the communication activity and guides the process, what the source says, that is, the message to be conveyed, is with content analysis, those who are interested in the communication tool or channel with media or channel analysis; Those who are interested in the audience that the transmitted message wants to reach are engaged in audience research or those who are interested in the effect of the message on the audience engage in impact analysis. (Yaylagül 2006: 48) It has been criticized because it is emphasized that the purpose in the act of communication is to

influence the target. Due to the one-way communication, it is suitable for political propaganda effect. The target audience is seen as passive by taking the message as it is.

Rather than examining each of these processes in the context of a whole social process, one or two of them are considered in the context of their structure and function. The historic dimension is lacking in these approaches. Historical and social conditions, power and power struggles, and real production processes are not included (Yaylagül 2006: 48-49).

**1.6. Two-Stage Transition Model**

Like Laswell, Elihu Katz and Paul Lazarsfeld have developed a model based on the nature of mass media in forming public opinion. They named this model, in which they point out the power of mass media in creating public opinion, as "two-stage flow" model. Public opinion was shaped by the information coming from the media to "opinion leaders". The function of opinion leaders has also been discussed in another model developed in the same years, and the function of those who intervene in the news flow that is directed towards the public within the framework of the concept of “threshold watchman” has been reviewed. All these studies have tried to define the indifference of the masses to politics in modern democracies. (Köker 1998: 34-35)

According to the two-stage flow model, opinion leaders are more affected by the mass media than the individuals they influence. The opinions spread to the audiences, the messages passing through the comments of the opinion leaders reach the masses, so that the opinion leaders consume the media content more. In other words, opinion leaders interpret media contents and reform them while delivering them to the masses. Since his respect and trust is seen in the society, the effectiveness of the opinion leader is high. They spread the messages they receive in mass media with their personal effects. Media messages reach people through group and organizational relationships. The two-step flow and opinion leader approach

generally sees and evaluates media influence as short-term effects on attitudes and behavior (Yaylagül 2006: 48).

Studies prior to this model assumed that all audiences were equal and shared the same values. However, as a result of questioning this, it has reached the opinion that the behaviors of the people should be the result of their own interpretation. Viewers are able to comment, choose, and reject who have gone from passive to active.

**1.7. Critical Approaches in Impact Research**

The critical approach to mass communication studies was developed against the pluralist theory of society. In this approach, various studies such as the industrialization of communication, the impact of the developing mass media on society, the economic and political reasons of communication and cultural studies have been carried out. Although studies and studies are different, the main purpose here is the role and function of communication, from the maintenance of social relations and power relations. The role and function of communication in this process has been questioned.

Critical approaches were partly influenced by the Marxist view. Marx saw culture and ideology as elements of the superstructure. As Marx predicted, socialist revolutions did not take place in Europe, instead fascism rose. Some Marxist theorists have argued that culture and ideology play a role in understanding these developments. Culture and ideology are of great importance in the preservation of existing social relations and in the reproduction phase. Theorists who support this view have defended social rules and mass media as the means by which the capitalist ruling class transfers its ideas to society.

The basic approach of Marxist thinkers, contrary to the mainstream approach, which advocates the view that the media provides freedom of speech, is dominated by the understanding that the mass media exist for the continuity of the status quo. There are different commentators among the Marxist view, and they consider media influence in

various frameworks. Micheal Gurevitch spoke of three paradigms (structuralism, cultural studies, and political economy) that struggle with each other.

Approaches that see mass media as cultural and ideological devices are Frankfurt School, Gramsci, Althusser, British Cultural Studies and Structural Linguistic Analysis. These approaches reveal the political and ideological interpretation of media contents. Mass media tools are tools that protect social institutions and legitimize the dominant system. The media shapes the contents by giving a meaning to the content they place, and as a result, the ideology of the ruling class is transferred to the society.

### 1.7.1. Frankfurt School

Frankfurt school members particularly criticized capitalism. Because while the aim should be to increase rationality, capitalism aimed to increase surplus value and enslave human beings. Particularly, the industry of culture and popular culture spread, paving the way for the fragmentation and uniformization of human consciousness and the formation of a consumption culture. The biggest obstacle in front of human liberation is this fragmented structure. (Yaylagül 2006: 84)

The basic assumption of the Frankfurt school, the mass media and the cultural industry controlled by the capitalists, easily influence and fool the masses. Because the concept of reality is produced by the capitalists and processed under their control. Ideology distorts reality. The aim of ideology is to hide the inequality of power and power struggles and to legitimize the existing system. (Yaylagül 2006: 85)

### 1.7.2. Gramsci and Hegemony

Gramsci, regarding the concept of hegemony, defines it as an elite minority class controlling the whole society ideologically and culturally. While establishing its own power, the elite uses cultural and ideological devices besides physical power. As a result of its dominance in mass media, the elite class affects society as a whole. The elite class affects social institutions

such as the value system, family, school, union, belief system as they wish so that it dominates its sovereignty. With its simple definition, the concept of tyranny can be explained as the world view of the class that controls the society (Yaylagül 2006: 98).

When Gramsci's concept of hegemony (and theory) is applied to the media, it is seen that the media is a tool that conveys the values of the ruling class to readers / audiences / listeners. The media is against all kinds of freedoms against the values of the common class and can harm them. it is against sexual orientations. As a natural order; accepts it as the capitalist mode of production. In line with all these assumptions, the media reconstructs hegemony by conveying the values of the ruling class (Yaylagül 2006: 101).

### 1.7.3. British Cultural Studies and Stuart Hall

One of the most complicated words in Western languages is the word culture. There is no common definition for culture. The concept of culture refers to a whole lifestyle. In its most widely used form, practices, representations, language and tradition in any society are seen as the culture of that society. As can be understood from this definition, culture refers to the meaning shared by the whole society, not the individual. (Yaylagül 2006: 111)

Cultural studies deals with the phenomenon of how the world is socially shaped and presented through language and meanings. It makes use of the practice of understanding and representation of people in cultural studies to understand culture. (Barker 1999: 13)

With the effect of globalization, culture and media contents distributed to the whole world through global media companies are shared by the majority of people. Culture is carried through language and signs. Cultural values are communicated and shaped through language. Meaning is given to both issues and social practices through language. Among the mass media, television is the most important tool that causes the cultural practices produced by these moments to be carried. (Yaylagül 2006: 116)

Within the cultural studies tradition, the concept of culture is handled with a political tendency. According to this understanding, power is explained by the concept of hegemony where sovereignty is produced based on consent. The messages of the state's ideological apparatuses, as well as the means of pressure of the state (law enforcement, judiciary), are important in maintaining the social order and maintaining the power. Thus, people involved in subculture and subordinate classes see what social practices are, showing how to make sense of the social relations determined by the culture of the ruling class. Thus, mass maedia serve their duty in recognizing reality in ensuring hegemony (Yaylagül 2006: 116).

**1.8. Chomsky and Herman's Propaganda Model**

The book "How the Media Says Yes to the Public - Politics of Mass Media", written together by Noam Chomsky and Edward S. Herman, gives information about the structure of the media and how this structure works and what is effective for its formation.

Herman and Chomsky have told the public that images and messages are made by mass media. (Chomsky 1993: 9) They said that mass media impose beliefs and behaviors that will inform the public, entertain them, and combine them with the institutional structure of the society. Because in systems where power and money are concentrated in the hands of a certain segment, it is only possible to do this with a strong propaganda. Herman and Chomsky created the propaganda model to show how it works and what phases it consists of. This model consists of five stages:

1. The size, ownership, profit-making and wealth owners of major media companies,
2. The most important source of income for the media is advertisements,
3. Based on the information provided by the media from the two main sources and from the government, the private sector and the experts they have provided financial support and approved,
4. Aiming to generate reaction towards the media and align the media,

5. Anti-Communism as a national religion and a control mechanism (Herman and Chomsky 1993: 22)

In the first filter, the relations of the dominant media companies with politics in line with their own interests come to mind. Large corporations have a loyalty to the government and this loyalty shows links with media companies. All radio-TV companies depend on the permissions and frequency to be given by the government for broadcasting, so they do not speak out to the oppression and control of the government. While the government uses this threat against media organizations that will deviate from the established order, it tries to align the media. Media organizations try to protect themselves against this pressure by establishing political connections and doing various lobbying activities. (Herman and Chomsky 1993: 45-46) If the media companies do not do this, they will not be able to withstand the pressure of the government and will become weak. The government has the power to sanction media organizations if it wishes, and it always uses it. Media organizations that hold a certain political or economic power are capable of changing the government.

As a result, the dominant media companies are big businesses and they are controlled by the wealthy people in the market. Media owners who have investments in different sectors use the power of the media for their own interests. There is a close relationship between large media companies and large media organizations. In this case, this is the first powerful filter that will affect the way news is delivered.

The second item is that advertising is the most important source of income for media organizations. Ads are a tool that allows many media organizations to stand up and continue producing. The big business owners have used the biggest weapon in their hands, the economic sanction, to silence the workers (Herman and Chomsky 1993: 49). It is unlikely that media organizations that do not have economic returns and do not receive advertising will survive.

The third item is one of the most used methods by the media. Media organizations have made the media the spokesperson of the sovereign power, with the people who have financial support from the capital or present the people they employ as a reliable source. Reporters act on the belief that officials have an obligation to know what their work requires. In other words, a media worker does not accept what a politician or bureaucrat has said, but accepts real information given by a reliable person. Officials know the truth, present it, the reporter receives and transmits this information. (Herman and Chomsky 1993: 57)

The fourth item is the reaction that serves to align the media. That is, reacting negatively to an opinion or thought generated by the media. If the response is generated through the masses or by individuals or groups with strong financial resources, it can be expensive for the media. In this case, advertisers may refuse their support. Advertisers are wary of segments of society that may react, so they want their programs to be in line with the rules. Reaction is directly proportional to the power, especially to react that can be economically sanctioned. One of the focuses of generating reaction is power. The government tries to bring the media, which tries to break the established order, into line by means of attacks, acts of terrorism and legal regulations. (Herman and Chomsky 1993: 75) Media organizations that are targeted to the masses as a result of the pressure of various power centers often cannot defend themselves.

The last and the fifth article is the danger of communism, which is seen as the greatest danger for a certain period. As the source of all evil, communism has always been their nightmare as it threatens the foundations of the class position and superior status of the property owners. (Herman and Chomsky 1993: 82) The ruling classes use the threat of communism to threaten and suppress media workers and owners. People labeled as communists are excluded by society. My anti-communism causes the split of the left and the slowdown of the workers' movements and becomes a political control mechanism. In the face of this situation, the divided left weakens and becomes helpless against the ruling class.

