



Representation of Women in Turkish Television's Primetime News

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Abstract

The live broadcast is the most effective tool of the television news. The privilege of real-time witnessing the event, where it occurred, is enjoyed only by the audience of the television news. However, this privilege is not only realized by the speaker, but also by news reporter, camera and the cameraman.

This study aims to reveal out the sexist approach to the women in the primetime news. In the study, “critical discourse analysis” method and relevant techniques are applied. Kanal D, Kanal 7, NTV, TRT 1's primetime news are recorded by a media monitoring agency from 05.12.2011 to 11.12.2011 and pursuant to the aims and context, the representation style of women in primetime news was examined. When all resultant data is evaluated, our results are supportive of and approves the findings of similar studies. The media is generally dominated by sexist discourse against the women. To date, the man had shaped the woman as he desired and he continues to do so using media texts. The presence of woman is focused on the mother, the wife and the instrumental object at the public field. Women and problems about being woman are superficially addressed.

Keywords: Women, Primetime News, Representation, Television



Introduction

Television is the concrete example of the contemporary culture and it cannot be isolated from social events. Television had become the culture focus point of societies immediately after it had introduced to the human life. On one hand, it can be considered as integral part of the culture structure (and the production), while it is also deemed as the mass communication tool, which is most remarkably sublimed, on the other hand; in addition, it can be also recognized as national organization which has international dimension (communication and capital) (Holland, 1977:3). It seems that there is no area or product which cannot be commoditized within the capitalist system. In the “Dialectic of Enlightenment” which was written by Adorno and Horkheimer, it is specified that shaped for consumption by the societies and largely determining the nature of the consumption, the products are manufactured in accordance with somewhat a pre-defined plan. Adorno not only undeniably speculates on consciousness or unconsciousness level of millions of people, which are the target of the culture industry, but he also stated that those people are not privileged for those industries and they are reduced to a calculation object and even to an insertion of a culture machine. On the contrary to the view dictated by the culture industry, the client is not the king; the client is the object of the culture industry rather than being the subject (Adorno, 2007: 110). Television is a significant and cultural establishment which is manifested in both individual and social life. It had created a brand new and a quite different experience field for human. For this novel tool, significance of words decreases and visual images underlies the expression. The images are produced by the dominant ideology. Thus, social change is controlled by the dominant power which controls also the change of images (Baudrillard, 2003: 89-96).

On the book titled “The End of Television”, Jean-Louis Missika specifies that the known and recognized television will disappear in its current form due to the complex meaning diversity resulting from current technologies and their novel media. According to the author, the current television is divided into program bundles, distributed to the ultra-thematic channels, reduced to the optional video requests, integrated with mobile services and broadcasted over Internet with all principal specifications. In this context, it is both everywhere and nowhere. The current life comes into existence using images dictated by the media and it is moved to images: “More images, less television” (Missika, 2006:7, cited by Köksalan, 2010: 49).



Stuart Hall (1995: 82-83) deems television as a cultural construction area which plays a significant role for enabling the government re-produces itself. According to Hall, the television should be approached such that the government produces and re-produces its dominance and particular ideological implications are assigned to linguistic categories, concepts, images and representation systems.

Van Dijk considers that one should look at expression strategies and structures in order to understand the role of mass communication tools and their messages. According to him, when it is both activated and re-produced within and by the expression, it is not possible to use the dominance within the society without communication – text and speech (Van Dijk, 1996: 9-36). The differentiating aspect of Van Dijk is importance attached to the news and the way to analyze the news. He did not examine the news with respect to text and structure, but he also analyzed and explained it at production level. When structures at different levels are delineated, this coherence at linguistic level, together with the general theme and subject of news texts, involves high-order qualifications such as schematic structure and rhetoric dimensions. According to Van Dijk, this structural analysis is not adequate, because the expression is a complex communication case which should be examined in a social context also with respect to production and interpretation processes since the expression does not have an independent structure. When the social dimension of the expression is involved, a system comprising of mental representations and processes of group members in a society will play a significant role in the interpretation. Models act as control mechanism for enabling subjects understand the speech, actions, writing and social applications of others. Examined within a cognitive dimension, in addition to the text, in expression studies, the expression appears like wrapped up by ideology and world perspective for usages other than the political level. Van Dijk considers the media expression in analytical scope which blends the traditional approaches in the form of context-based social custom and in the form of text-based interpretive custom.

