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THE INFLUENCE OF THE LOCAL MEDIA THAT SHOWS ACTIVITY IN ERZURUM PROVINCE

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ABSTRACT

The newspapers and televisions which are classified as into the concept of "mass-media" are the part the democratic community life and also being the fourth force of it. As the result of the democratic and technological developments, the local media organizations are also becoming more and more widespread and making their presence felt. The power of the national media and its influence on the society is known in general manner. On the other hand, the communicative power of the "local media" is an open ended question. This study, supported by implementing a survey, aimed at asserting the influence of the local media in Erzurum Province. In this study, Turkey's eastern Anatolia region of Erzurum in the province, were selected as pilot regions. Applied to the model Survey in the research and survey technique applied in accordance with this objective. The survey, the selectedsamplein the18years of ageand oldersubjects 384peopleapplied. Research, to be followed by local newspapers, television rates in the times, reached the masses, hence the idea of communicative success and the public on topics such as information obtained. According to research results, local media supported the hypothesis necessary for the local people and local media were limited to the power of the local agenda setting. aspect will contribute to future research aspect will contribute to future research.

JEL CLASSIFICATION & KEYWORDS

| R19 | Local Media | Affectivity Measurement |

INTRODUCTION

The media organs are the commercial institutions that provide public services. The provided service effects the pubic in the first place. Yet, the newspapers and network stations, is an essential part of the daily life of the modern society. in contradistinction to services or products that a commercial institution offers, the item that is supplied by such organs contain abstract elements. Now, there is nearly one television set per household and even if it partly lost its significance, there are newspapers that enters into the daily life of a certain part of the society. Even if the product that is presented by such institutions contains abstract elements, they effect the life of the society. (Özsoy, 1998:55) A news presented by a newspaper or a channel news, creates an image, indicating "this should be right anyway" or a product presented in an advertisement is regarded as "it's solid though"

In Turkey, starting from the final times of Ottoman Empire, in war of independence and in the early years of the young republic, the local media undertook important very political tasks. Nowadays, it is expected from the local media to contribute the healthy development of the local democracy, to present a platform where the problems of their town and their solutions are being discussed and to accelerate the local advancement by broadening the level of the consciousness and horizon of the readers. (Güneş, 2006:110)

LOCAL MEDIA

The Historical Development of the Local Media

Although it is possible to take the history of the news phenomenon to the invention of the writing, Jeanney, explicates the tongue, which takes its support from the human memory, as the only channel that conducts the knowledge, even before the invention of the writing. (Jeanney, 2008:45) In the west, the Official Postal Center which was established by Louis XI in 1464 is a first in this sense. (Gökçe, 1998:21) But long before this date, an official gazette named TiPo had been published in China by the Dynasty of T'ang from 618 to 907. Later, we see that a knowledge roaming network which consisted of hand writing news which are the predecessors of today's newspapers, was established in Europe during the 16th century.

Turkey shows the newspaper named "Bulletins Des Nouvelles" published In 1795 in French language as the basis of the history of the press. (Girgin, 1997:1) Girgin presented the official provincial gazettes as the beginning of the local press and the first publish date of Turkish Bulgarian language newspaper "Tuna" (March 14,1865) as the first publishing of the local press. (Oskay, 2002:110) It is known that the very first ones that stood against the occupation in the final years of Ottoman Empire are the local press. The contributions of those institutions to the War of Independence cannot be denied. And after this time, the local press has exhibited a rapid development with the Republic Era and has come up to this day. Also we can take the time of the broadcasting in our country back to the 1952's. the year of 1982 is the year to changeover to the color broadcasting. In 1986, second channel started its life.

In March 31, 1990 the first step of private television networking was made through a satellite channel that was rented from Germany. After that time, based on the capacity of the frequencies, the local television broadcasting gradually gained a momentum. (Oskay, 2006:25)

The Local Media Phenomenon

The local media institutions that contributed to the formation of above indicated activities in local array, sometimes may have much influence than national media. It is natural for national media institutions which took the task of providing the right of obtainment of information in nationwide base to be insufficient in local platforms and it is not expected them to provide such right either. But in a local area, sometimes it may have a great importance for the community of that geography to know what the agenda is or what it should be. When considered from this point of view, the Local Media Phenomenon, which exhibited a rapid development, is getting more and more important. (Seçim, 2005:40) but when the role of the media institutions in education and socialization is considered, it can be expected that the local media organizations may have pivotal contributions for relaying the local concepts from yesterday to today, today to tomorrow, conducting the local phenomenons to the letter.