## 1.9. Other Theories and Approaches

### 1.9.1. Spiral of Silence

The spiral of silence theory, developed by Neolle-Neuman, argues that the mass media have strong effects on public opinion. However, its effects could not be understood much in the past due to the limitation of research. According to Noelle-Neumann, he says that mass communication has a strong influence on public opinion due to its accumulation, harmony and availability everywhere. When there is a controversial issue, people develop ideas about the distribution of public opinion. Generally, the opinion of the majority prevails and it is investigated whether they agree with the public. (Severin and Tankard 1994: 443-444) The views presented by the media generally reflect the dominant view in the society. Many people who think that they will be excluded by the society are afraid to express their own views. For this reason, they prefer to stay unique and feel safe instead of being excluded. (Yaylagül 2006: 71)

This theory focuses on issues of agenda setting and community formation. It is basically taken as a basis that individuals avoid being isolated and exposed to social sanctions by complying with dominant opinions due to public pressure. The silence spiral theory consists of five basic propositions:

1. Society frightens to exclude individuals who deviate from them.
2. Individuals always have a fear of exclusion.
3. This fear may cause individuals to evaluate the environment of ideas at all times.
4. Individuals either express their opinion or keep it secret as a result of their evaluation.
5. We can see the effect of all these four assumptions in the formation, maintenance and modification of commando. (Noelle-Neumann 1997: 227-228)

Mass media has a very important place in the formation of public opinion in contemporary societies. Therefore, we must take into account the role of the mass media in the formation of

these five basic propositions. In this case; If the majority's view is supported by strong media, they will have a stronger position than the minority. But if the media side with the minority, the majority will become the silent majority in society. If the minority gets reaction from the media, it remains silent, and if it gets support, the situation is reversed. (Yaylagül 2006: 72) To summarize the situation, the view supported by the media has become the dominant view in the society. In this case, by looking at the conditions in which people live, they will evaluate which views are strengthened and dominated, or which views are less valid. As a result, if individuals feel that their opinion or opinion is less valid, they will avoid expressing their own thoughts for fear of exclusion. However, if individuals see that their views are dominant in the society, they start expressing themselves more comfortably instead of staying silent. In cases where the individual remains silent, his / her social environment will also remain silent. Individuals who think they have contrary ideas will necessarily be marginal or cause dominant views to have more say.

### 1.9.2. Cultural Indicators and Cultivation Theory

As a result of the research started by Garbner in the mid-960s, it aimed to determine the world created on television and the amount of violence experienced in this world. For this purpose, it has been investigated how watching television affects the thoughts of the viewers in their daily lives, if there is an effect on how it does this.

Cultivation theory research is carried out within the tradition of influence. It has been demonstrated that the effect of television is long-term. This effect accumulates over time and occurs gradually. On the basis of research studies, watching television is more effective on the attitudes of the audience than on their behavior. Watching television shapes violence in the human mind without causing violence. Cultivation theorists distinguish between first-level effects related to general beliefs, such as the prevalence of violence in everyday life, and secondary effects related to specific trends such as law and order. Garbner spreads the media's

dominant values and attitudes in a culture. Therefore, the media sow and sustain the values that cause people to connect with each other. (Yaylagül 2006: 76)

The concept of cultivation is defined as placing a culture in the consciousness of the audience through television and raising this awareness. Garbner aimed to understand and analyze culture through media with the method of content analysis. Like the influence of religion before the industrial revolution, television is seen as a powerful cultural link. A bridge is formed between the elite class and the public with the content offered by television. (Erdoğan 1998: 6)

According to Garbner, who chooses the evening and daytime programs where television is watched the most as samples, the effects of television are long-term. In other words, television is a central storytelling system. It offers a common message and image to every home with all the prepared contents. The public is born within the symbolic milieu of television and lives through the repeated lessons of television. Television cultivates attitudes that affect the future preferences and uses of the audience (Erdoğan and Alemdar 2005: 174).

# 2. THE STRUCTURE OF TELEVISION, TV SERIES AND ITS EFFECTS ON AUDIENCE

## 2.1. Television

*`` Television is a universe in which social actors have the impression that they are puppets of a necessity that needs to be depicted, a structuring that needs to be brought to light, while carrying images of importance, freedom, autonomy and sometimes even an extraordinary halo (reading the news on television is enough). '' 'Pierre Bourdieu.*

Television, as a mass communication tool, is the most questioned structure in human life. The importance of television in human life has become a friend of ours and a member of the family that we feel closest to. In other words, television now fits the definition of one of us. Since television is docile and we think it won't cause any problems, we think we can have it if it's easy. Because the control button of the television is in our hands. Television, while entertaining and informing, is our eyes and ears opening to the outside world (Mutlu 2008: 17).

Television, which is today's most widespread and most influential power, has been found not all at once, but as a result of successive developments. (Erkebey 1988: 22) The common outputs of television and radio are from the same root. It is the result of electricity and other major technological developments. Televizyou technical mode of operation is the reflection of the rays reflected from a scene on a face sensitive to light, and the formation of the image with the notion created by the rotation of electrical signals. Then this image, which is transmitted to the receiver, creates an image again by means of a screen. (Morgün 2011: 17) Television, which emerges from the combination of Greek Tele, ie far, Latin Vidi, sight words, is expressed with the meaning of "distance seeing." (Morgül 2002, 1) This explanation will later be the basic assumption of Mc Luhan's theories about mass media. Based on this explanation, television expresses the most advanced dimension of human vision. Television,

which brings the human sense of vision to an advanced level, is the most striking among the mass media. (Mutlu 2008: 21)

Defining the definition of distance vision alone will not be sufficient for television. In addition to this definition, we can also use the term hearing remotely. Television, like all other mass media, is a technological device that improves people's daily lives and contributes to human experiences with these changes. (Mutlu 2008: 21)

According to some researchers, the basic structure of television is related to individuals' interest and dissatisfaction with other people. Therefore, television is active in human relations and has a direct share in these relationships. It is seen as the main actor in all these relationships and interactions. In a general definition, television has a great share in all of these relationships (Cereci 1996: 38).

Raymond Williams sees television as the advanced form of mass media, (radio, cinema, etc.) advertising and cultural activities that came before it. As a result of the simultaneous transmission of sound and image, television enables these activities to reach the audience (Mutlu 2008: 33).

Williams speaks of it as a culture production tool for television. As a result of the products it produces, it differs from cultural activities such as art and literature. Because, cultural production on television is the result of the integration of private property and wage employment. In this case, producing on television is explained by three basic forms of relationship:

1. Economic relations,

2.Relations based on political harmony between the privileged class and the social-political order

3. Cultural relations of television production in these conditions and for the benefit of the social interest. (Williams 1993: 191-192)

Stuart Hill explained the communication via television in his article "Encoding-Decoding". Hall designed this communication process in four separate stages. These are the stages of production-circulation / consumption-reproduction, which have their own characteristics, forms, states of existence, but which follow each other and whose relationship dimension is determined. According to this approach, the audience is both the receiver and the source of the messages. Because the production phase corresponds to the occupational codes and images of the audience. Hall proposes three types of paraphrasing for the audience. These are dominant, opposing and argumentative statements. The first is a hegemonic perspective seen as a form of a legitimate and natural social order. Second, the message has been interpreted in another framework, that is, in the opposite world view. The third is the argumentative stage, which accepts partly dominant values but accepts the opposing viewpoint logic about the situations experienced. In this last approach, the confrontation between the phases of opposition and harmony has been advocated. (Mattelart and Mattelart 2003: 87-88)

The coding-decoding theory assumed by Hall was formulated for television, although it is applied to all mass media. In this model, while talking about the complex structure of the media texts produced by the government, the audience sees it as an active subject (Arık 2004: 96).

Many thinkers say that television is the instrument that most reflects capitalist relationship forms on the basis of mass media. The production process of television develops as follows: with its production practices, regulated relations and technical infrastructure, it feels the need for program production for the institutional structures of broadcasting. It is possible to see this process as a labor process. Production refers to the message. The production process is based on a discourse. During production, meanings and expressions are formed by the effect of television.

In the production process of television that knowledge, technical skills, ideology, institutional knowledge level and so on. all structures affect and shape production. The discourse of television is actually formed due to the production structures. In the production process, the television does not become a closed system. These structures; They derive issues, approaches, agendas, events, audience situations from socio-cultural and political structures and discourses. (Hall 2003: 311-312)

After the existence of television, the communication process can be handled in a different situation. In the classical definition, the transformation of the individual into a viewer in the communication process with television is seen as both the source and the receiver of the messages. In this process, the message loop and the reception of the message are the moments of the process. In other words, the programs offered by the television and their consumption are actually the moment of the production process. From here, it can be concluded that the message production and consumption of television are the same. But this proposition is not entirely correct. Although message generation and consumption are similar, they are not the same concepts. But we can say that they are interrelated. When we look at this whole process, communication processes are established with social relations. (Hall 2003: 312)

Television has more influence than any other mass media. Because television offers more accessible and effective models regarding human lives compared to all the mass media before it. Marshalla McLuhan thinks that technological developments play an important role in social change and the position of television is important. McLuhan applied a historical methodology while examining technological developments and said that according to this approach, technological developments are human-oriented. (Mutlu 1999: 57)

According to this methodology, the development of human history progresses in parallel with the development of mass media. This process is expressed as the history of humanity is a history of mass media. McLuhan divided this development process into three phases as

verbal, written and electronic culture and stated that communication technologies created a new civilization. (Sener 2006: 10)

Television plays an important role in McLuhan's technological determinism. He claims that television is a tool that expands the central system. It improves the cognitive and physical ability of the human being and makes people feel the sense of touch. Television is not exactly a visual medium. Television has put an end to the visual superiority of mechanical communication. For this reason, McLuhan opposed the idea that television is an extension of the eye. Separating television from photography and cinema that emerged before him, he said that it is an extension of the human sense of touch. Because it cannot provide detailed information as in television, photography and cinema, the audience must participate in order to receive the message. (Mutlu 1999: 59:60)

McLuhan categorizes television as "cold mass media" while classifying mass media according to audience participation. According to this; What is meant by cold means are the tools in which the messages are coded strictly and the audience plays an active role in revealing the message. In the process of explaining the message, the tools that prevent and restrict the audience from taking an active role are considered as hot mass media. Because it is said that written texts are predetermined by individuals, their inability to actively participate, non-democratic, oppressive and one-sided. (Türkoğlu 2003: 53)

McLuhan says that television is a cold mass medium by directly involving the audience in the communication process. Television affects the entire perception and reception process, starting from the emotional reception process of the audience with the events appearing on the screen. McLuhan considers television more democratic than other mass media due to its audience participation. (Oskay 2004: 12)

Before television, people could access information through printed and visual means of production. The television appealing to more senses at the same time has caused it to become

a tool that prevents people from staying alone and reading written texts. The influence of television in today's world has caused people to gather around and form together as if they listened to the chieftains of the tribes in ancient times. In this way, today has turned into a "global village" in which humanity has lived. (Esslin 1991: 11-12)

The common feature of television with cinema, the mass media that emerged before itself, is that it has video. However, there is a difference between the images reflected on the screen in both vehicles. The advantage of television over other mass media is due to image. It has been tried to explain the image concepts in television and cinema with the concept of "instant-effective image". (Uğurlu 2005: 191). In fact, this difference is due to the different appearance of the television picture. There is the use of light in image formation both in cinema and television. In order to obtain an image in the cinema, lighting is used to illuminate the camera's surroundings. In television, the image formation is electronic. For this reason, television is considered the beginning of the electronic communication age.

