

## **Analyzing Prime Time News in The Context Of Uses And Gratifications Approach**

**Funda Erzurum**

Anadolu University  
Turkey

[ferzurum@anadolu.edu.tr](mailto:ferzurum@anadolu.edu.tr)

**Abstract:** Television as a product of modern technology is a magic box that deeply affects societies at all time and space. Television uses images and sounds to communicate at the same time, live as a witness to events and having advantages and the experience to viewers as opposed to pre-modern communication means. It has a different position over the other mass media because of transmitting video and sound simultaneously. In its early broadcasting times television content was mainly used for transmission of news and educational purposes. In the course of time, development of technology has paved the way for a change in the use of existing functions and made the television an important apparatus for entertainment and leisure time. The study's main theme is to introduce audience preferences, especially receiving prime time news in context of uses and gratifications approach. Television is a medium which can bring up the news and the news events at the same time they occur. The time between the event and the broadcasting is 'zero'. It is a medium that has an advantage to transmit and reach to its audience instantly. It is using this advantage in a wide range of ways. News has been described as prestigious program for any channel in television broadcasting. According to this approach television channels attribute extra attention to the news, news programs and newsrooms. In this study the motivations that derive viewer to watch television to satisfy their needs and in particular prime time news usage is analyzed through fieldwork conducted in Eskişehir.

### **Introduction**

The first half of the century was determined by the diversification of the video and audio elements of the media. As the book and the newspaper did, the fictional movie goes beyond representing the individual and social relations it also performed the function of providing information. After the Second World War, television has emerged as direct heirs of the previous models ( Barbier & Lavenir, 2001, p.15-16). Between 1950 and 1960 the television has become a mass medium. After this period television has settle in the center of human life. This study is focused on prime time news on national television channels and the changes of the behavior of monitoring according to the SES ( Socio- economic Status) groups.

The history of television broadcasting in Turkey is not as old as America and Europe. Since the 1970's, television has had an important place in Turkey. At the first years only few hours of broadcast could be handled. People were watching it in their guest rooms with their neighbors and relatives, since then television has been an integral part of everyday life. Television affected individuals' lives, leisure activities and also the time that they were spending together. These affects has become even more attractive since the increase of the broadcasting hours of television.

### **The Study**

Our era is the era of information and technology, as Castells (2005) noted that "networks" are living in a society. People are more vulnerable to the developments in the mass communication technology every day. As a result of technological developments life is much more easier. Today, automation has a potential to replace human and significantly more free time for people may occur. Increase of the leisure time has changed the social life understanding and the relations. Television surrounds all the parts of human life and space. According to uses and gratifications approach, people use media to meet their specific needs. As a result of this use audience have reached a certain satisfaction. Uses and gratifications approach, turn the audience and viewers in an active position over media, and defends that they are effective on choosing the message and the medium which meets his/her needs and expectations. While individuals are using the mass media actively they also constitute their own social reality. In this manner the social world of individuals and life become intertwined, and new values have been created for establishing social relationships, integration of family and

community(Lull, 1980, s.197).People use media generally to get information, to get ideas about daily life affairs, to be esteemed, and to feel that he/she is useful to someone or something. Media uses it's power and effect on each other on satisfying those needs (Katz, Blumer ve Gurevitch, 1974, s.20) .

The change of ratings of prime time news which are broadcasted on Turkish national Tv channels is remarkable in recent years. Its obvious that comparing the TRT period and today will not provide meaningful results. However, to look at least in prime-time which has the most watched programs rates in the last five years can give an idea in order to reveal the change.

In the context of uses and gratifications approach, the changes of the audience's prime time news monitoring behavior / habits, the fundamental dynamics of change, the factors that are affecting the prime time news monitoring and the relationship between socio-economic status variables and the prime time news monitoring is the problem of this study. Quite a lot of researches about why people watch television, especially in western countries have been done. But this kind of researches are extremely limited in the economical and social developing countries. In Turkey today, as the television audience measurement is discussed more on AGB Nielsen, commercial organizations are based on these data, however relevant academic data are not sufficiently taken into consideration. In general, individuals' media use, the preferences about the news getting medium, in particular the expectations about prime time news and to put the current situation would be useful for the the program planning and audition phases. Evaluating the study's results gives an idea about the mass audience expectations, and a guide to plan programs that fulfills the expectations.

This study's presumptions are; in the known conditions the selected sample represents the universe, the sources which are used for the study provides current, accurate and sufficient information, there is at least one television at home, the news monitoring habits have changed, whereas television is still the most effective and commonly used medium to get news, and arařtırmaya konu olan deęiřkenler bakımından The variables that are the subject of research in terms of SES groups are homogeneous in themselves, but heterogeneous among the other group.