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Actually, in the western societies, the level of advancement of local media is regarded as the criterion of the democratization and the socialization. Yet, local media has also undertaken the role of a locomotive to the national media. However, the fact that the national media posses' means, above the normative values render them powerful therefore paving up a way for development and changing towards a positive path. The local media have either no power to hold neither promotions nor they posses' means to increase their ratings. They try to live up based on limited advertisement incomes. The lack of competition stands on the way of developments and the local media organizations try carry on their broadcasting in an amateur way. Girgin collects the main properties of the local media under three titles (national, structural and political properties) and summarizes their principal problems as follows; insufficient interest, faults, spurious personnel cadre, insufficient infrastructure, the share of formal announcement, inadequate hardware inventory, insufficient technology, insufficient professional staff etc. (Söylemez, 1947:41-43)

The Importance of the Local Media

Today, the development of the technology world has become smaller. Information about events circulates in the world in a short time (Erciş, 2010:375). World it is known that the media is the fourth power next to the executive, legislative and judicial powers. The newspapers and televisions have a social function too. The positive and negative influence of the mass media devices is gradually increasing day by day. The media organizations are established in order to provide the public services, in compliance with the aims that take part in the definition of press which are informing its readers or watchers, shaping the public opinion, providing entertainment, presenting the news etc. The success and negative points of the media which emerged as the fourth power of our communal and social life, in national level are known. But in addition to the national media, there is an ever advancing local media phenomenon too. Apart from the national media phenomenon that is being studied in macro level, there is also the local media phenomenon which should be studied in micro level. The fact that the national Media organizations have a general line of publish and broadcast naturally limits their desire to go into the particulars of local problems. Therefore, this task has been assumed by the local media organizations. In this process where, delivering information to the individuals gain much importance, the significance of the functions, assumed by the local TV stations and newspapers among the communication agents (referred as media) become clear. In both from the viewpoint of those organizations who stand as the conductor in the process of being a reliable local media and from the viewpoint of the target audience, determining the possible problems, making a due diligence, reveal the problems of those organizations in a technical manner and preparing the ground for the proposals of solutions in the light of the scientific data are the elements that form the main purpose of this study.

While transitioning from the state owned TV stations to the private ones took a long time, the communalization of the local TV stations occurred in a rather shorter period of time. Today, almost all provinces even some counties have their own local TV stations. The same thing goes for the local papers. Rapid development of media organizations which is an indicator of development and democratization, becoming widespread and reaching up to the bottom is a pleasing fact. However, the reflections of the negativities that had been underlined above appear as a problem to be studied on. Transition from amateur manner to the professionalism would be most beneficial not only for the broadcasting organizations but for the target audience, the local communities. This study is aimed to determine the existence of some of the underlined problems in local manner. The main element of the study is analyzing the local extent of the studies regarding the TV stations and newspapers, reveal the communicational influence of the media organizations in Erzurum Province and determining the affinity of the reader / audience.

METHOD

Research Model

The survey method has been used for the study and in compliance with the aim, questionnaire technique has been applied. (Saim Kaptan, 1993:150) the survey, within the frame of the pre-determined conditions (stipulated for surveys ranged between 75.000 to 1 million people) has been stipulated to be applied to at least 384 people has been applied to the current. (Krejcie and Morhan, 1970:607-610) by this method, it is aimed to gather information like the ratings of the local newspapers the local TV stations, the audience that they reach, according to that their communicative success and the opinions of the public. It is expected to reach to the objective data by extracting the below given information from subjects and by the survey in order to be applied for assessment. In this sense, it can be argued that this study has a feature to be a sort of poll. Furthermore, the surveys that allow the public to express their opinions may also function as feedback mechanisms. Regarding this subject, author Erdogan describe the rating surveys as the most predominant feedback communication. The findings extracted as the result of the study may serve as a database to the related media organizations.

Universe of the Survey and sampling

Erzurum province selected as a pilot area for the Eastern Anatolian Region in scope of this study. Therefore the universe of the study is comprised of Erzurum province. Sampling: in order to increase the qualification for representation, in order to access the opinion of the populaces with different levels of income and class, quota devices in inquiry method have been applied and three different group have been taken. Cumhuriyet Avenue (upper layer) AVM (middle layer) and Industrial Area (bottom layer) are the indicated groups. Those areas are such places where different classes are concentrated for interaction. The random method has been selected for surveying and according to the layering method, randomly distributed to the subjects.