The information cycle in television is the most important phenomenon that can be said. The fact that there is a collective production within the institutional structure of the television causes the formation of this structure. Television, which has an important place in today's mass communication tools, is a tool with intense competition. There is another information sharing in the information cycle on TV. Most of the information on TV can also be on different channels. Despite the competitive environment, the processed information is presented to the audience in more than one way under the same title. (Bourdieu 2000: 28)

Postman states that the greatest achievement of television is the ease of access to information. Postman says that television used to be in the hands of a certain social structure. Thus, it was very difficult to access information. Pictographs, the world's first form of communication, were very difficult to understand. To understand the message, it was necessary to know all the signs. Those who have achieved this have acquired knowledge beyond the reach of ordinary

people and have become a religious and political force. In this case, the caption created a religious and political social structure. With the invention of the alphabet and the easier access to information, this power structure collapsed over time. In the 15th century, with the invention of the printing press, it was influenced by the world book culture. Book culture has created another power. Postman explains that the main basis of this power is the separation between adults and children. Because, while a literate adult had the text in the book, that is, the information, the children had difficulty in accessing the information. (Postman 1995: 98-99)

Postman said that the information hierarchy of television is over. It explains this according to the characteristics of the language of the television. Despite the great importance of language in television content, the most important factor is image and painting. Because; people watch television, they cannot read it. This applies to both adults and children. Television is a communication tool that appeals to all segments of society and all individuals. The fact that television is a tool that spreads the production contents to all segments of the society has put an end to the information monopoly that emerged with writing, and caused the change of social paradigms. (Postman 1995: 101)

### 2.2. Broadcasting Purposes of Television

Television as a public tool is a mass communication tool that informs, educates and entertains in line with the needs of societies. For this reason, television broadcasts are based on the needs of the society. In other words, its most important task is to meet the social needs. For this reason, broadcasts are made in line with the news, information and entertainment needs. Television is generally the most effective mass communication tool and the most important source of information. The fact that television is so effective is effectively evaluated in terms of its public responsibilities. (Teymurova 2003: 5-6)

The basis of the tasks undertaken by television is the same, as is the tasks undertaken by all mass media. Basic assumption is the function of television; to provide news, education and entertainment. In line with these three functions, the basis of television content is formed. Apart from all these, it should be said that these are not the only broadcast purposes of television, which has a public purpose. Aziz lists the broadcasting purposes of television as follows.

- Informing, lighting
- Education, acculturation
- Entertaining, resting
- Promotion of goods and services,
- Influencing, persuading, activating (Aziz 2006: 69)

The first television broadcast began in 1964 as determined by law and TRT broadcast purposes in Turkey, to inform, to educate, to inform, and to ensure the public has been determined as to create national unity. We can say that some of these goals come to the fore from time to time. In particular, the purpose of informing and education is of great importance. The educational function is extremely important for developing countries. In this respect, the prominent purposes in the public sense are the purpose of informing and informing, and education and acculturation. (Kayador 2001: 134)

### 2.2.1. Informing purpose

One of the most important purposes of television is to inform people about the events happening around them and to provide information. The purpose of information is the primary purpose of television and other media tools. It has many features in a news. The most important feature of a news is that it is informative. Before defining the purpose of the news of the television, it is necessary to define the news. "News is media productions that are

related to reality or thought to be real." The purpose of the news is to convey an event that has taken place to the masses. The event that is the subject of the news can be not only operational but also discursive. Therefore, the meaning of the concept of event is wide. (Girgin 2000: 73-74)

Communication is one of the most important elements of social life. As a result of technological developments, there have been great changes in the way the news is presented. With the development of television, it has been possible for an event to become news while it occurs. Social structure which management, trade, education, economy and military developments should not be considered different from the concept of news. (Öztürk 1996: 13-14)

The news purpose of television has the characteristic of a public purpose. This purpose is the most important basis of television which is a mass communication tool. The development of television infrastructure provided the frequency of the content of the news. Developed countries are establishing more news-oriented and news-oriented thematic channels. The presentation and techniques of the news change in line with technological developments. (Keskin 1991: 45)

Television is more important than mass media in terms of time phenomenon. The difference between the time an event becomes news and reflects on the screen and the time the event occurs is zero for television. While the incident is taking place, it may be broadcast on television at the same time. This feature is explained by the concept of live broadcast. With the development of television, events become news while they are happening, and the journalist and cameraman who conveyed this event become the witnesses of the event together with the audience. (Öztürk 1995: 30)

As a result of giving news on television, it ensures that these news have certain characteristics. General characteristics of the news

- To pass the news in a conversational mood,
- to be permanent,
- There is a time limit
- Depth is not notified. (Keskin 1991: 45-47)

**2.2.2. Educational and acculturation purpose**

It has long been seen that television is an educational and teaching tool. The educational role of television in public service is of great importance. Television and education concepts are divided into two different directions. The first of these is the effect that will create a change in skills, field of activity, attitude and opinion. The other aspect is the type of education in which socialization and culture are given through television.

Educational purpose of television is different in terms of developed countries and developing countries. Educational purpose of television in developed countries is to provide information from developing technology and techniques. Thus, it tried to influence attitudes and behaviors by gaining people skills, occupations and knowledge. In developing countries, education is given to eliminate the basic education deficiency in the society and to increase the knowledge and experience of the people. The main purpose of television is to educate human elements necessary for development and modernization. (Aziz 1975: 29-31)

Due to the potential of television, it is the most important mass communication tool that can benefit from the solution of social, political, educational and economic problems. Apart from this view, television is seen as a tool that occupies human life too much, does not work and takes away from information. What these two views have in common is that television has an educational purpose and can aid education. Television has an important place in basic education, economic education and general culture education. Television education can reach large audiences. Thanks to television education, time and space limitations have been removed. (Aziz 1975: 32-33)

One of the educational purposes of television is socialization and acculturation. It is possible for a society to survive, acquire and develop culture. The social circulation of culture is provided by education. Education, on the other hand, contributes to the socialization of the individual. Despite all the shortcomings of television, it has been possible to see it as an educational and instructive tool with its role in socialization. Television, which is an effective mass communication tool, creates social, social and cultural changes. At the same time, television plays a role in conveying the cultural elements necessary for the continuity of the society. It is ensured that people are reinforced by processing the value judgments of the society on TV. By conveying the cultural values of the societies, television enables individuals to adapt these value judgments and educate the people in the society. (Uygunkan: 210-212)

### 2.2.3. Entertainment and Distraction Purpose

Entertainment and distraction as another purpose of television broadcasts, helps to fulfill other purposes. The most important contribution of this aim is to obtain entertainment cheaply and to increase the rate of watching the broadcasts of educational and cultural programs. The starting point of the discourse of entertaining while educating and educating while entertaining has been that entertaining publications are given together with cultural publications. People preferred to use television for its entertaining purpose in the first years of its release.

Entertainment, which is one of the main purposes of television, is regarded as the basis of criticism towards television. Because it is thought that the main purpose of television is to disseminate information and to give news as an educational purpose. Today, information production is carried out together with entertainment production. According to this definition, television is a tool that produces information and entertainment. (Avcı 1990: 114)

The most important rationale for criticizing television today is not that television is entertaining or entertaining. It is a known fact that television is an important device in terms of human life experiences. Neil Postman states that the problem with entertainment is not that television offers entertaining programs, but that all programs are presented as entertainment. According to this approach, it is suggested that entertainment production is the product of the upper ideology of television. It is claimed that everything television has to offer is intended for human entertainment, enjoyment and enjoyment. (Postman 1994: 99-100)

**2.2.4. Promotion Purpose of Goods and Services**

Another purpose of television is to promote goods and services. Advertising is of great importance for this purpose. In countries where television is in the hands of the private sector, this goal is important. Because the main purpose of television, which is in the hands of the private sector, is to increase the sales of goods and services. (Aziz 1974: 74) The most important element of the capitalist order is advertising revenues and advertisements are the main economic input of television. In particular, commercial televisions have been made dependent on advertising as a requirement of the current economic system in which they exist. However, public service broadcasting's adherence to advertising is changing relatively. Today, both public and private broadcasters are dependent on different amounts of advertising. Mattelart said that media without advertising cannot exist. Advertising or promoting goods and services is an aim that helps fulfill the functions expected of television rather than a public function. (Bilgili 2007: 73)

Today, television is the most important channel for the promotion of goods and services. Immediately after the advent of television, the importance of this new tool in terms of advertising was discovered and television has become the most important field in terms of advertising, by overtaking all other mass media. (Pekman 2001: 206-207)

### 2.2.5. Motivation and Activation

Motivation and activation goal is an all-encompassing tool that should be in all other purposes. Because there is a prediction for believing and acting as a result for all other purposes. Humans are a cognitive impulse to satisfy a need, and its behavioral trajectory drives human behavior. (Lull 2001: 142)

Human behavior, motivated by the mass media in line with the needs, reaches satisfaction. The individual wants to socialize by feeling lonely. Thus, it uses the necessary mass communication tools to achieve this request. The individual provides his / her belonging to the society by means of mass media. Mass media, which have a purpose in this direction, create a benefit and usage area for themselves. (Özmen 2014: 22)

## 2.3. TV Genre and Drama

Dramatic productions are regarded as the most interesting genre of television. Among these dramatic productions, television series are the most popular genre. After the start of private broadcasting in our country, there has been an increase in the number of program types. Many domestic and foreign TV series tracks have been the type that attracted the most attention of the audience. TV series about the lives of different social segments have caused cultural changes in a certain geography. (Wreath and His Team 2000: 23)

Genres on television are in a constant state of change depending on the media industry and the expectations of the audience. That is, television content is the link between existing content and the media industry and the audience. Thanks to this link, some content can become popular and continue to be published. Genres try to classify a television program into a specific category. Detective TV series, sitcoms, and soap operas fit my leg. The audience cannot judge these entertainment elements. The genre meets the expectations of how to track something. Because the existing kind creates a conceptual model and tries to fit the others.

Television's production of content different from its predecessor is due to the possibilities of television. This indicates the types of time:

The first is the TV viewer's position. The TV audience is in front of the screen and feels a sense of closeness to him. A sense of intimacy is spoken of creating a sense of intimacy between the television space and the individual.

The feeling of closeness is further reinforced by the continuity of television and its spread over time. It improves with a sense of continuity, intimacy, and sincerity, and adds a more effective sense of intensity to the audience.

The fact that the television viewing experience is free and undisciplined creates an audience that is always prone to disintegration. For this reason, television may change its narration techniques in order to ensure that the relevant person is not dispersed.

Finally, the inclusion of all programs in one broadcast has affected the structure of television program strategies. (Mutlu 2008: 49-50)

While Feuer talks about the peculiarities of television, he talks about three situations that are interrupted by mixing with each other. These are the television shows themselves, commercials, and families in the audience group. The streaming feature on the television brings the programs into each other and the programs are interrupted by advertisements.