This study's limitations are; Eskiřehir city center, 15+ age group television viewers and the prime time news on national broadcast television channels.

## **Methodology**

Today the discussion about the research methods is which method provides or helps to achieve more valid and reliable information: qualitative or quantitative research methods Undoubtedly, both methods have advantages and weak points over the other. In this reseach a mixed approach was adopted as the research method.

This universe of research is households residing in the City Center district and the 15 + age group. Universe of the universe is finite, volume is 724 849 people. This study sampled household and each household unit for the 15 + age group, each of the individual is the unit of observation.

The "Systematic Sampling Method" is used. City's main street with houses on this street, which is based on randomly selected streets in the systematic selection of residential apartments with a specified number of buildings in a single sample, it was intended to. With the sampling of households fall into the 15 + age group interviews were done, who did not want to participate to the survey of households in the case of persons residing in a parent households / individuals have been sampled. Implementation of household surveys of participants by calculating the SES Score AGB Nielsen has a defined sub-sample of six SES groups have been formed.

Survey was conducted on 600 people. When we look at gender of the participants of the 360 male participants and 240female participants. For this research, it is an acceptable rate (40% to 60%). Although the ideal is equal distribution of participants, but in this study, the essential criteria in determining the SES group, because of the relatively higher proportion of the population distribution of a gender difference has emerged. However, this can be considered as a tolerable difference.

## **Socio-Demographical Characteristics of the Participants**

Research has been done on 15+ age group. Participants are mostly between the ages of 15-45. If we look at number of participants; 15-30 years in the range of 257 persons (42.8%), 31-45 age range of 215 people (% 35.8) and 46 and above is defined as the age range of 128 persons (21.3%).

62.8% of participants (377 people) were married. 204 people (34%), unmarried and remaining 19 people were widowed and divorced. More than half of the respondents have children. 242 people has no child. When we look at the number of children one, two and three children numbers were attracted our attention.Participants were asked the question; "How many people live at home?", 45.7% of the responses have been in the direction that they are three and four people living in the house.

After evaluating the survey data, one person from each SES group were interviewed in depth Interview participants had freedom to choose the place and the time of the interview. Also their permission had been taken for the audio record, it has emphasized that this study is a voluntary and they can end it when ever they want and leave the research.

SES Group	Personal Information
A Group	22 years old, Female, University degree. Doing MS. There are three televisions in the house. Watching television more than two hours a day.
B Group	51 years old, Male, University degree. Working as a pilot instructor. There are two televisions in the house. Hours a day monitoring is not certain
C1 Group	69 years old, Male, High School graduate. Retired teacher. There are two televisions in the house. Watching television 3 hours per day.
C2 Group	53 years old, Male, High School graduate. Officer. There are two televisions in the house. Watching television more than six hours per day
D Group	35 years old, Female, primary school graduate. Mukhtar. Have a television at home. Watching television one hour a day.
E Group	39 years old, Female, Literate. Housewife. There are two televisions in the house. Watching television 6 hours per day.

**Table 1:** Personal Information About In-Depth Interview Participants

### Validity and Reliability of Research

600 persons were examined in the reliability of survey results to questions about television viewing motivations Cronbach alpha value of 95%, Cronbach's alpha value of the main news related questions were found to be 90%. Alpha values, prepared according to classical test theory with multiple data structures and the scale is suitable for testing. Therefore, this study has been done with this method of reliability analysis.

In-Depth interviews as a qualitative research tool, to ensure the reliability of the study, one expert from the area has chosen. Texts groups according to the questions have given, and to be asked for reading the texts and list the themes. Moreover, researcher's act in diligence in this process and cooperation with an expert in both areas are a step on behalf of the reliability and validity.

### Evaluation of the Data About Prime time News Monitoring and Motivations

To see came before to speak. We replace ourselves in the world around us by seeing. We explain this world by words, but this does not change us to be framed with our world. What we think or what we believe affects our view objects (Berger, 1993, s.8). After entering the television to human life, to have fun, to relax and wonder at the purpose of the activity has undergone changes. Private television channels has changed the program formats to meet the audiences's entertainment needs and they began to replace the need for going outside for entertainment. As with any tool, television should not be examined regardless of background. There is increase of the time spent in front of the television. Television becomes one of the most effective mass culture producer. The aim of the study ( in this context) is to expose the television watching habits, news viewing and the satisfaction gained from television.