Frames of the Study

Survey has been applied to the subjects at the age of 18 and above in the sampling group. The total number of the survey figured has been divided into three. And the number of surveys of the conclusion, (128) has been applied to the participant groups in their own respective sampling group. Additionally, all TV stations and newspapers that are active in Erzurum Province (except the counties) have been included to the scope of the survey. The assessment of Ozsoy regarding the fact that the communization of the TV' s lead to the decline of the importance of the radios (Ozsoy, 1998:372) has not been included to the study because it leads to the opinion that keeping the radio stations of the province outside the frame of this study would not pose any problems.

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Collecting the Data

As intended to the aim of the study, the stores with the odd door numbers have been visited, the shopkeepers and the customers in the store at that time had been handed the survey questionnaires requested to fill the forms. The necessary explanations have been provided to the subjects and the forms that they had filled have been collected immediately. The questions in the forms have been asked to the participants upon request and filled into the forms. The names of the participants have been requested not to state their names in order to maintain the anonymity of the study and have been reminded on this subject. (Bodur, 1997:14)

The Data Analysis (the results of the Surveys and Assessment)

The findings, extracted as the result of the survey had been entered to the process table and the results have been interpreted as only the frequency and percentages. According to that, the results have been given as:

Table 1: The Education Level of the Participants of the Survey

Table 1	f	%
Primary	32	8.3
Secondary	46	12.0
High School	166	43.2
University	114	29.7
Unknown	26	6.8

The total number of the subjects of the survey is 384. 8, 3% of them is graduated from primary school, 12% of them from secondary school, 43,2% from high school and 29,7% from University. (the individuals who currently attend to the schools or dropped out are considered in their respective categories.) 26 people left this question unanswered. (6,8%)

Table 2: Distribution of the Subjects Based on the Gender

Table 2	f	%
Male	266	69.3
Female	118	30.7
Total	384	100

Out of 384 participants, 266 of them are male, (69.3%) 118 of them are female. (30.7%)

Table 3: Ratings of the Local Newspapers and TV Stations

Table 3	f	%
I watch constantly	128	33.3
I sometimes watch	216	56.3
I do not watch	40	10.4
Total	384	100

The participants of the survey replied to the question that was addressed to them as “Do you follow the local newspapers and TV stations that are active in Erzurum?” as follows; a ratio of 33,3% (128 people) replied as yes, a ratio of 56,3% (216 people) as sometimes and a ratio of 10,4% as no. Those ratios can be interpreted as the local media in Erzurum province is being followed.

While the majority of the subjects (46,9%) prefer local TV stations when they want to access local information, 31,8 % of them indicated that they use both written and visual media. In this question, the fact that the local newspapers are being followed with a small ratio like 5,7 % emerges as a meaningful result. Yet, while 5, 7% of the subjects access the local purpose information from a national media source, 10,4% of the subjects left this question unanswered.

Table 4: The Preferred Media Types

Table 4	f	%
Local Newspaper	22	5.7
Local TV Station	180	46.9
Both	122	31.8
National Only	20	5.2
Unanswered	40	10.4
Total	384	100

Table 5: The Ratio of Preference of the Local Newspapers

Table 5	f	%
Erzurum Gazete	6	1.6
Albayrak Gazete	191	49.7
Göktürk Gazete	25	6.5
Erzurum Kent News	14	3.6
Memleket News	6	1.6
Haber 25	20	5.2
No difference	82	21.4
Unanswered	40	10.4
Total	384	100

In table 5, the preferences of the subjects on the local newspapers are seen. According to those results, Albayrak Gazetesi (Albayrak Newspaper) is the daily local media device of choice of the nearly half of the subjects. (49,7%) After that, respectively, Göktürk with 6,5%, Haber 25 with 5,2%, Erzurum Kent News with 3,6% and Memleket and Erzurum News with 1,6%. 21,4% of the subjects declared that they make no discrimination between those newspapers while 10,4% of them once again left this question unanswered.

Table 6: Preferences of the subjects on following the local TV stations

Table 6	f	%
Doğu TV	76	19.8
Kanal 25	95	24.7
Erzurum TV	11	2.9
No difference	162	42.2
Unanswered	40	10.4
Total	384	100

In table 6, the preferences of the subjects on following the local TV stations are seen. Those results show that Kanal 25 (Channel 25) is watched more than Dogu TV even if there is a small margin. (24,7% to 19,8% respectively) 42,2 percent of the subjects expressed that they make no discrimination between those TV stations. Yet again, 14% of the participants left this question unanswered.

Table 7: Following Rates of the Local Media Broadcasts

Table 7	f	%
Everyday	118	30.7
Sometimes	226	58.9
Unanswered	40	10.4
Total	384	100

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In table 7, the rates of the subjects on following the local media broadcasts are seen. According to the acquired results, those broadcasts are being followed 58,9% periodically and 30,7% regularly. The, 14% of the participants left this question unanswered. This data can be interpreted as positive from the viewpoint of the Local media Devices.