We can list the concept of genre in the television channel as follows; commercials, news, documentaries, sitcoms, soap operas, talk shows, interviews, scientific programs, competitions, sports programs, science fiction, cooking programs. These programs are grouped under four headings as actuality programs, competitions, programs for innovation and dramas. (İlhan 2016: 93)

There is the problem of making a central category, as the lines that arise when classifying television programs are confused. In this problematic framework, we can divide this genre on the first sub-genre under the general heading of television series. (İnal 2016: 93)

The most striking of the popular narrative forms of television are the dramatic productions. Drama series and serials are the most important types of television. Researchers over time dramatic productions; divided into series, serials and running serials. Due to the difference in narrative structures, they are divided into two as arrays and serials as a result of changes in their form. Although there are not very sharp lines between sequences and serials, they differ in terms of narrative structures and character features. (Mazdon 2005: 8)

**2.3.1. Series**

One of the first products that come to mind when talking about television broadcasting is the series. Different words in naming this genre; TV series, seriyal, soap opera (soap bubble) or soap opera were used. In the internet dictionary of the Turkish language institution, there is a description of "movies, series, television series that are published in sections and often have an unity of subject among them". This concept, which is expressed in different words, expresses the whole of dramatic narratives formed from the composite of common denominators and different events, as well as differences in nuances (Mutlu 1991: 197). Series films in the drama genre are programs that follow each other in terms of subject matter and include interrelated narratives and behaviors (RTÜK, 2014: 16). Erol Mutlu, on the other hand, makes the following definitions about television series (2008: 155):

*"The series expresses the whole of dramatic narratives consisting of the same main characters, sometimes based on a continuous space common denominator, but consisting of different series of events. Each of the episodes that make up this whole is a small television game or movie, and they form a complete integrity within themselves. When an episode is over, the problem (s) that set the story line in motion for that episode have been resolved, leaving no bumps to hang on to the next episode. Thus, each episode can start a brand new with a new problem.''*

The series consists of episodes in which events different from the main character and space concept are handled. The TV series consists of episodes containing different events that share the main character and space. Seriyal, on the other hand, is a genre that has no end and is cut in the most exciting place of the subject and the new episode is awaited with curiosity. However, in today's programs, it is observed that genres are united in such a way that they cannot be separated from each other with clear lines. In general, the concept of series (movie) refers to the combination of genres called series-serials.

Television serials differ from other types of programs in many respects. They are considered as products that are published periodically and tell life in its entirety. In the TV series, people appear in front of the audience, similar to the usual flow of life. Due to this feature, the series increase its effect, and constitute the basis for the increase in the rate of viewing and its easy acceptance in the society. (Karakoç 2007: 156) The reflections of this can be observed in different areas on the audience. Relationships, dialogues and behaviors of individuals with family members, friends, in short with other members of the community can be examples of this reflection. So much so that daily conversations, jokes, people's ways of addressing each other, lifestyles and consumption habits are generally beginning to be like those of the heroes of the TV series. (Erjem and Çağlayandereli 1997: 113)

The most important feature of the series is that they are broadcast periodically. Due to the repetition of the messages, the effect of the messages is high and causes the events to be perceived as if they are real. Again, it can draw attention elsewhere when it comes to manipulating the perceptions of the oppressors. Thus, it causes the realization of a determining function on perception.

The combination of repetition and curiosity provides the basis for the emergence of an addictive feature for the audience. (Giddens 2000: 399) The cessation of the plot in the most exciting place causes the audience to be very curious to know what (s) will be in the next

episode. For this, the viewer (s) look forward to the day when the new episode of the TV series will be broadcast. In the meantime, he evaluates what might happen with other audiences around him and makes an idea. This closeness emphasizes the importance that TV shows have in viewers' lives. Thus, although they are virtual, they occupy a place in the center of life and those in life.

Seen as a symbolic reflection of social-cultural life, serials are an important tool for understanding social structure. The material and spiritual elements seen in the social structure are reflected in the society through the series. For this reason, the topics covered in the TV series can easily find a place in the society. The messages transmitted through serials can be similar or the same in later times. After a certain period of time, there may be a change in the perspective of the society to the people used in the TV series. (Enderun 2012: 133-134)

TV series are a means of putting the changes desired to occur in the society on the society agenda. Events taking place on the agenda lead members of the community to speak, discuss and evaluate. Thus, the ground for social acceptance is prepared. Thus, TV series programs can provide guidance on how the attitude and perceptions of the society on any subject will be. Ultimately, the series can allow the audience to believe in the desired issues, ensure their acceptance and mobilize them, and thus allow changes to occur.

### 2.4. Audience Studies

Television plays an important role in audience studies. Hall says that the influence of the media content is shaped by the media productions and the reception of the social environment. The comments of viewers from different cultures and social backgrounds on similar programs they watch will be different. The audience's becoming a subject in the society will depend on the quality of the message. (Özmen 2014: 74) Viewers do not only try to understand the texts, but associate them with their own experiences, needs and needs. A

message makes sense in terms of the experience and life of its readers. A text can mean different things to different people in different circumstances. Evans highlights two points about the audience;

1. The audience is always active
2. Media content is open to interpretation. (Özmen 2014: 75)

The audience can sometimes resist the messages conveyed by the media. Thus, instead of limited meanings of media texts, the concept of polyphony has been put forward. The concept of polymorphism is a form of reading that emerges with the effect of many factors that affect the reception of the audience. (Özmen 2014: 75)

The concept of reception is not simply consumption of the transmitted message, but the effective reproduction of that message. Reception is a concept seen as the audience's interpretation, deciphering, reading, meaning making and perception of texts.

**2.4.1. The uses and gratifications approach**

This approach, which was born as a reaction to the idea of "the field of communication researches is dead" put forward by Bererlson, is based on the assumption that the audience is actively searching for the most satisfying mass communication contents for them (Severin and Tankard 1994: 474) .The most common understanding in media work is that users passively evaluate users and those on how the media manipulate this passive audience (Erdoğan and Alemdar 2010: 156).

Studies in this field primarily started with radio and then focused on television in line with technological developments. Instead of starting a debate and studying the effects of the media on people, Katz has studied what people do with the media. (Erdoğan and Alemdar 2005: 161)

According to Katz, people have social and psychological needs. Studies on this theory focus on the sociological and psychological origins of the audience in order to reach satisfaction,

and examine what needs they get from the mass media. (Güngör 2013: 122) Therefore, people have some expectations from the median in order to meet their needs. It feels that the user is free and effective, and that some of his needs are met with the exposure to media messages of his choice. (Fiske 2003: 19)

In line with the uses and gratifications approach, people consume the media for their own needs. Based on the needs of the audience, it becomes clear how and to what extent the media is consumed. This approach revealed how users were satisfied and benefited from mass media. Instead of receiving every message of the media, the user gets and uses what they need for their own needs. The diversity of the programs in the media occurs as a result of the difference in user needs. (Güngör 2011: 107) According to this approach, there are four basic needs that can be satisfied with the media:

1. Cognitive need (development of knowledge, curiosity, drive to control one's surroundings, etc.)
2. Emotional needs (relaxation, rest, empathy, etc.)
3. Social integrative needs (interaction with the media and society, communication with other people about issues in the media, identification with people in the media, etc.)
4. Habit (feeling safe, stability, etc.) (Alikılıç and Gülay 2013: 38).

İrfan Edoğan separates the reasons for use and gratifications as follows;

- To get rid of the pressure of daily life,
- To know what is happening in the world,
- To kill time,
- To get information to talk to other people,
- To get rid of the feeling of loneliness,
- To Have fun,

- To have knowledge about food, clothing and articles,
- To Have a rest,
- To abide by the usual flow of time. (Özmen 2014: 77)

As a result of all these studies, while the viewers are exposed to intense information type, they benefit from those in line with their own needs, socialize, have fun and become aware of them. All needs are not necessities, but what is desired, expectations that are set aside.

The contents of mass media are important in reaching the satisfaction of the audience. Edoğan has classified these contents as follows:

1. Really informative content: News, documentaries and reviews
2. Real-poignant content: Although non-imaginary content is based on reality, this type of content is used to establish divergence, escape and imaginary relationships. Sports broadcasts, speech programs can be given as examples of this content.
3. Imaginative-poignant content: Contents such as novels, stories, films lead to loneliness in social relations and allow them to escape from problems instead of solving them. (Özmen 2014: 77)

This approach poses the active audience argument. Viewers choose the means and content of communication according to their needs. According to the view of active audience, the activities of individuals or groups are aimed at understanding the situation in the communication process. There are two important points in putting forward this theory;

- According to the active audience argument, it is unfair to criticize the influence of mass media. Because the viewer is free to choose the contents.
- Since the spectator is active, he / she can re-request for his / her own needs if he / she is not satisfied.

## 2.5. Factors Affecting Reception

The social identity of every individual in the society cannot exactly determine the identity that social relations try to create. However, this situation significantly affects. Gender, race, class, etc. categories can be a factor in the level of perception with the sensitivity they create. These categories help to develop sensitivity in determining the areas of attraction and repulsion of power relations that exist in daily life. The viewer does not consume the text created for him as it is, making it as suitable as possible to his own conditions. Thus, he creates a universe for himself through the text. There are many factors that affect the viewer's perception while constructing this universe of meaning. These are social, demographic and psychological factors. The audience's ability to receive the text's message depends on their cultural and political inclinations, power ties, and access to global technology. (Mutlu 2005: 131) The differences between audience receptions can be explained by the social and individual characteristics of the audience. In the meaning-making process, the cultural accumulation and social history of the audience are of great importance.

### 2.5.1. Encoding and Decoding

Television is under the command of capitalist societies because of its ideological dimension. In turn, the viewer is exposed to ideological messages by the power. The media tend to reproduce interpretations serving the interests of the ruling class. Consequently, consumption of media contents is an integral part of daily life in capitalist societies. Everyday life is a space of inequalities and domination, and the media work to reproduce these inequalities and the hegemony of the ruling class. (Yaylagül 2010: 129-131)

According to the uses and gratification theory; determines the relationship between viewer television and audience relations. According to this definition, television programs are seen as products offered to the preferences and tastes of the audience. In contrast, audiences are active

consumers of the liberal economy. These people are free to choose the content offered to them according to their needs.

Considering Hall's point of view, we should say that his article "Encoding / Decoding" is very important in terms of media theories. Encoding is the translation of a message into a form that can be physically transmitted or transported by means of a symbolization system, in accordance with the characteristics of the communication channel. Encoding can range from a simple gesture to a complex mathematical formula. Encoding has been defined as the process of interpreting, analyzing and understanding the nature of the messages (Mutlu, 2008: 184, 185).

In this model of Hall, it does not assume a direct communication or intent overlap between the sender and the receiver. Coding and coding are not random but separate processes (Güngör, 2011: 199). Hall and others argue that unlike classical deterministic patterns, not all people can see the same text in the same way. The basis of this idea is encoding and the communication process model that requires decoding. The processes of creating and unveiling the message are related to social, economic, cultural and ideological contexts. Mutual interaction processes cause differentiation in reading media texts (Şeker, 2010: 89, 90). Social or individual factors are also taken into account to highlight differences in audience reception. If there is no "meaning", consumption will not occur. If the meaning has not found its expression in practice, it will have no effect (Hall, 2005: 85, 86). In order for the message to be effective, it must be adapted to a meaningful discourse and decoded in a meaningful way. This coded set of meanings is effective, influences, entertains, guides, or directs, with very complex perceptual, cognitive, emotional, ideological or behavioral consequences. Encoding and decoding codes may not be completely symmetrical. The degree of symmetry, that is, the degree of understanding and misunderstanding in communicative exchange, depends on the degree of symmetry-asymmetry between the positions of the personifications, namely Coder-

Generator and Codec-Receiver. The incompatibility of codes is largely due to structural relationships and location differences between broadcasters and viewers. But another discourse is the asymmetry between the discursive form and its sources and codes that emerge at the moment of transformation from this form (Hall, 2005: 88).