Survey participants asked to list the first three activities they are doing their free times. Total 1383 responses were received, 402 (29.1%) watch television, 135 (9.8%), read books, 155 (11.2%) listen to music, 130 (9.4%), do housework, 179 (12% , 9) I'll be with my family, 52 (3.8%) to shop, 198 (14.3%) visit my friends, 55 (4%) sports, 7% (5) do additional business, 16 (1% , 2) spend the time on the Internet, 54 (3.9%) the other. For the sample group " watch television" comes first in the leisure activities. This shows us how television become an important social phenomenon. 333 of 600 people surveyed (55.5%) have a television at home. In the remaining 267 households have more than one television. The highest number of television in the households is 5. Television is mostly located in the living room and in the guest room. These rooms are the common areas of the family.

Average of three hours watching TV for an indefinite period. Weekday and weekend television viewing time has changed. Television viewing hours increases on weekends. Television viewing is an evening activity on weekdays for working classes and for students, while on weekends during the day the time of television viewing increases. When we look at the watching hours of television on weekdays and weekends, the great majority (over 50%), also known as prime time evening hours was observed. When we look at qualitative data about television viewing time to establish a significant association between SES group is not possible.

## **Television Watching Motivations**

### ***Entertainment, Relaxation, Habit***

Of survey participants 66% (396 persons) stated that they are watching television habitually, 8.7% (52 people) stated that they can not say television watching as a habit or not and that the 25.3% (152 people) expressed watching TV is not a habit for them. Assuming that the SES group members who have limited cognitive activities prefer to watch television over the others will not be wrong. The channel and the content of the program is not important for the viewer once it has turned on. At this point viewer's communication is with the television as a tool. Rubin's 1981 and 1984 studies puts the argument that there are two important kinds of television watching as a habit. First one is television watching motivation to spend time, and the second one is television watching motivation to get rid of loneliness and the motivation for the escape to socialize.

In this context when we look the survey findings in a general manner it becomes clear the usage of television connected to the individual's education and profession. University graduates who are workins do not see television as a leisure time activity. But people with lower levels of education spend their leisure time mostly by watching television. They see the luxury, new patterns of relationships, brands, entertainment and many things on television texts. Rules and structures of society is changing. By controlling the leisure time of people the consumption is encouraged, the new habits, life styles and behaviors are adopted. Sometimes unacceptable events becomes normal and legal when people watch it from television. This kind of television effect mostly seen on lower educated and uneducated viewers who are spending much more time by watching television ( Television Watching Tendency Research, [http://www.rtuk.gov.tr/sayfalar/DosyaIndir.aspx?icerik\\_id=0ff756b8-292d-4269-9dbc-2bbfe6782cf0](http://www.rtuk.gov.tr/sayfalar/DosyaIndir.aspx?icerik_id=0ff756b8-292d-4269-9dbc-2bbfe6782cf0), 21.04.2009).

After the television comes to houses, into people's lives; to spend their leisure time, have fun, to relax and wonder at the purpose of the events has changed. Start of private television broadcasting, commercial weight increases, the entire program in order to attract more viewers to their format has started to organize such a fun program. Entertainment based programs so intense format has become to get to the audience meets the needs of the entertainment. According Postman entertainment is the top ideology of every discourse in television. To entertain and delight everyone on TV is not on any kind of discourse (Postman, 1994, s. 99). In this context, the sample group A, B and C1 groups generally did not participate the statement "Meets my need to go to fun place" other groups have indicated that their needs were met by television. Television texts are prepared and presented for the viewers the pleasure, enjoy and excitement. Television programs are organized according to the average viewer. A and B groups do not think of television is exciting, C1 group participants are the ones that they are undecided on this issue, and C2, D and E groups find television exciting.

The television motivations that are gathered under the entertainment, relaxation and habit motivation head draws a general picture that, housewives, retired, and unemployed workers often spend nearly all of their leisure time with their television will not be wrong to say. Entertainment, relaxation and leisure needs covered by watching television. The officers, professional and other occupational groups responses are also similar. They watch television on a propose, and spend a little free time to relax and watch television with the stated motivation.

### ***Television, Family and Support***

Television is domestic and essentially it is watched at home with the family. Television, family and home is a part of our culture. Usage of television, watchin television and interpreting the televisual world gets it's meaning by the family (Mutlu, 1991, s. 11). With the start of private television broadcasting, television broadcasting has experienced significant changes and impacts. Private televisions became legal in 1994, with increasing channel number and program number, technology rapid changes in parallel with the media in the field of developments in Turkey, it influenced the relation between the audience and the television text closely. At first glance, these rapid changes experienced in the field of media-television, the most important factors affecting family relationships, we think that the fact is the really important changes in family structure in Turkey. In short, TV changed the family institution in Turkey, while the technology and media that are serving as agents of change. In this context, to sample a series of questions about television viewing habits were asked. The purpose of this series of questions of family television viewing habits, what kind of socialization, morale and satisfaction is providing entertainment on the sample is measured.