Discourse analysis is a social life perspective which is comprised of methodological and conceptual components. It is characterized as thinking about the expression and conversion of the expression into data. On the examination of texts which are included in visual/auditory mass communication tools by the Fairclough, the “identities” are used as basis which is deemed as principal point and they are adapted to the television news. This adaptation can be



summarized as follows: The subject writing the news = the news, the news object = woman, the subjects hearing, reading or watching the news = audiences (Fairclough, 2005: 915-939). The language, a social and systematic case, is the part of large social symbolic order. However, the language and the ideological system are found in a cycle, which interact and form each other. Therefore, social components are of inevitable importance for linguistic examination, while linguistic components are of inevitable importance for social examination. Comprising of the complete ideologies, the symbolic order expresses itself with its own language and thus, details of this social symbolic order can be captured as a result of the analyzing the expression which is formed by the usage of the language. Therefore, Critical Discourse Analysis is adopted as the methodology of the current study.

Effects of Television on Social Life

Social rules are mandated and the audience is dictated a particular life style via the television programs. Based on the unique conveyance way, it directs the case of reality, and it makes the reality possible via the transmission tools rather than allowing the audience see and perceive the outside world (Funkhouser & Shaw, 1983:79). As stated by McLuhan, the broadcast technique of mass communication tools shapes the hearing, thinking and behaving styles of the audience. Television is the product of the industrial age, which is at a mature stage. It does not only instrumentalize the human perspective, but it also transmits the perspective to a distance via technological tools after the perspective is disintegrated from its context. For all discussions on television, cultural and social form of the television resulting from the technological nature had always been references (French & Richards, 1996: 14). After television is introduced into the human life, it started to influence and change culture, life style, beliefs and value judgment. The fact that the television has undeniable position in the life of people lead to the concepts of “mass society”, “popular culture”, “culture industry” and “mass culture” which are sociologically defined and are intensely studied.

Starting with the first phase of the socialization process, the television is regarded as a tool which becomes effective at each piece of the area covering the complete social structure. Television emerges as the first determinant and formative factor for maturity of social personality, having social status, joining social groups, undertaking a particular social role and formation of social pattern, the group and the culture while the individual participates to the social life (Cereci, 1996: 14). The function of teaching social norms is switched to the



television when it had become a part of daily life of people. The individual is taught Dos and Don't Dos from television rather than the society throughout the socialization process. The pictures simultaneously aired via television may combine the audience based on similar influences. This may be the strongest characteristic of the television. Audience buys television to learn and entertain, while television shapes the life style of people. The culture is the product of all organizations which are shared by members of the society. The organization is the product of behavior patterns which are shared by a significant part of members and aim to fulfill some principal group requirements. The relation of the culture with the television form somewhat the second important point from the perspective of social structure after the individual participates to the socialization process. Television is the carrier of a culture. However, this culture is the own culture of the television, rather than the real culture of the society. Television is one of most important inventions of the 20th century. In addition, it is a significant economic, social and culture case and field (Serim, 2007: 25).

A study titled “Global Media Participation Barometer 2010” is conducted in 13 countries with participation of 7,500 consumers by Vanson Bourne, which is the independent research organization on behalf of Motorola Mobility Home Solutions Department, results pertaining to Turkey are announced on October 2010. The study results indicate that the number of a mass having audience experience over social media with various devices is increasing and the mass is pioneered by but not limited to the young audience. The investigation revealed out that almost one third of the Turkish audience watch the video content over Internet. The trend to enrich the television and video experience with the **social media** influenced also the Turkish audience. Of the participants, 44 % stated that they exchanged views over social network, chat rooms or electronic mail while they were watching television programs or video contents. Sixteen percent of the study sample specified that alternative methods are now a part of watching experiences and 32 % stated that they use the methods frequently and another 27% expressed that those methods are preferred for important events (including usually **sports activities**). According to the Alper Türken, the Sales Director for Middle East, North Africa, Pakistan and Turkey, Motorola Mobility Home Solutions Department, more radical changes are expected to occur in watching habits and behaviors considering the Internet age of the TV associated with significant changes in the behavior of consumers which result from improvement of technological networks and development of Internet.



(http://www.kazete.com.tr/motorola%E2%80%99nin-arastirmasindan-carpici-sonuclar_9144.htm, 2011).

This investigation is made on behalf of Motorola and it revealed out that television is still the primary communication tool. However, interactivity emerges as the key word of this age. Individuals are both producer and consumer of the content. Each individual may act as publisher. However, the size of the influence of the mass accessing the produced content is not as large as that of the television.

News on Television

In the earlier stages, the television news was only comprised of a speaker reading the news texts on the television; only the speaker could not broadcasted on the television (Williams, 2003: 44). Using methods of radio news business, the television news business had changed the position of television news programs and the business became more prestigious due to the specific methods introduced by the BBC television on the second half of the 1954.