According to Mutlu, television programs, once produced, take on a very effective but ambiguous structure of indicators. Program producers can use all coding skills, abilities and knowledge to encourage viewers to choose certain meanings. But since decoding is not passive but an active process, this preference is not an assurance of the power of the coders, but an attempt at power. In other words, it is an offer that the audience will negotiate during decoding. However, while viewers or decoders are efficient, they do not have the freedom to interpret the program as they choose. Both the message and their own ideological worlds limit them (Mutlu, 2008: 185). According to Fisk, the viewer perceives the processes of symbolic actions in a wide autonomy as micro political action in the sense of audience action. That is, the reader is the author of the action he or she receives (cited in Alver, 2009: 49).

In the negotiated style of reading, most audiences will likely know what is predominantly defined and professionally interpreted. In this type of reading, the viewer acknowledges the legitimacy of the dominant definitions in the text, while at the same time, more limitedly, sets his own rules at the established level. It produces meanings appropriate to its own conditions and position. With regard to this type of reading, Hall's classic example is this: his reaction to an Industrial Relations Statement that restricts a worker's right to strike and object to freezing of wages. By adopting the code-explanatory sovereign definition at the level of national interest, they think that 'we should agree to earn less money to fight inflation' and that they should earn more money in line with their own personal interests (Hall, 2005: 97)

While conducting these studies, Morley mentions that producing messages on television is a difficult task, and that the same message will be encoded and decoded in many ways.

According to Morley, audiences will need maps of cultural significance in order to understand the potential meanings of the transmitted message. In this way, both the meaning of the message and the comments of the audience can be better understood. As a result of Morley's study, although there are social differences between group members, these differences were not reflected in text reading. This is a result that does not confirm the theory that each text will necessarily be read differently in different contexts, but implies that the audience's position in the communication process is not passive consumer.

# 3. THE ROLE OF MASS COMMUNICATION TOOLS IN BUILDING ATTITUDE

## 3.1. Attitudes and Characteristics

There are many reasons that affect the person's life. Social psychology is concerned with these reasons. The issue of attitude is one of these reasons. Whether individuals are conservative or biased is related to the concept of attitude (Kalander 2000: 29). Attitude conveys that it is a tendency attributed to an individual and that regularly forms his thoughts, feelings and behaviors regarding a psychological object (Kağıtçıbaşı 1999: 102).

If we count some features about attitude;

- Individual's attitudes are not innate, they can win over time.
- Individual's attitudes are variable.
- Acquisition of attitudes is related to the socialization of the individual.
- Because the attitudes are variable, they cannot be observed, only inferences can be made from the behaviors of the individual.
- Attitudes show continuity in an individual's life for a certain period of time.
- "It is imperative that many comparable elements exist together to form and shape attitudes." (İnceoğlu, 2000: 13)
- Attitudes have social dimensions as well as personal dimensions.
- Attitudes are elements that contain cognitive, emotional and behavioral elements at the point of guiding human behavior.

Attitudes have cognitive, emotional and behavioral characteristics and these are seen as elements of attitudes.

Tablo 3. Attitudes and Elements

| ITEMS | IMPORTANT CONCEPTS | ATTITUDE |
|---|---|---|
| Cognitive | Awareness / Knowledge / Belief / Perception / Interest | "There are some vitamins in milk" |
| Emotional | Desire / Liking / Loving / Preference | "I like the taste of milk" |
| Behavioral | Action / Trial / Adoption | "I drink a glass of milk every morning" |

**3.2. Elements of Attitude:**

It is not just a behavior or emotional action that an attitude creates, but its integration into emotion, thought and behavior. These elements are not independent from each other and often affect each other.

Attitude is formed in feelings, thoughts and tendencies towards an object. Therefore, we can say that attitude has cognitive, emotional and behavioral components. The cognitive component is the individual's thoughts and beliefs about the attitude, the emotional component is related to the likes or dislikes about the attitude, the behavioral component is the actions of one about the attitude.

The cognitive element consists of the knowledge, thinking and beliefs of the individual towards the attitude object. (Kağıtçıbaşı 1988: 85) The individual receives information about the object of attitude and brings out the belief system by combining this information with what is in his / her mind. Attitudes, thoughts and beliefs have a lot in common and it is not easy to distinguish them. Each is a tendency to react in different ways.

The emotional element is explained by the liking or disliking aspect of the attitude that varies from individual to individual. (Baysal and Tekarslan 1996: 254) Attitude shown against the

object; They are connections that occur, consisting of feelings such as love, fear, hate, and liking.

Behavioral element is an individual's action towards attitude. Inferences can be drawn from people's actions, words and other actions. The behavioral element emerges in accordance with emotions and opinions. Although individuals do not always act with their emotions, they tend to behave according to emotions.

Attitudes have some features both within themselves and between each other (Oktay 2000: 165-166). Individuals' attitudes also differ due to these characteristics.

The degree of power is that each attitude has power and can be said as the combined strength of the three elements of this attitude. The attitudes and strengths of the components can be different. The strength of the established attitudes and the components that make it up are also greater. We can say that extreme attitudes have more power. Strong and excessive attitudes are more difficult to change than less and less weak attitudes.

Complexity, attitudes may differ according to the complexity level of the components. Attitudes may differ in their elements, either with plain or complex features.

It may differ in terms of its relationship with other attitudes and centrism, attitudes of individuals, and their relations with other attitudes. While some attitudes are tight with each other, some may be disjointed. (Yüksel 1994: 20).

Consistency among components has shown that attitude components are generally consistent with each other in almost all studies. In case of inconsistency between components, there is a change in attitudes.

Consistency between attitudes, attitudes of individuals tend to be consistent in general. But this situation is not necessary for attitudes to exist. The degree of consistency may vary depending on concrete events.

### 3.3. Formation and change of attitudes

Based on all the statements made, the attitudes are formed as a result of meeting with previous experiences and existing knowledge. It can be said that their attitudes change as a result of the change of experiences and knowledge. (İnceoğlu, 2000: 8)

We can explain attitudes not only as behavior or emotion, but as a whole cognition-emotion-behavior. (Kagitcibasi, 1999: 103)

#### 3.3.1. Formation of Attitude

Attitudes are an element acquired through learning, not innate. This learning event happens through impulsive and operant conditioning. Although the formation of an attitude is a lifelong process, an important part of individuals' attitudes occurs in the first 20-25 years of their lives. Most attitudes are based on childhood and are gained through experience, reinforcement, imitation and social learning. (Kağıtçıbaşı 1999: 120) The source of individuals' attitudes is their parents rather than personal experiences. Most children of primary school age often mention the words of their parents when they talk about their attitude to various events. (Morgan 1995: 374)

Parental influence is particularly effective in the preschool period. As a result of a study, it was observed that 95% of preschool children, 80% of primary school age children, and 50-60% of university-age youth have the same political tendency as their fathers. (Aydın, 1993: 171).

Parents' influence on children's attitude decreases as children grow up. Individuals' attitude formation depending on the role of social factors is more especially during adolescence. Individuals' attitudes turn into their final shape, especially in the 12-30 age range, and this change becomes less at later ages. In this period, three main factors are important in attitude formation. These; mass media, peers, information and education received through other means (Morgan, 1995: 375,386).

Mass media can sometimes cause us to form an attitude towards an object or event, and sometimes change our existing attitude by reporting from different directions.

Bloom, in the formation of the attitude; expresses the effect of 5 stages as receiving, responding, appraising, organizing and appropriating. (Bloom and Others, 1971)

Rosernberg and Houland examined the formation of attitude in 4 stages (Güral, 1986).

1. Cognitive Dimension: It is the perception of the concept or situation.
2. Emotional Dimension: Perception. It is the emergence of emotions related to the concept or situation.
3. Evaluation Dimension: It is the mentioning of feelings as good or bad.
4. Behavioral Dimension: It is the transition of the evaluation to the behavior.

**3.3.2. Changing Attitude**

In addition to the innate attitudes of individuals, some attitudes also develop along with observation, conditioning and learning processes and social experiences. (Tavşancıl, 2002: 81)

Although individuals resist changing their attitudes, they change their attitudes as they acquire new knowledge and experiences. (Tavşancıl, 2002: 81).

The strengths of attitudes that are ingrained are just as strong. It is observed that attitudes that are generally excessive are strong. It is very difficult to change strong attitudes, especially those that are emotionally strong. The individual's attitudes regarding his or her self are emotional attitudes and it is difficult to change them.

There are two types of processes in attitude change. The first of these is the opposite behavior action against attitude, the other is persuasion communication. (Tavşancıl, 2002: 81) An attitude change is observed when individuals are obliged to put into action an idea that is opposite to their own (Arkonaç, 1988: 446,447).

The first studies on attitude change were made by Cari Hovland et al. Hovland et al. Stated three factors that are effective in attitude change. These; information source, message and target. (Aydin 1989: 127)

The source of information is who provided the information for attitude change; the message is how this information is given; target refers to whose attitude is wanted to be changed.

### 3.4. Factors Effective in Changing Attitudes

#### 3.4.1.Communication Source and Features:

##### 3.4.1.1. Source

The basic elements of a communication process are the source, the message and the target audience. The resource is where the communication process begins. The resource can be seen as any person and institution. The resource person needs to identify the message and make it understandable. The sender is important in communication processes, so there is no communication process without the sender. The resource is sometimes personal and sometimes it can be mass media. Source is the person or persons who send the meaningful messages they produce in the processes of perception, selection, thinking, and interpretation through symbols. (Zıllıoğlu, 2007: 93)

A communication process is based on the source and sender. In this case, the source or sender means the subject of that communication process. However, the sender does not always determine the communication process.

Sometimes other elements of communication are more effective than the sender in the communication process. (Güngör 2011: 26)

The reliability of the source is the most effective on attitude compared to other factors. Individuals tend to take messages from sources they trust as correct, regardless of supporting evidence. Individuals transfer not only information but also thoughts and attitudes to each other through communication. (Tayfun 2007: 12)

**3.4.1.2. Message**

There is always a message between the source and the recipient. The phenomenon of communication also depends on the transmission of the message. The message is a bunch of declarations with high associative power that constantly changes, transforms and re-exists in other forms between the source and the target audience.

The source who wants to convey feelings and thoughts to the other party uses various communication skills. The words, visual elements, concrete products produced by the source that wants to convey something are called messages. Messages consist of two elements that consist of content and structure. Content; It is expressed with meaning, symbols, indicators and codes. The production, delivery and consumption of a message should be meaningful (Zıllıoğlu 2007: 94). Symbols, indicators and codes that facilitate individuals while communicating are related to the cultural structure.

*Meaning* is a phenomenon that people create, bring together, learn, change. Meaning has an individually attentive dimension besides its social cultural dimension. As it determines the cultural dimension depending on social consensus determines the subjective dimension, the meanings and effects that occur in the cultural dimension over time in individual experiences. There are two dimensions as literal and connotation.