Obtained from data it will not be wrong that, with higher income and education level people do different activities that watching television. It can either be occupation-related activities or the other activities as the unifying element. So they do not use television to satisfy their being together need. C1, C2, D and E groups, are watching television to satisfy their being together, sharing the same experience and communicate over it needs.

The act of watching television in the same physical environment keeps family together, but it also causes dissolution of the family. As an interest collector, television always talking about the outside world. There are no topics on television screens from inside the house, away from the interest of individuals and events covered in the cases when the facts and events near, people are away from individuals. While the close one becomes far, far becomes close. Dream becomes real and reality becomes dream (Türkoğlu, 2004, s.154).

### **Assessment of News Monitoring Habits**

Today's busy world, a world of information, a different world from forty, fifty years ago; knowledge production and dissemination of information to the public is important for human welfare (Castells & Ince, 2006, s. 159- 162). The story about life of each incident, is largely taken from the mass media. Modern man, world, life, is interpreted through the media content. To find or learn anything pressing on the remote control is enough. Technologies integrate with each other and become more effective and are fast tools. Television gives non-stop information to its viewers. Community learn the local, national and international events, political, geographic and social events through the television.

In the multi-media environment, the borders between serious programs such as the information, entertainment, news and documentary has almost disappeared. Today information become a commodity that can be bought and sold. Information society, is a product of technological developments. Media with these developments, the individual's mental link with society has begun to play a determining role in shaping. This news and information of all kinds of popular culture industry has been prepared according to the format, found by individuals has led to important and valuable. Entertainment mixed with modern individuals tirelessly so that the information is accepted without realizing his own passiveness ( Güneş, 2001, s.15).

Nowadays Television features have been increasing in a way of being the most effective, fast and widespread mass communication medium. Millions of people across the world who have lived in their immediate environment receive the information and news through television. The majority of survey participants (71%) stated that they receive the news from television. Another interesting point is the choice of the internet has been followed by television. 14% of the participants stated that they receive daily news from the internet, 11% from newspapers, 2% from radio and 2% said they also receive from other media. As a result of the survey, Television news that presents visual and audio stands out more.

Some of the interviewed participant's preference related to the medium that how they receive the news is as follows;

A: "I most often receive the news from television. Because they can immediately deliver the news, you can instantly see if there is flash news. Or in the same day an hour before you can watch more recent updates visually. However, newspaper is not like this, you should wait till next day to read the news, as some news you can access the details of the news two days later. In fact internet is also very fast but I think the internet is still not practically used. Television is more practical; you can just switch on and watch it. "

B: "we don't have opportunities at work so generally we get the news from the internet. When I came home in evening, I glance over the newspaper. Then I get the evening news from television. I'm watching the evening news to see what happened up to that time to discover if something different. If possible I prefer to watch TRT evening news till ends. "

Almost all of the participants watch news at least once a day. When we look at the television news monitoring prevalence ratios during the day, the table clarifies more clearly; % 64 prime time news, 18% Night News, 8% Afternoon, 7% morning, 3% Hourly monitors the news. Traditionally, watching the prime time news habit continues. At this point if the research is made in a city like Istanbul which has a heavy traffic, it is possible to get different results.

85% of the participants stated that they are monitoring the prime time news and 15% of them don't. Television; not only meets viewers feelings of loneliness with its "so-called intimate relationships" but also offers more opportunities to resolve their loneliness. Audience members think and know that a large number of people watching the same program. Because the people who actually watch the same program, even they are in a different location they constitute a community that shares the same time. Even the audiences indirectly experience this feeling, knows that they are belonging to this community and this feeling eliminates the sense of loneliness. (Mutlu, 1999, s.82). So the main cause behind the frequent monitoring of Television prime time news can be considered the sense of belonging.

When the question is turned to participants that doesn't watch news; 41% of it said that it does not capture my interest, 24% of those hours they are not at their home, 11% do not trust news, 10% not satisfied, 5% don't have time to watch, 5% other, 4% watching other news in different time. For the participants who do not watch the prime time news on TV, the survey has been terminated with the question.

67% of participants, who receives news from Television, follow the National Broadcast, 32% follows the news channel and 1% said that they follow news from the local channels. So National broadcasting channels news still the most tracked one. Thematic channels news format which are not appropriate exactly with the prime time news bulletin is the main factor of this result. Besides this, audience that watch the thematic channels might be different should be kept in mind is an important point. It is obvious that audience who follows the news channels all day will not be loyal as to the audience that follows only the prime time news. In order to extend the duration of Prime-time, TV channels aligns and pull in the news time. The audience still thinks that the best time for the prime time news hour is 8.00 PM. In accordance with this general trend, this has been followed by the midnight news. The daily routine of life changes is a result of the time that individuals spend it at home and outside the home. As a result of increase in working hours, increasing the time spent on the road, work that needs to be completed, additional overtime hours change individuals experience back home. In modern society, life hours have also been changed as a result of lifestyles and life habits changes. Therefore, the midnight news is becoming more important.