Today, the audience of television news is more crowded than the readers of all newspapers. The live show is the most effective tool of the television news. The privilege of real-time witnessing the event, where it occurred, is enjoyed only by the audience of the television news. However, this privilege is not only realized by the speaker, but also by news reporter, camera and the cameraman. Television is a mass communication tool which enjoys the superiority of converting the event immediately into news and broadcasting it. It really optimizes this superiority. News is defined as prestigious program of a television channel. In accordance with this approach, television channels attach extra importance to news programs and the news desk. News reporters make the best effort to convey best images and scenes to the audience. Audio-visual images of all events can be real time sent to the air show via satellites. Thus, the event can be immediately processed into news. Timeliness is one of inherited characteristics of the news and thus, this characteristic is fully met.

Aired television shows had extremely delayed start in Turkey in comparison with other countries. Together with the increase of privately owned television channels, television audience had reached a new era after protocol news business of TRT has been watched for long time. The audience of television news had the opportunity to follow the same news from



perspectives of different channels. News and information, which were not previously allowed or were superficially processed by the state television, started to reach the audience. The '90s is considered as a new era when a new culture emerged. The most significant characteristics of this era is that almost everything was adapted for consumption resulting with invasion of almost all aspects of the daily life. Undertaking a significant function when this new era was constructed, the media emerged as the most powerful tool (Akçalı, 2006:6).

Recently, the world is an information-intense environment; it is totally different from the world which had dominated four decades ago. Generation of information and disclosing the information are important for the public wealth (Castells & Ince, 2006: 159- 162). News about any and all events pertaining to the life are largely informed via television, or the new media in other words. The contemporary human makes sense of the world and even itself via the content watched over this tool. It is enough to push on the buttons of remote control or to join a network in order to learn anything you want. Technologies are integrated resulting with formation of more influential and faster tools.

Currently, television is still most efficient, rapid and generalized mass communication tool. Millions of people living worldwide reach information and details about both local events and international developments via the television news. The news item is prepared via several stages ranging from selection and ext writing to the presentation. The news item is shaped under influence of broadcasting policy and the ownership structure of the channel in addition to the individual contribution made by the reporter. Gatekeeper directs the topic to be processed, events and the presentation way of the event, before news items are collected, and he evaluates the resultant news item and ensures that particular perspective is added to the news item. Impartial or judgment-free information cannot be considered. The word information implies the power in all senses and it is not possible to advocate impartiality of the power. Each word, concept, sentence and image of the news item carries an implication. Television causes non-considerable costs for human from the economic perspective and high-order information, entertainment and relaxation are enjoyed against minimal intellectual effort. Television carries worldwide events, together with audio-visual components, inside the house of the audience. Television is most intensely watched at night hours. For television broadcasting, this period is referred as prime-time. Prime-time is the most important

broadcasting period for a television channel. The most valuable program of this interval is the primetime news bulletin.

Aim and Scope of the Study

An explanatory universe is offered to the audience via the news programs broadcasted on television in order to publicize the events; the conveyance of this universe is linguistically realized. The configuration of this language, the way to construct meaning, the way to structure implications and ultimately, the way to consume them are all dependent on the way ideology is conveyed on the news texts (Akçalı, 2006: 8). The live broadcast is the most effective tool of the television news. The privilege of real-time witnessing the event, where it occurred, is enjoyed only by the audience of the television news. However, this privilege is not only realized by the speaker, but also by news reporter, camera and the cameraman.

This study aims to reveal out the sexist approach to the women in the primetime news.

The research involves questions written below, which will be used in accordance with this main purpose:

- How women are represented on primetime news on the television?
- What is the share of female employees at the production of news content of the primetime news on television?

Within above referred scope, the condition of the representation of the women is considered without ignoring the outcomes of the study on the primetime news, political view and commercial considerations etc.

Method

In the study, “critical discourse analysis” method and relevant techniques are applied. Pursuant to the features of the examples examined, visual text analyses and quantitative analyses of texts aired in primetime news were made. From methodological perspective, combined use of qualitative and quantitative methods in the data collection and examination processes will help the researcher to capture more comprehensive data on the social reality. Quantitative scaling was applied in order to create particular indicators for media contents and

the discourse, whereas pursuant to the aim of the study, the qualitative research is more than the quantitative techniques in terms of the classical content analyses. In addition to the style of representing women, a qualitative weighting is performed in order to reveal out their “importance” within the whole content. The combined use of qualitative and quantitative methods for explaining the social reality and enriching the significance of the research data will aid the research to capture the complete data, which supplement and explain each other.

In a holistic approach, the study is a qualitative research which involves also quantitative indicators. Measures and scales used in the “The Research on Representation of Women in Media”, which was published by Mediz in 2008, are used for this research.