The literal meaning is a symbol and the concept that society agrees on with what it represents. Connotation is the relationship between any symbol / indicator and the person / group / culture it represents. Connotation refers to the social / cultural life of individuals or groups. We said earlier that the structure of the message is symbols, indicators, and codes. If we look at these concepts;

The sign is something that can be grasped by the senses and refers to something other than itself. For example, it is considered an indication that one pair of gamers glances at the other. When transferring the eye sign, the communication process is formed when the other party

makes sense of it. (Fiske 2003: 63) When talking about semiotics and semiotics, it is necessary to mention theorists such as C.S Pierce, Ferdinand, Saussure, Barthes.

According to Pierce, indicators are divided into three as visual indicator, indicative indicator and symbol.

The visual indicator is similar to the object. This similarity is more evident in visual indicators. Maps, traffic signs, and symbols indicating male or female restrooms are common visual indicators. But sometimes visual indicators can also be with sounds. For example, in the sentence "the sound of birds singing in the forest", its words are compared to the sounds of birds. This is a visual indicator.

Explaining the symptomatic indicator is quite simple. The symptomatic indicator is a cause that has a direct link to its object. Smoke is a sign of fever, and yawning is a sign of sleepiness. Whether one of the couple wears the clothes or the accessory they carry on the first date is a symptomatic indicator.

An icon is an indicator that its connection with its object is the result of an agreement, compromise, or rule. For words, we can generally refer to them as symbols. Numbers are also symbols.

**3.4.1.3. Target group**

Target; We can interpret the messages coming from the source with biological and psychological processes, and we can say these as individuals or groups that make a reaction. Target and receiver often have equivalent meanings. However, there are some differences between these two concepts. Destination is the person or group that the source is trying to deliver the encoded message. However, the message may not always be delivered to the target person and may reach someone else. That person who receives the message is called the recipient. The important thing here is that the target is also the buyer (Zıllıoğlu 2007: 8).

The receiver at the sender's target can be said to be the object of the communication process. The main goal is to have an impact on people and groups in the communication process. In this case, both the sender and the target audience receiving the message are an important part of the communication process. The expectations, demands, conditions and requirements of the buyer are important for the successful communication process (Göngör 2011: 26). The sender's prior knowledge of the people or groups that will receive the message will help in the coding phase of the message. The source that knows its target will have more impact.

### 3.5. The Effect of the Message on Attitude Change

The characteristics and effectiveness of the message or message, which is one of the most basic elements of communication, is extremely important in terms of the change and formation of the target audience's attitudes. We can list it as follows:

Message Source, the message that will cause a change in individuals' attitude must have certain characteristics. It can be said that a message will be more effective if it comes from a source with empathy, lovable, reliable, believable, good use of body language and a certain level of education.

Repeating the message should be done at certain intervals in order to have sufficient effect on individuals. In this way, it is aimed that the target audience understand the message better and focus more on the message (Kalender 2001: 59).

The compatibility of the message with the needs and expectations, the determination of the needs and expectations of the target audience by the source play an important role in the transmission of the message and the intended effect on the target audience. Messages aimed at identifying the urgent needs of the target and resolving them are more successful. For this reason, situation analysis is important and should be prepared in accordance with the needs of the people. Not only the needs but also the expectations of the target audience should be

determined and the message that causes attitude change should be created. In short, the appropriate preparation of the message in terms of content, image, place and time and attracting the attention of the target audience is an important factor in the success of the message.

Transferring the message to the appropriate channel and its language, according to many studies, it has been observed that face-to-face messages are more effective than messages given through mass media. However, this does not mean that the influence of mass media is insignificant. In general, ideas reach people who can be opinion leaders through mass media, and they interpret the messages they receive through these channels and share them with people. (Kalender 2001: 62) What matters here is choosing the right channel according to the target audience. Attention should be paid to the correct use of the language in the message and to have a structure that the target audience will interpret correctly.

Presenting the message in one or two ways, presenting the message in one way means not including opposing views. In two-way communication, the opposite view is included and the opposite thesis is refuted. (Yuksel 1994: 132). According to the results of the research conducted by Hovland, Luusdaine and Sheffield (Sakallı 2001: 143); The effectiveness of one-way and two-way messages is related to the characteristics of the listener and the subject. If the education and intelligence level of the target audience is low, if they are of the same opinion with the message given, if they are not aware of the opposite thesis and will not encounter this view again, one-way message is used. Well-educated individuals are more affected by two-way communication, and individuals with low education levels are more affected by one-way communication. Presenting allegations about an event in two ways is more effective on those who are against the claim. Therefore, it is observed that neglecting an issue related to the problem is more noticeable in a two-sided presentation and has a greater loss of effect compared to a one-sided presentation (Kalender 2001: 61). According to

Kagitcibasi (1999: 195), which of the one and two-way messages will be more effective is related to the content of the subject, the reputation of the source and the characteristics of the listener.

Detailed or Superficial Presentation of the Message "The theory of detailed examination probability", which is a model that emphasizes how the individual processes the transmitted message, says that the person prefers one of two ways to evaluate the message. These are elaborate processing and superficial processing. It determines how much it will be affected by the message it chooses and gives information about the attitude change (Sakallı 2001: 150). In detailed examination, individuals are concerned with the phenomenon of careful listening and understanding of the message. In the superficial process, individuals make a short decision by evaluating the characteristics of the message giver and external cues. Individuals with strong motivation change their attitude towards strong and logical messages by choosing the main path. In cases where the message is weak and weak, attitudes will not change. For this reason, those who are unmotivated first choose the superficial process. Along with motivations, talent is also important. If the person is poorly motivated and has no talent, he or she chooses the superficial process. The change in their attitudes is shaped depending on the environmental conditions and the characteristics of the message source (Sakallı 2001: 155).

It is very difficult to say whether the emotional and rational presentation of the message will be more effective than the emotional or rational presentation of the message. Because it is not possible to convey the message completely emotionally or unemotionally and rationally (Yüksel 1994: 132). We can only say whether emotionality or rationality is more in a message.

If the subject of communication is in the interest of the target audience, we can say that the listener is emotional. For example, while a writer is effective in his speech about his work

when he is emotional, another author's emotionalization about his work may not be. (Kagitcibasi 1999: 198)

Generally, people with low education level think that emotional communication is effective, whereas people with high education level think that rational communication is effective. However, this idea is not certain, as both communications are intertwined. Instead, there are studies in which different emotional levels are compared (Kağıtçıbaşı 1999: 198).

In general, we can say that the characteristics of the message are important in understanding the way of presentation and how the message is formed. In this context, preparing and presenting messages is a process that requires expertise and competence for the masses that deal with the message in mass communication. The fact that the source takes the path of preparing and presenting a message by taking the characteristics of the target audience into account leads to the effect that he expects in the change of attitude.

# 4. THE EFFECT OF TURKISH TV SERIES ON THE POLITICAL ATTITUDE OF YOUNG AUDIENCES: A STUDY OF THE RECEPTION OF TURKISH SERIES

## 4.1. Methodology

In the methodology part, which is the fourth part of this thesis, the focus group questions used in the implementation phase of the research, the sampling, data collection techniques and the methods applied on the research findings are discussed. For this purpose, the focus group interview questions prepared in line with the information obtained as a result of the literature review are aimed to reveal whether the politicization of Turkish TV series has an effect on the political attitude of the young audience.

## 4.2. Purpose of the Thesis

One of the most important issues in communication studies is the cause effects. The aim is to prove whether the messages produced in the media reach individuals or not. Viewers are the target audience and recipient of the TV series' messages. Thus, how and in what intensity the audience is affected by these messages is the main purpose. It shows that the political messages conveyed by the series affect the audience in the desired direction and change their attitude. The TV series therefore try to influence, influence and change attitude on the audience. Findings we want to achieve in this whole study;

- To reveal the factors that affect the political attitude of the young audience.
- Determining the role of television in the political attitude of the young audience,
- Determining the relationship between television watching habit and political attitude,
- Determining the audience's understanding of TV series containing political messages,
- Determining the reasons why young audiences prefer TV series containing political messages,
- Young tracks are important in determining the political attitudes of the audience.

### 4.3. Importance of the Thesis

In the theoretical part of the thesis, audience-oriented mass communication studies are focused on, and approaches to positioning the audience in terms of two basic sets of values are discussed. The Reception Analysis, which is the source of the Cultural Studies School and the idea of an effective audience, is examined in this section. In the application part of the thesis, a Reception Analysis has been performed in order to reveal how the TV series Vatanım Sensin, broadcasted on Kanal D, was received by the audience. Focus group method was applied in the analysis of the series subject to the study. For the focus group work, there was a meeting where 7 university students, young traces, people who we can say as a mass attended at the same time. The answers given to the questions asked to reveal the cognitive representations of the participants were analyzed.

### 4.4. Research Model

In this study, focus group work, one of the qualitative research methods, was conducted with people of different genders between the ages of 18-25, who could be younger audiences, in order to create a political attitude on the young audience, change their political attitude and reveal the effect of Turkish TV series on the young audience. In this focus group interview, 23 questions were asked to the participants and an intake analysis study was carried out over the sample of the "Vatana Sensin" sequence.

### 4.5. Hypotheses

Hypothesis 1: Turkish TV series produce content containing political messages.

Hypothesis 2: TV series containing political messages attract the attention of young people.

Hypothesis 3: The contents of the TV series are effective on the viewing habits of the young audience.

Hypothesis 4: As the participants watched the series containing political messages, it had an effect on their political attitude.

Hypothesis 5: The contents of the TV series differ in the political attitude of the young audience.

Hypothesis 6: Young audiences do not see the effects of TV series containing mass political messages negatively.

Hypothesis 7: Young audiences think that they are expressed as they watch TV series containing political messages.

Hypothesis 8: Young audiences prefer mass politicized TV series more than other types of TV series.

**4.6. Question Form and Sample Sequence**

After the preparation of the conceptual framework, the 23 problem prepared in the research part consists of three parts. In the first part, the television watching habits of the young audience are tried to be measured. In the second part; Questions were asked to determine the perspectives of young people towards the period series and the series containing political messages. In the last part, questions were asked about the political attitudes of the young audience and measuring the effect of television and television series. Before the focus group study, the socio-demographic characteristics of the participant youth were tried to be determined with questions such as age, gender, marital status, and income.

In the study, the following questions were asked in terms of the view of the young audience towards the issue of political attitudes, the effect of television as a mass media, and the effect of the political messages contained in the series on their political attitudes:

1. How many days a week, how many hours a day do you watch TV?
2. Do you usually watch television on free TV or digital platforms?
3. Do you watch TV series? Are there any TV series you follow regularly?
4. What kind of TV series do you prefer to watch? Domestic and foreign? Horror, detective, comedy, drama, romantic comedy, period series?

5. What are the main criteria you consider when choosing the TV series to watch?

6. Do you generally like television series that give political messages? Would you take this into consideration when choosing the TV series you will watch?

7. Where did you first hear about Vatanim Sensin? What was the reason that drove you to start watching the drama?

8. How would you describe Vatanim Sensin index in one sentence?

9. Are there any other period dramas you've watched? What is Vatanım Sensin for you in these series? Are they different from others?

10. From what medium did you watch the show? Did you watch the show with your family or friends or alone?

11. Have you followed the show regularly?

12. What were your reasons for watching the TV series "Vatanim Sensin"? If you stopped watching, why did you stop?

13. What were your favorite and disliked aspects of the show?

14. Have you ever heard of an event or someone in the series that you've never heard of before?

15. The events, people etc. described in the series. Did you wonder and research? Why are you interested in these people or events?