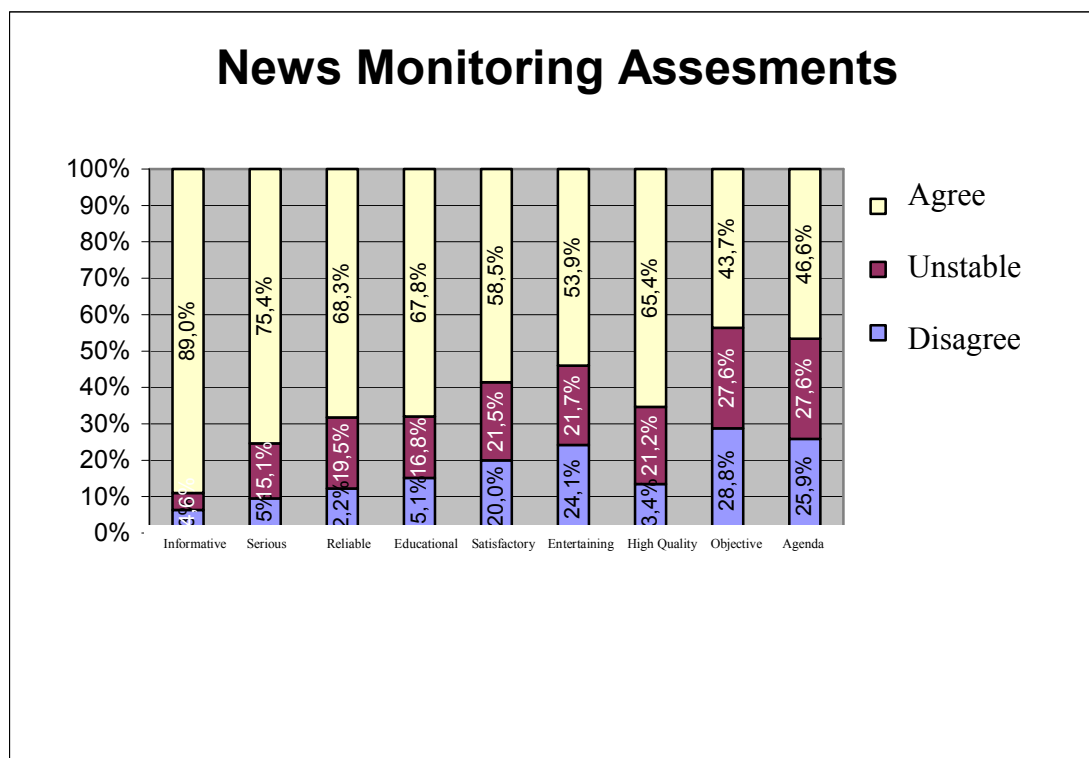
The first five channels among the National Broadcast are ChannelD, Channel 7, Show TV, Star and Samanyolu. Thematic news channels have a different view; the preferred rate is 11,6 % for NTV, and 4.5% remained for CNNTurk. So NTV found more convincing by the audience.

When the question asked to the participants in the way of why they like the channel that they regularly track the prime time news; 43.6% of it said that the prime time news of the channels that they watch regularly delivers accurate, reliable and real information. Following this, 24.3% of it said that the content is the full, 8.4% of it watches because of Speaker, 6.7% is because of the magazine news are not given, 4.7% of it said that it is just a habit, 4.7% due to the broadcast flow, 2.5% for political reasons, 1.7 % is because the magazine good news are good, 1.2% due to sports news are better, 1.2% of it said I like other news and 1% said I mostly like economy news.

It was asked to participants that why they need to change the channel while they are watching a news on the TV if they are doing so. Nearly half of the participant expressed that they are receiving different perspective and opinions and becoming more satisfied when they watch the news from different channels. The second reason that forces the audience to change the channel seems to be the advertisements that take place in the News. Audience stated that they either change the channel or give up watching the Television, the time advertisements are started. Long duration and uninteresting news are also listed among the reason for change. Television is a dynamic instrument of mass communication. Consequently, the audience also has variable structure. To lose interest of the audience means lost of that audience. Therefore, employees who deal with program planning calculates even seconds to reach more audience.

### **Motivations for Primetime News Monitoring**

Life is a constant stream and relationships are changing and developing among people and society in every each minute. People would like to be aware of the news and today media has undertaken the function delivering the news. Journalism, with regard to each incident, requires quick information from various sources. Today, information in other words is awareness has become a basic requirement that needs to be met. Communication technology has created an invisible network; everyone receives the information and influences each other immediately. Any political, economic or a social event occurring in any country, can affect a geographically distant country. Therefore responsibility of the messenger is considered as a public task. (Tokgöz, 2000, s.176).