Sample

For determining the television channels to be examined, following issues are taken into account:

- Overall world view, political stance, ideological belonging,
- Public broadcasting / commercial broadcasting
- Rough rating

Within scope of this study, television channels are preferred which have a wide broadcasting area involving a substantial part of Turkey and do not require a special hardware or membership. In this context, four television channels fulfilling those conditions are as follows:

Kanal D

Kanal 7

NTV

TRT 1

Primetime news of those channels are recorded by a media monitoring agency from 05.12.2011 to 11.12.2011. Totally, 21.6 hours of news were recorded.

Analysis Measures and Contexts

Pursuant to the aims and context, the representation style of women in primetime news was primarily examined.

In this collinear, the common frames are as follows:

1. Woman as the subject of the news

Using previously published international scientific studies on this subject, many studies are conducted in Turkey on this subject and it is found that women are represented in particular frames in media. For the purpose of this study, the list and definitions of those categories are written below:

a. Natural – equal presence:

It refers conditions where women are represented in equally “natural” manner with men at any field of the life.

b. Spouse, mother, self-sacrificing woman

This content emerges only the status of spouse or mother for the women and/or emphasizes the “self-sacrificing behavior”.

c. The object of magazine

This content is characterized with women broadcasted in magazine-like news as murdered, criminal or on the contrary, victim and also with love affairs, clothes and travel destinations of celebrities.

d. Sexual object – pleasure object

The content emerges the sexuality of female body although it is not directly related with the news or the content.

e. The subject of organization/activity

The content emerges women due to the participation to any activity (social, political or cultural) and membership to a particular organization.

f. Instrumental presence

Women are used and represented as “wall flower” although they are not directly related with the content.

In order to make quantitative distribution of the above mentioned representation categories, level/degree of the woman representation will be descriptive and the weight of each unit was determined with a multiplier ranging from 1 to 4. 4 : Implies that the representation forms the body/foundation of the content; 1: implies that the representation is qualified as unimportant (Uğur Tanrıöver, 2008:10-13).

2. Women as anchorwoman and in production of content

Primetime news is preferred as the examination field since it is almost the only news source of the substantial part of Turkish population. The representation of the women is examined with respect to primetime news programs in terms of content generation and anchorwoman.

In addition to the anchorwoman, the share of women among reporters, cameramen and “narrator” is also take into consideration.

Findings and Comments

The way of representation of women in the primetime news.

Due to the distinctive visibility, the mean existence ratio of women in the primetime news of TV channels is not analyzed; this is because women take part almost in all news regardless of their importance for the news as a part of at least being a visual material. Therefore, it is thought that it would be preferable to focus not on the general visibility rate but on the way of representation for the primetime news on TV.

There are no women in 212 news scripts out of 657 in total (33%). In 38% of the news including women, it is seen that women are presented as "natural-equal presence". This is followed by the women category as an instrumental presence with almost the same rate (36%). What is important here is that women can be regarded as both a natural-equal presence and instrumental being in the same news script at the same time. Thus, it gives us the reason why this rate is so high. Given the assessment of including women in the primetime news as an instrumental presence, women images represent the ones who are generally passer-by or attended a crowd or irrelevantly included in the image, which means the ones who are not meaningful but visible just because they exist in daily life. This is followed by the woman category of being a wife, mother, daughter and a devoted woman with a rate of 14%. During

the period of study which corresponds to the time when Hopa case is in progress and new documents have been revealed relating to the Hrant Dink case, the rate of 6% in the organization-protest category is striking. The rate of inclusion of women as a paparazzi and sexual item in the news is 3%.

The way of representation of women in the news varies according to the TV channels as well. The concept of "natural being" is seen in TRT 1 to the highest degree, which is followed by Kanal D and NTV at the least in this category. Kanal D refers to the category of being a wife, mother and devoted women at most. The women who are represented as a paparazzi item are again observed in Kanal D, though the representation rates of the other channels are very close. Surprisingly, the representation of woman as a sexual item remains low; however, the highest number of representation is in NTV (4 news) and Kanal 7 (4 News). In the news about organization-activity, Kanal D included the representation of women at the most (12 news).

Some news which are broadcast in the primetime news bulletin and include women as a subject have been analyzed in line with the critical discourse analysis method.

News: Giving the TUBITAK Science Awards.

For the news on TRT 1 and Kanal D, the scripts broadcast in both channels were analyzed. For TRT 1, it is an anchorwoman, while the off-voice (narrator) is a man. For Kanal D, both the anchorperson and the narrator are men.

The news lasts 2 minutes 5 seconds in TRT 1. The time allocated for the woman (Prof. Dr. Çiğdem Kağıtçıbaşı) in the news is 9 seconds.

The news lasts 2 minutes 6 seconds in Kanal D. The time allocated for the woman in the news is 18 seconds.