Table 8: The level of Adequateness of the Contents of the Local Newspapers and TV Stations

Table 8	f	%
Adequate	24	6.2
Partly Adequate	168	43.8
Not adequate	152	39.6
Unanswered	40	10.4
Total	384	100

Table 8 shows how the broadcast contents of the Local Media Devices are perceived and evaluated by the subjects. As a response to the question "do you see the contents of the local newspapers and TV stations adequate?" 43,8% of the subjects answered partly, 39,6% of them answered no and only 6,2% percent of them answered yes. Those results, can be interpreted as the local media devices are not adequate in content wise and their programs and articles are not favored.

Against the question of "do you see the levels of the employees (reporter, writer/host, programmer etc.) adequate" which aims to test the extent of the possible negative points of the evaluations in content wise, the subjects replied as 51,0 of no, 27% partly and 3,9% yes. The results can be perceived as a message for the local media devices to review their broadcast policies, their programs as well as the level of the sufficiency of their employees.

Table 9: The level of Sufficiency of the Employees of the Local Media Devices

Table 9	f	%
Sufficient	15	3.9
Partly Sufficient	105	27.4
Not Sufficient	197	51.0
Have no idea	27	7.3
Unanswered	40	10.4
Total	384	100

Table 10: The Ratio of the Favorability of the Broadcasts' of the Local Media Devices

Table 10	f	%
I do like	45	11.7
I partly like	187	48.7
I do not like	112	29.2
Unanswered	40	10.4
Total	384	100

Table 10 reflects the opinions of the subjects on whether the local media devices are favored or not in general sense. According to the data, 48,7 %of the subjects expressed that they partly like the broadcast of those media organizations and 29,2 %replied this question as no and 11,7% as yes. The findings that gathered are not very bright for the local media devices.

The perception and evaluation of the principle of complying with the Media Codes, which are frequently mentioned by the media devices themselves, can be seen in Table 11. Due to the fact that the results forms a parallelism, (20,3% yes, 19,8% partly and 18,8% no) it seems hard to make a negative or positive evaluation.

Table 11: The Ratios on the Opinions of the Consumers about the Impartiality of the Local Media

Table 11	f	%
Impartial	78	20.3
Partly Impartial	76	19.8
Not Partial	72	18.8
I have no idea	118	30.7
Unanswered	40	10.4
Total	384	100

Table 12: The Purposes for Following the Local Media Broadcasts

Table 12	f	%
To Access Local Information	259	67.5
For personal relations	10	2.6
Education, information or Counseling purposes	30	7.8
Entertainment, spending time,	45	11.7
Unanswered	40	10.4
Total	384	100

It is also known that apart from the national media, the local level media organizations are also followed especially for accessing the local information. In table 12, the opinion of the subjects for why they follow the local media is visible. According to the data, the purpose of "accessing local information" has an important place for following such broadcasts. (67,5%) This result seems to support the above indicated hypothesis.

Tables 13: The Most Followed Sections in the Local Newspapers

Table 13	f	%
News	120	31.2
Sports	60	15.6
Politics	3	0.8
Magazine - Tabloid	8	2.1
Articles	7	1.8
Education / A1Literature	17	4.4
Science	5	1.3
Advertisement / yellow pages	8	2.1
Others	11	2.9
All	44	11.5
Unanswered	101	26.3
Total	384	100

Table 13 contains the opinions of the subjects about the sections they follow most. According to results; news section (31,2) and sports (15,6) related sections take the attention as being the most followed sections by the subjects.

Table 14 contains the opinions of the subjects about the programs they watch most. According to those results, once again news (33,6%) and sports programs (10,7) stand out as the most watched program types by the subjects.

At the beginning of the survey questions, in the question which all the subjects answered, it has been concluded that a 10,4% of the subjects do not follow the local media at all and a 5,2% only follows the national media. However, Tables 15 and 16 contains the opinions of all subjects on

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the factors behind whether "local TV's" and "local papers" are follow or preferred or not. According to this data; the main reason for the TV's not to be picked is depicted as inadequate content / program (63,3%) and for papers, it is although not with a high percentage, (39,6%) shown as the same reason again.