16. Is it important for you that the TV series reflect the truth as it is? Do you think Vatanim Sensin reflects the historical truth properly?

17. What are the scenes from the series that remember the most? Why did these scenes affect you?

18. What was your favorite character in the show? Why that character?

19. Do you think there are references to current political events and personalities in the series? Did these references affect your attitude to the drama?

20. Do you think there has been any change in your political attitude and views before and after you start watching the show?

21. Do you think the show is fueling nationalist feelings? Have you had such an effect?

22. How would you describe the general audience of the show? Do you feel yourself belonging to this audience?

23. Do you think the series appeals to audiences with a certain political view or to a general audience?

**4.7. Sample Sequence**

Series Name: Vatanim Sensin

Genre: Drama, Historical

Year Built: 2016

Director: Durul Taylan, Yağmur Taylan - Burak Arlıel

Producer: Nermin Eroğlu

Scenario: Season 1: Necati Şahin, Nuran Evren Şit, Nergis Otluoğlu Akoğlu, Ali Aydın

Season 2: Uygar Şirin, Melih Özyılmaz, Melek Seven, Deniz Gürlek

Cast: Halit Ergenç, Bergüzar Korel

Channel: KANAL D

Episodes: 59

Season: 2

Release Date: October 27, 2016 - June 7, 2018

**4.7.1. Topic of series:**

*"The story of Miralay Cevdet (Halit Ergenç), a patriotic soldier who served in Thessaloniki as a major in the Ottoman Army at the end of the Balkan Wars, is told. Miralay Cevet's wife is*

*Azize (Bergüzar Korel), her children are Ali Kemal, Yıldız and Hilal, and her mother is Hasibe Hanım.*

*With his brother Tevfik in blood, he resists with all his might in order not to lose his homeland, and a treacherous event that happens to him will turn everything upside down. Cevdet is forced to break away from his family. Tevfik helps Azize, who had to migrate from Thessaloniki to Izmir. He will be with them at the expense of revealing the feelings he has hidden for years. However, Tevfik also has a great secret. Azize finds herself in a tough struggle with her three children and mother-in-law. She raises her children by struggling with the absence of her beloved husband and the hardships of the war years. In 1919, Yıldız became a beautiful girl with high eyes and Hilal a struggling young girl who loves the country. While Yıldız secretly attends a ball held in honor of the Greeks, the Greek Lieutenant falls in love with Leon. Hilal gets into trouble while writing newspaper articles to organize people against the occupation. Ali Kemal is like a rogue mine trying to live with the pain of love in his heart and the sad secret he learned about him. As Azize tries to deal with the troubles of each, they are shocked by the news that Izmir will be occupied by the Greeks. However, this occupation will bring them back someone they lost years ago. But in a way they never expected ...*

*You are my homeland; It is the story of those who were stuck between their duties and consciences during the years of occupation, of those who still tried to cultivate their love, of a family who tried to stay together despite everything, and a relentless road from captivity to freedom ... "*

**4.7.2. Characters**

Miralay Cevdet: He is a brave soldier for his homeland, a compassionate father to his children, a devoted lover to his wife, and a good son to his mother. Cevdet's greatest qualities are also his weaknesses: his passion for his duty, his unbreakable stubbornness, his virtues ...

Azize: Major Cevdet's wife, mother of Ali Kemal Yıldız and Hilal, the bride he loves like Hasibe's daughter, is an ahu-eyed Balkan beauty. Being a nurse, Azize is a cold-blooded, strong, self-sacrificing, hard on occasion, but always conscientious, wordless, honorable woman.

Tevfik: Tevfik is an open-eyed, ambitious Major. He has nothing to lose, nothing to hold on to ... He is deeply jealous of his brother Cevdet's achievements. Years later Cevdet marries the girl he fell in love with as a child. Tevfik throws his love into it. They said, "It is more dangerous than the enemy, the friendship of some ...". Tevfik is exactly the proof of this.

Veronica: Veronika, the wife of the Greek Commander Vasili and the mother of Leon, has been missing a half of her soul since the day she lost her first child years ago, her own slightly ecstatic, sometimes depressed, sometimes happy laughter, and a very deep anger to her husband. She is a charming, rambunctious woman of nature.

Vasili: The Great Greek Commander Vasili, who carried out the occupation of Izmir, is a successful, courageous, intelligent, ruthless militia Commander. His principles are so loyal to throwing his son into the fire without blinking an eye ...

Eftelya: Eftalya, a Greek singer in a tavern, is cheerful, charming and clean-hearted. Tevfik wants to live his relationship with Tevfik openly and marry him, but Tevfik always keeps his eye on Azize. Even she does not give up her sick love for Tevfik when she realizes that she is being used.

Hasibe: Major Cevdet's mother, Hasibe, does not eat haram, is a true, chaste, and steadfast Ottoman woman. While she was a rooted, noble plane tree whose grandchildren got her share from her sharp tongue but cried on her knee and breathed in her shadow, it was almost like the lantern of her daughter-in-law, Azize, who guided her.

Leon: Leon is the son of the great Greek commander Vasili. Intelligent, educated, successful Leon's biggest problem in life is his relationship with his father. He does his best to get in the favor of his father, but he never succeeds.

Yıldız: She is the eldest daughter of Azize and Cevdet, whose beauty is legendary. She has a spoiled, child-like, desirous, distant, fragile and rough attitude. A good life is her wish to be a lady accepted by all.

Hilal: Hilal, the younger daughter of Cevdet and Azize; She is a smart, clever, curious young girl who loves poetry.Homeland is more precious than anything els for Hilal. Being worthy of his father, being heroic, powerful and just like him in Izmir during the occupation period has been his greatest goal in life.

Ali Kemal: Ali Kemal is the eldest of Cevdet and Azize's 3 children. He grows up as a boy who admires his father. He wants to be strong, mighty, hero, throw a gun, be a soldier like him ...

**4.8. Research Findings:**

The findings of this research include the results of the reception analysis performed with focus group method with 7 young people watching the "Vatanım Sensin" TV series broadcast on Kanal D between October 27, 2016 - June 7, 2018.

The results of the interview conducted in order to reveal the political attitudes of the young audience, the role of television series in forming and changing the attitude and the perspective of young people towards the mass media are given below.

Before moving on to the questions about the "Vatanim Sensin" series, a small questionnaire study was conducted to get to know the participants. In this survey, it is aimed to reveal the demographic structure of the participants.

In this study, 23 open-ended questions were asked and the effect of the relevant series on the political attitude of the participants was investigated. We can gather focus group questions

under 3 main headings. First, it was wanted to measure the television watching habits of the participants. For this reason, the questions to the participants are questions from the questions at intervals of 1-5 regarding their monitoring habits. At first, the television watching times of the participants were wondered. The answer given by the participants to this question was within 1-3 hours. They stated that they generally watch television on free TV or digital platforms. Most of the participants answered this question that they watched on digital platforms. They stated that the time of watching digitally is more than free TV.

Tablo 4. Television Watching Time of Participants (Daily)

| | **1. per.** | **2.Per** | **3.Per** | **4.Per** | **5.per** | **6.Per** | **7.Per** |
|---|---|---|---|---|---|---|---|
| Free Tv | 1 hour | 1 hour | - | - | 1 hour | 30 min.. | 3 hurs |
| Digital TV | - | 3 hours | 3 hours | 3 hours | 2.3 hours | 3 hours | - |

Regarding the television series watching habits, the participants answered that they watched. Each of the participants stated that they watched at least a few TV series, and they gave the old series as an example. Participants stated that they watched competition programs, discussion programs, documentaries and news programs in addition to TV series.

When asked what kind of TV series they like, the participants stated that they generally preferred period series. Apart from the period series, the participants stated that they preferred to watch detective, comedy, love and action series.

Tablo 5. Series Preferences of Participants

| **1. person** | **2.person** | **3.person** | **4.person** | **5.person** | **6.person** | **7.person** |
|---|---|---|---|---|---|---|
| Period<br>Detective<br>Action | Period<br>Comedy | Period<br>Action | Period | Period<br>Comedy<br>Love | Period<br>Detective<br>Comedy | Period<br>Love<br>Action |

Participants in Question 5, the last of the questions about television watching habits, stated that they generally preferred a TV series to find something from themselves. The subject, actor and editing of the series are the main reasons for their watching the series. For example; They said that the main reason for watching Vatan Sensin is Halit Ergenç, rather than the story. One of the reasons for attitude formation here comes to mind the theory of the reliability of the source of the message. The character that Halit Ergenç played was seen as the most reliable source for them. Another reason is that the duration and techniques of the series cause you to watch the series.

In the second part of the study, questions were asked to see the perspective of the young audience to the knees containing political messages through the TV series Vatanım Sensin. For this reason, the questions in the range of 6-18 are aimed at this research. Participants stated that they liked the dramas containing political messages and that they tend to watch such TV series before they start any TV series. They stated that the reason for watching such TV series was because of their ideological views. The participants stated that they were curious about the period in which the series was operating, that they were curious about that period and that it had a historical teaching. Participants stated that they think the period in

which the series takes place is told with a real fiction. This increased their tendency to watch historical serials.

While defining the TV series Vatanım Sensin, the participants stated that there is a TV series in Kemalist Left ideology. However, the participants said that the first few episodes of the series target the general audience, then capture and target the Kemalist Left audience. Many of the participants stated that they watched the series because they saw themselves in that audience. Participants stated that the story of the series was real and therefore the political messages the series wanted to convey affected them. However, they stated that if there are too many political messages in a series, they stop watching that series.

Participants stated that they follow the period series and watch Vatanım Sensin series because it is a period series. They stated that they liked Vatanım Sensin series more than the series of previous periods, and the difference between them from the other series was the political content of the period and the message it gave. They said that the TV series Vatanım Sensin was important because it included the political ideological elements in which the participants position themselves and they wanted to live in that period. Most of the participants stated that they watched the series on TV with their families.

Tablo 6. Participants' Watching Environment

| | **1.person** | **2.person** | **3.person** | **4.person** | **5.person** | **6.person** | **7.person** |
|---|---|---|---|---|---|---|---|
| **TV** | **With fam** | **With fam** | | **With fam** | **With fam** | | **With fam** |
| **Dijital** | | | **Alone** | | | **Alone** | |

Participants stated that they preferred the reasons for watching with the family because they generally interpreted collectively. They stated that they gave more emotional reactions in the family environment and felt that they were more involved in the series. On the other hand, the participants stated that they watched the repetition of the series depending on their emotional reactions.

Participants said that the most popular aspect of the series was its narrative language, editing, and period costumes. The fact that the series is realistic is said to be the main reason for watching. The cast of the series is another important reason for watching. The youngness of the staff is an important reason for them to feel close to them. The fact that the lead actors Halit Ergenç and Bergüzar Korel are married in real life is one of the reasons for the participants to watch.

The unpopular aspect of the series was generally answered as the duration of the series. They criticized the large number of medals found in military uniforms among the period clothes. Another dislike is related to the duration of the series. In fact, they said that the series had too many episodes and the main story could be told in 25-30 episodes. Similarly, "Kurtuluş" series, which is the work of Turgut Özakman shot by TRT, has been said as a comparison to this. Long dialogues and repeat scenes are also dislikes.