To look at the presentation scripts of both channels;

TRT 1: "Çankaya Mansion hosted an important prize-giving ceremony. The prominent figures of the science world got their "TUBITAK Science Awards" from the hands of the President, Abdullah Gül. Making a speech at the ceremony, Gül stated that the developments in science give shape to the future of a state. "This field is the basic propulsive force and the main towing locomotive."

Image: While the President Abdullah Gul is giving the award to Dr Cigdem Kagitcibası.

Narrator: "The ceremony held for giving awards to those who serve science witnessed *emotional moments*. The scene referred to in here is the speech by Prof. Cigdem Kagitcibasi.

Çiğdem Kağıtçıbaşı: "They made me feel all the beauties of being a mother.""

What is implicitly stressed in the news is that the woman is provided a role of being a mother although she is a successful scientist and she was granted an award due to her scientific studies. The discourse of woman, who is the subject of the news and shown as a natural-equal being, coincides with the role given to her in terms of gender.

The statements taken from the speech by Prof. İlhan Fuat Akyıldız who was granted an award in physical sciences are also striking.

Narrator: Prof. Dr. İlhan Akyıldız's speech put a smile on everyone's face.

İlhan Fuat Akyıldız: "They frequently ask the magic of my success, any of your principles work if you do not have any ability."

In the images of the award ceremony in the news, the representation of woman as an instrumental being is very intense.

In the presentation of the news by Kanal D;

In the beginning of the news, it is especially stressed in Yucel Altunbasak's speech, the Head of TUBITAK, he is coming from Kayseri and then the presentation about Prof. Dr. Cigdem Kagitcibasi is as follows:

Narrator: "Cigdem Kagitcibasi given an award in social sciences wrote 28 books as well as hundreds of papers. When talking about her life, *she put her two children* in a separate place."

Çiğdem Kağıtçıbaşı: "They made me feel all the beauties of being a mother.""

Narrator: "Professor mother cried, so did her daughter listening to her" (this voice was put on the close-up image of the daughter crying).

The language used in Kanal D is more narrative than that of TRT 1. The definition for Professor Dr. Cigdem Kagitcibasi in the news is "*Professor mother*" and her award is being analyzed in this scope.

In the news, we see that between the scientists who are given the same award, the woman defines herself a mother, while the man defines himself as successful. In the script, it is restated that motherhood, which is the divinest role attributed to woman, is above and more satisfactory than all kinds of success stories.

In the presentation of the news in both channels, woman is presented as a natural-equal being; however, it is remarkable that the identity of motherhood is actually brought to the fore when the discourse is analyzed.

News: A woman with two children was killed after being run over by a minibus while running away from her violent husband.

In the news broadcast in the primetime news bulletin of Kanal 7 about the death of a woman who was run over by a minibus trying to run away from her violent husband, both the anchorperson and the narrator are men. It is understood from the news record that it was made by a female reporter; however, the interview with the mother of the woman killed was carried out by a male reporter.

The news lasts 3 minutes 22 seconds. The display script of the news: "Death came running." The fact that the woman wanted to be killed on purpose can be inferred from the statement. Anchorperson: "The woman running away from her husband's beating was run over by a minibus in Denizli." The woman with two children argued with her husband on the street and then run towards the road escaping her husband's violent acts; but run over by a shuttle. Let's see the video taken by a security camera."

In the entire news, the images taken from the security camera are used. In the images, people see the woman walking alone, the woman and the man arguing; man slapping the woman first between the cars and then in open space; the woman running towards the main road and the accident. In the news script, it is said that the man is in a cafe; however, it is shared with the viewers that the incident images are taken from the security cameras of a night-club.

In the interview with the mother of the woman killed, it is revealed that her husband has not resorted to violence against her for the first time, which is known by everybody around them. Mother: "Yes, he was beating my daughter; yes, he was doing that. She was running away from his beating trying to get out his way. Is that possible? She told me "he was going to kill me, hurry up mom!" When I arrived there, he had beaten up my daughter; she was crying and her eyes turned black as coal.

In the news script, the woman is told to be 33 years old and what another women at home says about her reveals that she has been subjected to violence during almost half of her life.



The woman at home: "No respect for two children? They have been living at the same place for 14-15 years but how?"

Here, the grief is felt for the woman killed; it also seems to stress the fact that it is not a big issue to cause her to commit suicide. The other woman asked why she could not tolerate it this time after having tolerated that for years? In her opinion, woman must bear everything and endure even violence if she has children. Similarly in the society, these kinds of incidents are considered to be trivial issues that every family encounters and the violence committed against women are neglected. The fact that women are heavily subjected to violence in Turkey is included in the media as well as in the social life. While reporting the incident, the identities, jobs, positions, etc. of women are ignored but their being mothers, daughters, wives and their beauties and youth are stressed.