**Figure 1.** Primetime News Monitoring Assessments

Television is similar to human eyes and ears and calls them in this sense. It is also the human's eyewitness that mediates them to see with their eyes and to hear with their ears even for the events that is occurring far away. Some questions were asked to the participants related to the characteristic of Prime time news and responses to these questions in the survey were assessed as follows:

No significant differences were found related to the "Informative" expression via one-way of variance analysis with the stated evaluation criteria. All of the participants regardless to their SES groups, professions, ages, frequency of monitoring and education, they think that television news are informative.

Statistically significant differences were found related to the "Serious" expression via one-way of variance analysis with the age group differences. While 46 and over age group's answer to this question was "I agree", 15-30 age group expressed that "I am undecided" and 31-45 age group responded as "I disagree". Participants in 31-45 age groups that might be considered as relatively younger age group believe that television news which is not the only news source is not serious. This group differs from 15-30 age groups in terms of life experience and the well established world view. In the age groups that track internet, wap, etc.. apart from television news sources have the right to think more negatively about it. In way television programs in all genres care rating, prime time news have the same expectation as well. Therefore, the presentation of the news content is adjusted across the television viewers per the lowest level.

Statistically significant differences were found in "It is reliable" statement via one-way of variance analysis respect to professional groups. Workers, housewives, unemployed and retired professional groups were "agree" to this statement, while civil servants, self-employed professional groups were "disagree", craftsmen and other professional groups were "unstable". Variety of mass media and the time spent in front of the television are the factor that the television prime time news text found reliable. While groups that spend more time at home agrees to this statement, participation rate has fallen gradually for professional groups that have longer and tighter working conditions.

Statistically significant differences were found in "It is reliable" statement via one-way of variance analysis respect to age groups. 46 and over age group were "agree" to this statement, while 15-30 and 31-45 age groups have responded that they were disagree. It is understandable that the news text published in the television found unreliable for the age group that the television is not the only news source for them. Television is not indispensable for this group hence they monitor the news instantaneously. They receive the news from various sources and this gives them the opportunity to make comparison.

Statistically significant differences were found in "It is reliable" statement via one-way of variance analysis respect to the news monitoring frequency. While the group that monitors news 3 days a week disagrees, group that monitors 1 to 2 days a weeks agrees the statement.

No significant differences were found related to the "Educational, informative" expression via one-way of variance analysis with any evaluation criteria. All of the participants regardless of their education level including SES groups, professions, ages, frequency of monitoring, think that television news is a tool that trained them and they learn something through it.

Statistically significant differences were found in "It is Satisfactory" statement via one-way of variance analysis respect to the occupational group. Workers, housewives, unemployed and retired professional groups were "agree" to this statement, while civil servants, self-employed professional groups, craftsmen and other professional groups were "disagree". It is obvious that the fact behind this, is the time spend at home and the heavily usage of television.

Statistically significant differences were found in "It is satisfactory" statement via one-way of variance analysis respect to age groups. 46 and over age group were "agree" to this statement, while 15-30 and 31-45 age groups have responded that they were disagree. For the age group that the television is not the only news source, get news from multiple sources and able to make comparison. Therefore television news text which calls each segment of the society does not satisfies the group who monitors other sources that requires more specific usage of technology.

Statistically significant differences were found in "Entertaining" statement via one-way of variance analysis respect to the occupational group. Workers, housewives, unemployed and retired professional groups were "agree" to this statement, while self-employed and other professional groups were "disagree" and craftsmen and civil servants groups were "unstable". At this point it is crucial to understand the main purpose of monitoring the prime time news and which needs are being met. If the case is to get pure news, it is not possible to think that television prime time news is providing this, hence the assessment result according to occupational groups support this argument clearly.

Statistically significant differences were found in "High Quality" statement via one-way of variance analysis respect to the occupational group. Workers, housewives, unemployed and retired professional, craftsmen and other professional groups were "agree" to this statement, while self-employed groups were "disagree" and civil servants groups were "unstable".

Statistically significant differences were found in "High Quality" statement via one-way of variance analysis respect to age groups. 46 and over age group were "agree" to this statement, while 15-30 and 31-45 age groups have responded that they were disagree.

Statistically significant differences were found in "Objective" statement via one-way of variance analysis respect to the occupational group. Workers, housewives, unemployed and retired professional, craftsmen and other professional groups were "unstable" to this statement, while civil servants and self-employed groups were "disagree".