Table 14 The most watched programs in Local TV Networks

Table 14	f	%
News	129	33.6
Sports	41	10.7
Politics	0	0
Entertainment/Music/Tabloid	31	8.1
Movies	13	3.4
Education / Literature	6	1.6
Scientific	2	0.5
Advertisement	0	0
Discussion / Debate	7	1.8
Documentary	9	2.3
Others	2	0.5
All	88	22.9
Unanswered	56	14.6
Total	384	100

Table 15: The Factors for the Programs of The Local TV Stations not being watched

Table 15	f	%
Inadequate Broadcast Network	49	12.8
Inadequate Program/Content	243	63.3
Other reasons	27	7.0
Unanswered	65	16.9
Total	384	100

Table 16: The Factors for the Local Newspaper not being followed

Table 16	f	%
Inadequate distribution	43	11.2
Price	17	4.4
Inadequate Content	152	39.6
Other reasons	24	6.3
Unanswered	148	38.5
Total	384	100

Table 17: The opinions of the consumers about the need for Local Media

Table 17	f	%
Yes	217	56.5
Partly	83	21.6
No	40	10.4
I have no idea	18	4.7
Unanswered	26	6.8
Total	384	100

The subjects replied the question of "do you see the local media essential for the local community" as yes substantially. (56,5%) only 10,4% of the subjects see the local media as unnecessary for the local community. Those results can be perceived as the indicators pointing out that the local community is eager about following the local media.

The most principal and crucial results of this survey are seen in Table 18. According to this data, that reflects the opinions of the subjects on the success of the local media and whether those organizations perform their duties or not, the results are not that positive. Upon the question of "does the local media have any success for setting up the agenda in your region?" the 37,2% of the subjects gave negative and 34,1% partly positive response. Only 13,3% of the subject expressed that the local media is successful for setting up the local agenda.

Table 18: The ratio for Local media to set up the agenda

Table 18	f	%
Yes	51	13.3
Partly	131	34.1
No	143	37.2
I have no idea	33	8.6
Unanswered	26	6.8
Total	384	100

RESULTS

The findings collected from the subjects suggest that the local media is being followed in a very considerable rate (table 7). But it is also seen that the local Tv's are followed more than the local newspapers. (table 4) this large difference between reading and watching rates also supports the existing general opinions suggesting that we do not have reading habits. In other words, it can be suggested that the very same results valid for the national media and national press is also valid for their local counterparts. On the other hand, Ozsoy's evaluation on the superiority of TV' over newspapers are supported in the local level after those results.

It is not possible to make similar positive determinations for the opinions of the subjects on their preferences of program – subject – content and about the general opinions. Yet, only a minority of the subjects (6,2%) find the content of such broadcasts adequate. (table 8) But also the opinions of the subjects on the success of the local media for setting the agenda are negative. (table 19)

The negative values have been reached yet again regarding the opinions of the subjects on the adequacy of the technical equipment (broadcasting network, distribution) (table 16 and 17) and the level of the employees (table 9)

The expectation of the reader and watcher audience which are the client side about local media subject is without a doubt, media organizations to show maximum sensitivity on following the media ethic codes and the principle of impartiality. It is very hard to reach to a conclusion on this subject with the findings that are gathered. (table 12) It is hard to say that the subjects have done their parts regarding either respecting this sensitivity or reacting about the negativities of the broadcasts (table 11 In other words, it can be suggested that the general opinion for us being a unreactive society is supported by the indicated data. The most followed programs and articles in the local newspapers and TV programs are the ones with news and sports content. (Table 14 - 15) those results can be interpreted as the extent of the news and sports keenness. Those findings may lit a light on what direction should the media organizations develop their programs and organize them according to the expectations of the reader / audience. Another point that needs attention here is that the findings gathered regarding

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the articles. It is known that especially the columnists of national newspapers have a specific audience and substantially followed. But it is hard to imply the same thing for the columnists for the local newspapers.

The subjects follow the local TV and newspapers in general sense but do not like them. (Table 10) the findings show that the general opinion towards the necessity of the local media for the local community is also supported by the subjects. (Table 18) Also it may not be said that the local TV's are that successful to set up an agenda and mold a public opinion.

It is seen that the hypothesis that are suggested in the "premises" section of this study, come out right as the result of the findings gathered during the study. Results:

- The hypothesis that suggests that the local media is followed less than the national media in order to access the regional information has not been supported.
- The hypothesis that suggests that the local TV stations are much followed than the local newspapers has been supported.
- The hypothesis that suggests that the reader / audience have a negative opinions in general sense regarding the both technical hardware and personnel adequacy of the local media has been supported.
- The hypothesis that suggests that the local media does not comply the media ethic codes has been supported.
- The hypothesis that suggests that the local media is seen necessary for the local community has been supported.
- The hypothesis that suggests that the local media holds a limited power to set the local agenda has been supported.

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