Narrator: "Allegedly, Suna Karabulut who lives in Pınarbaşı town in Denizli was having problems with her husband. On the evening of November 22, she went out to go to the grocery store. She saw her husband playing card at a cafe and she went up to him, they started to argue."

The man felt humiliated since his wife intervened in him at the cafe, so the woman deserved to be exposed to violence. The dominance area of a woman should be her house, she should not intervene in her man out of her house. Trying to explain the reason of violence, violence is tried to be justified. The woman did not act in a manner considered as normal and both entered a place just for men and intervened in him. The man left the scene of accident although he had seen she got involved in an accident and gave himself over to the gendarmerie in three hours. In a short period of time, he was released pending a trial. In his defense (in contrary to the camera images), he claimed that he did not slap his wife, instead he just closed her mouth. She was displayed as if she had deserved that by calling her husband to account. In the news script, it is primarily stressed that she has two children and she left them and her elderly mother behind. In case that the woman rejects the role and duties assigned to her, her husband or father starts to be violent against her as in the abovementioned news.



News: The woman exposed to violence by two police officers in Izmir Karabaglar Police Station

In the news about violence against a woman in a police station in Izmir, which was broadcast in NTV, every moment of the incident was recorded by the cameras in the police station. These videos were used as a news image.

Violence against women by the police as well!

Anchorperson: "This time, police officers are caught in the security camera. The police officers who beat up a woman after handcuffing her were caught in the security camera in a police station in İzmir.. By the way, the prosecution sought six and a half year imprisonment for the woman beaten up for insulting the police officers. The imprisonment sought for the police officers who beat up the woman is one and a half years. While proceedings started against the police officers involved in the incident, the aggrieved woman is receiving psychotherapy."

The selection of the statements "who beats up" and "who is beaten up" instead of "exposed to violence" is significant.

Fevziye Cengiz: " I have been receiving psychotherapy, I feel so bad. I do not want to talk about it so much. I feel terrible." The woman was before cameras with her husband. Her husband's hand was on her shoulders close to her neck while she was talking.

Narrator: "Fevziye Cengiz is under the influence of what she has experienced, who was exposed to violence by three police officers in Karabaglar police station in Izmir. Having exposed to violence for minutes, the young woman says she is afraid of police anymore.

Fevziye Cengiz: " They....all kinds of"

Husband : " .. tell them the threats, tell them..."

Fevziye Cengiz: "They can do all kinds of harm. I was beaten up among all these people at the police station, I am really afraid of them."

Her husband also intervenes in her before the cameras. Her husband intervenes in what she says as if she did not know what to say. The one who has experienced the incident is the woman and there is nobody with her at the time of incident; however, her husband constantly intervenes in while she speaks and she tells what she is supposed to. Narrator: "After the incident, both Fevziye Cengiz and the violent police officers brought a lawsuit. The punishment sought by the prosecutor raised another issue. Ahmet Küçükpınar, the prosecutor,



sought 6,5 year imprisonment for the woman since she hit and insulted the police officers, while he sought 1,5 year imprisonment for the violent police officers because of misconduct. The family Cengiz is trying to get over what they have gone through. "According to the mail-dominant perspective, beating is a result, while what takes it to the result is defined as behaviors.. In this incident, it is felt that the question "what did Fevziye Cengiz do to deserve that?" is asked. The fact that men are dominant should not be seen a deficiency or a matter of frustration by women. From this perspective, the violence against the woman is tried to be justified. Narrator: "By the way, Izmir Police Department stated that an administrative inquiry has launched against three police officers but not finalized yet". 09. After this news broadcast on 12.09.2011, the case took attention and in the newspapers, it was told that the woman was a b-girl. In the follow-up news on 12.10.2012, upon the intervention of Abdullah Gul, the President and Fatma Sahin, the Minister of Social Policies, the police officers were laid off from their jobs in 5 months. Women are forced to account for their all kinds of behaviors. Therefore, we see women crying, suffering, beaten up and killed on the screen. If the violence is not within the family, as seen in the incident mentioned in the news, the media tries to make women victims, while trying to dehumanize the violent person. In this news, it is even not necessary to use words to do that. The camera images of the news reveal the severity of the violence. On one hand, the violence committed the corporate identities of the violent people and trying to ignore the incident all got negative reactions, on the other hand, it prevents viewers from questioning the origins and prevalence of violence against women.

News: A woman with two children makes file complaints about her characters' being stolen in an online war game

It is striking that the well-equipped characters of an online war game which has been played by a woman for a long time are stolen in a virtual environment and the woman's having two children is stressed again and again.