Statistically significant differences were found in "Objective" statement via one-way of variance analysis respect to age groups. While 46 and over age group's answer to this question was "I agree", 31-45 age group expressed that "I am undecided" and 15-30 age group responded as "I disagree". In no way information can be objective.

Information is a power and the objectivity of power is indefensible. Each word, each concept, each sentence, each image of the news text has a meaning. While messenger is trying to be objective, he thinks that the objectivity problem is solved by introducing some mechanical rules. What the messenger does with this mechanical solution is to fill the gap in specific format with certain specific rules following with the practical application. The point that should be kept in mind is that objectivity can not be reached with this application but can be legitimate (Erdogan & Alemdar, 1990, s.58). Regardless of how it is done, objectivity can not be achieved hundred percent.

Statistically significant differences were found in "Reflects the real agenda of the country" statement via one-way of variance analysis respect to the occupational group. Housewives were "agree" to this statement, while craftsmen, workers, unemployed, retired professional, and other professional groups were "unstable" and civil servants and self-employed groups were "disagree".

## **Conclusions**

This study analyzes Turkish audience prime time news monitoring motivations and the factors affecting to monitor prime time news in the framework of uses and gratifications approach

Various data analysis method was used for two types of data that were collected as an outcome of the research findings. Quantitative data collected through surveys, were evaluated with SPSS 13.0 software package. As a method of data analysis, frequency analysis, cross tables, ANOVA and T-test were implemented. Significant relationships have contributed to obtain versatility data.

Semi-structured interviews are deciphered and all speech and spelling mistakes were transcribed without any correction. Most of the significant part of the data obtained from in-depth discussions was used in



research where relevant. Data that were collected as an outcome of the research findings were analyzed in the framework of uses and gratifications approach. Thesis of cultivation theory has also been used when necessary.

This research shows that television audience in Turkey track similar motivations as carried out in other countries in the frame of uses and gratifications approach. Television audience watches TV mostly for entertainment, relaxation and information functions. Accordingly, it is possible to say television monitoring motivations are universal.

News has a function as being informative, enlightening and effecting political developments via delivering world events and comments in a short time. Nowadays people are monitoring radio or television to get news, and in order to see the real one where event takes in its original place, audience watches television. According to the results of this research, three quarters of Turkish people are getting the news from television. Although this study shows that the prime time news is the most tracked one, when compared with the past years, it has been observed that evening news rate is also remarkably increased and the prime time news section of the audience is shifted.

Participants who expressed that they don't not watch news, that is because the news are not take their attention. At this point, the changing structure of television news has an impact. While the journalism concept is changing, it loses some of the audience and at the same time, some audience adapts to this new structure and continues to follow up heavily. It is right time to remember the education role of television. Television texts create audience that requires them and keep more audience in front of the television.

Determination that was reached in the study related to the best time for the broadcast of prime time news is also interesting. The most appropriate time for the prime time news determined as 20:00 and 24:00 hours. Life boundaries and routines have been changed for modern individuals who adapted the changing life conditions of modern world. Thus individuals can not be at home straight after work. Therefore relatively it is not possible for those people to monitor prime time news broadcasted in early hours.

As a result of this study, it is found out that Turkish audience found television news generally informative, serious, reliable and quality. The audience trusts the news on the screen. The important thing at a point is the audience don't find others televisions news credible accept the one he monitors. While audiences express that news are informative, serious, reliable and quality, only half of the participants think that real agenda of the country is displayed.

According to the uses and gratifications approach, hegemony of source has ended. According to this model, strong side is the recipient, in other words the audience. According to the results of study, audience actively selects the program. To receive the news, they consciously make their own choice and select mass communication tool and also the bottom unit (the television channel, the internet website, etc..) of the mass communication. The data of this study overlaps with the data conducted in the previous uses and gratifications researches. The results of the study support the thesis of the uses and gratifications approach.

The vast majority of participants stated that they receive the news from television. And more than half of it stated that they watch prime time news every day. When we look at the AGB data, we found it interesting. We see drop in monitoring prime time news between years 2000 - 2007. When we look at the types of the program that mostly watched, only in the first half of 2000 and 2004 years carries prime time news in the first three programs. Discrepancies are worthy in this regard.

An other interesting point related to prime time monitoring is the time that audience prefers to monitor; the number of participants who prefers to watch the prime time news at 24.00 is close to the ones who prefers to watch it in normal hours which is 8.00 PM . The increase of hard living conditions, sharing of household responsibility as a result of contribution of women in working life, allocation of time to children, shift the preferable news at a later time

Data obtained from questions which based on Cultivation Theory, the audience watches television an average of three hours per day. When we look at the audience in Turkey, it can not be considered as heavy audience, but also this time can not be considered short. Television has a significant impact on thoughts and consciousness for many television audiences. In this respect this idea is also supported by the participant's responses attended to this research.