The participants stated that they had not heard of Miralay Cevdet, the main character before watching the series, but as they started watching the series, they were investigating the historical role of this character. Learning that some of the characters are real (Mirliva Tevfik İzmir Governor) caused them to participate in the series more as a viewer. Participants stated that they were researching many of the military characters given in the series. After the research, they said that their attitudes of watching and liking the series changed.

The participants generally said that they could not forget the scenes based on Mustafa Kemal.

*“In one scene, Miralay Cevdet holding Mustafa Kemal's photo in his hand about May 19 and saying, 'May your path be clear, Pasha', impressed me a lot.' (‘ ’Bir sahnede, Miralay Cevdet’in 19 Mayıs ile ilgili elinde Mustafa Kemal’in fotoğrafını tutup ‘Yolun Açık Olsun Paşam’ demesi beni çok etkilemiştir’.)*

In another scene, Cevdet told Colonel to see the Sevr treaty. In other words, it has been observed that the scenes of the national struggle generally affect the participants.

Miralay Cevdet is the most popular character of the series. Nurse is one of the characters that the participants love in Azize.

In the third and last part of the study, questions were asked to measure the impact on the participants' political attitudes. These questions are between 19-23. What are the TV series effective in forming a political attitude and to what extent the young audience has affected the audience. Participants stated that the series generally refers to daily political events.

*"The series will first start broadcasting as the" Traitor of the Country ", but in the daily political environment it was thought to be an excessive message, and then its name was changed.’’*

Participants stated that their political attitudes, which existed before starting the series, started to change after the series. They said that the existing information did not change completely, but the messages given by the series caused an attitude change. In general judgment; They stated that the nationalist feelings were strengthened due to the similarity between the narratives of the series and the ideological views of the participants. Having ideological views close to the series contributed to reinforcing the attitude.

Participants emphasized that the series fostered nationalist feelings. For this reason, it has been said that the audience tends to be watched by those whose nationalist feelings are more dominant. It was emphasized that the series does not address the general audience, because of

its messages and narratives, but rather to those who see themselves as the ideology of the Kemalist Left.

Participants stated that such series should be more common and that such series affect them more. Participants generally gave the answer "Homeland" to the question of whether the message of the series is Family or Homeland. This has shown that they are influenced by political attitudes. The homeland message of the series has an emotional impact on the participants.

## 5. RESULT

This thesis study was created by taking the "Vatanim Sensin" example from the mass media, which is the production content of television. In the thesis study, it was aimed to analyze the effects of the messages of the television series on the political attitudes of the young audience. The aim of this analysis is to examine the media-political attitude, texts-reception relations based on television series. A discussion of the conceptual framework of the thesis was conducted over the mass media and the British Cultural Studies tradition.

Mass media has become an indispensable element of today. The fact that people can no longer live without him has been due to what the mass media has to offer. With the development of mass media, their effects are also increasing. We can link many issues such as individuals' socialization, learning processes, and political attitudes to how effective mass media are. While evaluating the attitudes of individuals; In addition to variables such as family, social environment, socio-economic level, education, gender, mass media should also be mentioned. Audiences of mass media do not have enough opportunity to directly reveal their attitudes and evaluations related to the messages coming from these media. In mass communication, the message emerges from the source, it reaches the target audience by means of means. In the mass communication process, the characteristics of the source and the message are extremely important.

Today, individual and social life cannot be considered independent from mass media. As a result of technological developments, the functions of mass media have also increased. Therefore, the functions of mass media have been evaluated in different ways. According to the "Communication and Society" report published by UNESCO, the functions of mass media: Providing news and information, mass mediaization, discussion, education, cultural development, entertainment, integration (Özkan 2004: 60). Another evaluation is; mass media has been handled under four headings:

- Social Function,
- Political Function,
- Economic function,
- Information function

We can put public opinion formation, education, entertainment into the social function of mass media. Its role in forming public opinion, its political messages, and critical approaches are also among its political functions. The approach to making economic profit is its economic function. The informing phase of the collections, on the other hand, becomes the information function.

One of the most important issues in mass communication studies is the "effects" issue. Behavioral and cognitive effects on individuals come to mind with the concept of effect. Television is one of the mass media that affects individuals the most today. The fact that television is a social and cultural mass media has caused people to use it. However, the prevailing opinion is that television is a tool that actually uses the masses. While people were imprisoned in their homes to watch television, they began to be isolated from each other with similar characteristics. Television viewers move away from reality and live in an artificial world presented to them.

Attitudes formed as a result of mass media create the connection of social structure. For this reason, these tools create functions that will affect the social structure instead of following the social structure. A form of social organization and production without mass communication does not occur. Therefore, social formations have a direct connection with communication. Mass media are one of the pillars of the existence of the capitalist system. The power that holds the mass media preserves and strengthens their position with their presence. There are all kinds of ideological influences through mass media. The phenomenon of the audience is also the target of these forces. The audience phenomenon is positioned differently in both mainstream and critical approaches.

In most audience studies, it has been revealed that by marketing a product or an idea, it is tried to create similar individuals with the desired characteristics. All the tools that try to influence the audience do this. First the audience; Information about their behavior, likes and trends is collected, then audiences are targeted with specific tools and messages. Mills listed the use of mass media by the ruling class as follows: Mass media suggest individuals to gain self-identity, to adopt, what they should be and how they should be. Individuals seem to have learned and relaxed what to do in their new personalities acquired through the mass media (Mills 1974: 441) Based on this, mainstream approaches have said that they have done this action to ensure the continuity of the capitalist system.

The main theme of communication studies has been the mass communication tools that try to direct and influence the masses. In the theory of strong effects, which has been involved in communication studies for a long time, there have been studies on how public opinion is formed by propaganda. Laswell's formula "who, to whom, what, which channel, using which message" has been effective in supporting this theory. Due to this formula, the audience is in a passive state. In Lazarsfeld's studies, a model has been developed on the role of mass media in forming public opinion. They named this model as "two-stage" model. According to this

model, public opinion is shaped by messages conveyed from the media through opinion leaders. Depending on this model, the concept of "threshold watchman" has emerged and it has become a matter of intervening in the news to influence the public. The theme of this model is that the mass media have begun to affect the masses more through opinion leaders. In the Uses and Gratification Approach approach, the power of the source and the message is given to the viewer in order for the audience to become dominant. Uses and Gratification Approach, although it is included in mainstream approaches, it presents a different approach in terms of audience positioning. In mainstream approaches, while there is a source and message in the center, in the Uses and Gratification approach, the audience has been taken into the center and become active. In mainstream approaches, he accuses critical approaches of being unscientific, saying that studies are empirical proofs. According to mainstream approaches, critical approaches are ideological. Mainstream approaches have not been able to take into account social and historical conditions, sovereignty relations and production stages by examining concepts such as sender, message and receiver in their audience studies. At this stage, critical approaches have emerged to bring a different perspective.

In terms of critical approaches, there is no audience-oriented consensus. There are two different schools on this subject, the Frankfurt School and British Cultural Studies. According to the Frankfurt school, the audience has become passive, succumbing to social conditions. As a result of British Cultural Studies, the viewer is active in seeing the audience as members of cultural entities or groups as prone to codate messages in a certain way. Despite these two different evaluations, the consideration of the audience is not independent from social and historical conditions.

According to Frankfurt School theorists, the culture industry that developed with capitalism limited people. The viewers were captured by the messages given without realizing the situation they were exposed to. As the capitalist system predicts, individuals act under the

control of the dominant powers under the influence of mass media. Everything they do is for the continuity of the system. The system makes the audience adopt this situation without being noticed and their adaptation to the system is supported. According to Baudrillard, the true function of the tool is often hidden by content. Content presents itself as a message, whereas the real message is a profound structural change in human relationships. ... The "message" of TV is not the images it conveys, but the new relationships and perception styles it imposes, the change of the traditional structures of the family and the community (Baudrillard 2004: 155).

In Cultural Studies, the system also aims to adopt a certain idea through mass media. But in this process, the viewer is not passive. The audience can react positively and negatively to the messages, depending on the sender's expectation, by using their own experience and through their own mind filter depending on social conditions. Cultural Studies has addressed the social dimension that was not considered in previous audience studies. According to this approach, it is seen that audiences are treated as individuals who belong to certain social and cultural structures and have their own interpretation structures, rather than as individuals who turn to the media for their needs. The issue of sovereignty has also been addressed in Cultural Studies. It has been said that the texts produced by the mass media and the messages given due to the ideological structure of the media are under the influence of political and economic power and are shaped around this power.

The concept of audience has been named as "receiver" in the concept of mass communication. The mainstream approach has particularly preferred this nomenclature. Viewers who are in the position of the messages transmitted are seen passively. Although it is mentioned that the audience is selective and active with the Usages and Satisfaction approach, this thought has caused the media powers to be legitimized. In mainstream approaches, the media and the audience were centered and the social conditions of the audience could not be included in the

assessment. Along with critical approaches, mass communication research has placed the audience in a social structure and critical evaluations have been made by including power relations, production and consumption structures in the communication process. In British Cultural Studies, the audience is active and tends to accept and reject messages through intellect. In addition to all these, it was stated that the process of reception is not independent from the balance of power by mentioning the ideological situation of the media.

Although there are both mainstream and critical approaches, the concept of audience is a concept studied in mass communication studies. While the audience is passive in mainstream theories, it has become active independently of social conditions and power balance with Uses and Gratification. In critical approaches, the audience is studied under social and historical conditions. While the Frankfurt School speaks of the passive audience, in British Cultural Studies it actively speaks of the audience who can question and produce their own meaning. Hence, there are differences in both mainstream and critical approaches in positioning the audience within themselves.

The concept of audience has always been the target of communication studies. More precisely, it has been targeted not by mass media, but by the powers that own these tools. In an age where there is an increasing production, consumption should also be increased. Mass media is also an important element used in directing this consumption as desired.

As a result of all these approaches, the reasons affecting individuals' attitudes were investigated. In most of these studies, mass media and the production purposes of these tools have emerged. The place of mass media is important especially in attitude formation. Because attitudes are an element that individuals acquire afterwards, not congenitally. This acquisition process continues with the development process of individuals. In this development process, mass media are an important part of individuals' lives. The role of mass media in forming attitudes is generally based on the nature, shape and presentation of the message given. By

evaluating all characteristics of the target audience, it is aimed to change the attitude and to reveal the effect.

In the application part of this thesis, on the basis of this theoretical study, the effect research on the political attitudes of the young audience is made. For this reason, a focus group study was conducted with young people between 18-25. In this study, the findings obtained as a result of interviews with 7 participants who watched the TV series "Vatanım Sensin" were included. 23 open-ended questions were asked to all participants participating in the focus group study and answers were received in equal time. As a result of their study, they stated that it influenced the participants' attitudes that existed before starting the drama. Within their own ideological definitions, the participants stated that their political views got stronger. Based on this study, it has been observed that the political attitudes of the participants are affected by mass media and especially TV series. The messages given by television series pass through the mind filter of the audience and evaluate the messages depending on social and historical conditions.

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