Anchorperson: "An interesting file was claimed in Bursa. A woman with two children went to the police claiming that 3 characters of the game that she was playing online were stolen. The young woman said they had stolen my efforts for 3 years."

The news video is taken at an Internet cafe, which is not a usual place for a woman who has two children. The subject of the news is not usual either, it is even more striking if the subject of the news is a woman. The woman is displayed out of her house, somewhere generally considered to be allocated to men. The game that the woman plays is a war game.



Nazife Çetin: "The clothes, helmets, shields, armors are all gone, which means the necessary things for a warrior. They just took them away from my character and put them on any character without any efforts and care..."

The words she uses and her style do not fit the conventional manner of a woman. Men are more inclined to use slang, which can be linked to seeing it as a power indicator and manhood. Instead, who uses slang in this news is a woman. Women can adapt to changes more rapidly; in this case, the woman is in a public place where the number of men is higher and she has adapted to their environment. The media accepts the existing social values as they are and recreates them without questioning. The role the male-dominant ideology casts for women is being a mother and a wife. No doubt that this ideology which is dominant in every field of the social life appears in the media as well. In the news, commercials, TV series, movies and paparazzi shows we watch every day on TV, we see many examples about that (Gencel Bek & Binark, 2000).. In this news, we see that the woman appears as the subject of the news that does not fit into the role assigned to her. It is striking that everything she says and does becomes mannish.

News: The speech by Umit Boyner, the Chairman of TUSIAD, at the consultation meeting

The news broadcast in NTV is about the speech that is addressed by Umit Boyner when she became the chairman of TUSIAD.

The political agenda left its mark on the consultation council of TUSIAD.

Anchorperson: "Umit Boyner, the Chairman of TUSIAD, criticised the long imprisonment period in Hopa Case."

Narrator: "Umit Boyner, the Chairman of TUSIAD, criticised the defects in the judicial process. She gave the long imprisonment periods and Hopa case as an example.

Ümit Boyner: "We started to be conscientiously bothered with the fact that the long imprisonment periods that last for years change into execution and the journalists who are protected even by the international organizations are in prison. The hearings of Hopa case and the case of Cihan Kirmizigul, the student of Galatasaray University, which have an emblematic importance, are starting as well. According to different sources, the fact that the number of students between 281 and 500 spend months and even years in prison creates a feeling of travelling in time."



In the period studied, German Chancellor Angela Merkel and other female politicians are included in the news on the EU. In the news, the speeches of these women are not included but their images in the meetings and names are included in the news script.

Even in this case, the media makes the different woman types and lives common under "femininity" and recreates the "ideal" woman image of the male-dominant ideology. The most important characteristic of a woman is her appearance. Analyzing the images in the news including both Angela Merkel and other female politicians, it is possible to say that they are well-groomed; however, it would not be wrong to say their clothing has mannish style and colors. While Umit Boyner is displayed wearing a shirt and a grey dress, Angela Merkel is wearing a navy-blue two-piece suit.

Different types of women are considered to fulfill the conventional role of woman even though they have a good job or they are famous. The advice of "satisfying men" includes a wide range of men's needs and desires including food, cleaning, care, sexual needs and psychological comfort like affection. The media reminds women of this list every day. After the second half of the 21st century, the social life has changed rapidly in the field of social gender and gender representation at most. Women are reduced to just being "bodies" through the texts generated in the media. The status of being a different woman and different lives are not represented in the media scripts. The changes and new problems in women's lives parallel to the social dynamics are neglected in the media scripts. How media treats the construction of being a woman and how the dominant definitions, which mean the unequal positions of women, are recreated through these constructions seems observable (Gencel Bek & Binark, 2000)... It is seen in the news that women are not given the equal importance as men unless they sacrifice their womanhood even if they are managers or leaders.

The Share of Women Employees in the Content Production of Primetime News

The share of women in the contents of the primetime news is probed in the study, women are used as reporters presenting the news in the primetime news and named in the news, cameramen and narrators. The women working at the news department of the channels are not considered but only the ones seen in the screen are addressed in the study.

a. Reporters in the primetime news

When we look at the positions of women in making the primetime news, we see anchorwoman in both Kanal 7 and TRT 1 during the week and weekends. For NTV, the anchorperson is a woman during the week; however, the news is presented by a man during the weekend. For Kanal 7, the news is presented by anchorman during the week and weekends. What is distinctive about Kanal D is, the news is presented by Mehmet Ali Birant during the week, who we can regard as an anchorman. The creation of gender issues over the representation of women in the media is related to the fact that most of the people creating them are men. The position of the female media professionals in the creation process is not only related to the general patriarchal structure but also the change in the media industry in Turkey. Most of the people working at higher positions and decision-making mechanisms in media are men (Binark & Gencil Bek, 2007: 149).