Socio-Economic Status group that this research was constructed on, as a basic indicator that shows the differences between monitoring level of prime time new came across the researcher. Television just after penetration to human life, it began to change and influence their culture, their lifestyle, beliefs and values. The integration of television with daily life within the family, it is meant to integrate with your spare time. The most important factor that television is step a head from other media is that it doesn't require any education and breaks the limitation of time and place. Television monitoring behavior has becoming one of the most important among daily practices.

## **References**

Abercrombie, Nicholas. **Television and Society**. Cambridge: Polity Press, 1996.

Akçalı, Selda İçin. **Gündelik Hayat ve Medya** (Tüketim Kültürü Perspektifinden Okumalar), İstanbul: Ebabil Yayıncılık, 2006.

Alleyne, Mark D. **News Revolution: Political and Economic Decisions About Global Information**. New York: St Martin's Press, 1997.

Aydoğan, Filiz. **Medya ve Serbest Zaman**. İstanbul : Om Yayınevi, 2000.

Barbier, F. ve C.B. Lavenir. **Medya Tarihi**. İstanbul: Okyanus Yayınları, 2001.

Berger, John. **Görme Biçimleri**. İstanbul: Metis Yayınları, 1993.

Castells, Manuel. **Ağ Toplumunun Yükselişi**. Çev. Ebru Kılıç. İstanbul: İstanbul Bilgi Üniversitesi Yayınları, 2005.

Castells, Manuel; Ince, Martin. **Manuel Castells'le Söyleşi**. Çev. Ebru Kılıç. İstanbul: İstanbul Bilgi Üniversitesi Yayınları, 2006.

Erdoğan, İrfan ve Korkmaz Alemdar. **İletişim ve Toplum**. Ankara: Bilgi Yayınevi, 1990.

Fiske, John. **Television Culture**. New York: Routledge, 1997.

Funkhouser, G.R. ve F. Shaw. "How Synthetic Experience Shapes Social Reality". **Journal of Communication**, Spring, 1983.

Güneş, Sadık. **Medya ve Kültür**. İkinci Basım. Ankara: Vadi Yayınları, 2001.

Katz, Elihu. "Communication research since Lazarsfeld". **Public Opinion Quarterly**, 51:525–545, 1987.

\_\_\_\_\_, Blumer, J. & Gurevitch, M. 'Utilization of Mass Communication by Individual' İçinde J. Blumer & E. Katz (ed.) **The Uses of Mass Communications: Current Perspectives on Gratification Research**. (s. 19-34). Beverly Hills: Sage Publications, 1974.

Koçak, A. “Televizyon İzleme Motivasyonları, Türk Televizyon İzleyicileri Üzerine Bir Kullanımlar ve Doyumlar Araştırması”, **KÖK Araştırmalar Dergisi**, 4(1): 51-69 2002.

\_\_\_\_\_. **Televizyon izleyici davranışları -Televizyon izleyicilerinin tercihleri ve doyumları üzerine teorik ve uygulamalı bir çalışma**. Yayınlanmamış Doktora Tezi. Konya Selçuk Üniversitesi, 2001.

Mutlu, Erol. **Televizyon ve Toplum**. Ankara: TRT Yayınları, 1999.

Mutlu, Erol. **Televizyonu Anlamak**. Ankara: Gündoğan Yayıncılık, 1991.

Postman,Neil. **Televizyon Öldüren Eğlence**. İstanbul: Ayrıntı Yayınevi, 1994.

Powers, S ve Neil Postman. **How to Watch Television News**. New York: Penguin Books, 1992.

Tokgöz, Oya. **Temel Gazetecilik**. 4. Baskı. Ankara: İmge Yayınevi, 2000.

Türkoğlu, Nurçay. **İletişim Bilimlerinden Kültürel Çalışmalara Toplumsal İletişim, Tanımlar, Kavramlar, Tartışmalar**. İstanbul: Babil Yayınları, 2004.

Uğurlu ,Faruk, Öztürk, Şerife . **[Türkiye'de Televizyon Haberciliği Özel Televizyon Kanallarının Getirdikleri](#)**. İstanbul: Tablet Basım Yayın, 2006.

Televizyon İzleme Eğilimleri Araştırması, RTÜK,

[http://www.rtuk.gov.tr/sayfalar/DosyaIndir.aspx?icerik\\_id=0ff756b8-292d-4269-9dbc-2bbfe6782cf0](http://www.rtuk.gov.tr/sayfalar/DosyaIndir.aspx?icerik_id=0ff756b8-292d-4269-9dbc-2bbfe6782cf0),

21.04.2009).