Gender of the reporters in the primetime news

Only 30 of 657 news scripts in the primetime news were written by female reporters. A reporter is the person who compiles the news and sometimes reports it in the incident scene. He/she follows and filters the events and is responsible for informing the society. The low number of female reporters leads the male-dominant discourse on the screen to continue. In the recreation of the "weakness" of women and objectivizing woman body and turning it into an exploitation area, media is told to have a significant role. In order to be able to transform the woman representations that create negative values attributed to woman, the importance of the increased number of women working at the media sector is stressed. It is discussed that the increasing number of women in decision making positions in media can be effective for women and women's problems to find an "equal" and "fair" representation opportunity in the media scripts (Celenk, 2010: 230). In an area where the presence of women is low, it seems difficult to expect a sensitive approach towards women.

When we look at the presence of female reporters on a channel basis, we see TRT 1 has the highest number with 15 news scripts, which is followed by Kanal 7 (10 news scripts) and Kanal D (5 news scripts). In NTV, there was no news made by female reporters during the time of the study.



It is striking that there are some special news like "Women's bazaar in Trabzon" made by female reporters in Kanal 7.

No news was found, which was recorded by a female cameraman in any of the channels.

b. The gender of "narrators" in the primetime news

Given the representation of woman is higher at the level of being an anchorperson, It is striking that a great majority of the narrators in the primetime news (85%) are men. In this regard, female voice was used in a very low number of news (13 per each) in the news in Kanal D and NTV. In Kanal 7 and TRT 1, female voice has never been used. The voices used in the narration of the images are important since they represent the authority conveying the information and making the explanation.

Conclusion

Seeing comes before speech. We find our spatial position with our eyesight. We tell about the world using words; but, it does not change the fact that we are surrounded by the world. Our thoughts and beliefs influence our views on objects. As valid for each object, we should not consider the television and news broadcasted in televisions with the background.

When all resultant data of the study are holistically evaluated, our results are supportive of and approves the findings of similar studies. The media is generally dominated by sexist discourse against the women. To date, the man had shaped the woman as he desired and he continues to do so using media texts. This is confirmed on the news texts, which were examined. The presence of woman is focused on the mother, the wife and the instrumental object at the public field. Women and problems about being woman are superficially addressed.

Television emerges as the first determinant and formative factor for maturity of social personality, having social status, joining social groups, undertaking a particular social role and formation of social pattern, the group and the culture while the individual participates to the social life; in order to change the representation style of the woman in the period subject to this study, the people generating the news texts should have larger fields of interest and they should view the world from larger perspectives. It is not possible to have a change in the



social reflection without changing the attitudes and views of news producers to the woman. Social gender and problems related with women are not considered significant and stereotypical representation of the social gender is re-generated everyday. The texts broadcasted in televisions shape the hearing, thinking and behaving styles of the audience. The television is at the heart of our life such; it invaded our life such that it could lead to a significant conversion in life style, culture and social behaviors of human. Audience buys television to learn and entertain, while television shapes the life style of people. It is based on patriarchal traditions and fed by tales. It re-produces itself continuously in the literature, music and cinema and it forms particular woman images. Media plays a significant role in repeated internalization of this language (Kalkan, 2010: 581). Access and participation of the women to the media is via pre-defined margins and the representation styles are inherited to generations by re-producing them; if we should make an exaggerated definition, attempts are made to create monotype woman via the media texts. Women and problems about women are more visible on television texts, while they are desensitized to the social problems. Woman is never presented in one third of the news texts subject to this study. They are not involved in the news and scenes whether in the form of news object or instrumental presence. This is such a huge rate; it can be explained by the fact that the agenda is reserved for masculine topics such as “match fixing” and “football”. Excluding TRT1, the primary news of all channels is focused on them and the importance of other events is reduced.

For the period examined in this study, it is observed that the women have position at higher rates in comparison with the past when the text production processes are examined. For the examined period, no female technical staff is found at the position of cameraman or the editor. Women gain position largely as anchorwoman and reporter or as narrator in very scarce news. For sexually equal media, more objective representation of woman in media or particularly in primetime news will be possible only if more women involves in the production of news texts.

As stated by Esslin (1991) “News is a type of telling story. Television is the story teller of our age.” A new media is introduced into our lives, namely Internet, of which we do not clearly know borders and codes. Communication style and usage of mass communication tools changed after Internet was introduced into our life. Individuals inform or are informed on internet media in addition to and simultaneously with the television. In fact, the combination of Internet and television includes combination of many components and the news business of



the future will be shaped by this combination. It is provisioned and hoped that women will have a free expression environment on those media.

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