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RESEARCH ARTICLE

CULTURAL CHANGE AND POSITION OF TELEVISION WHICH BECAME THE MOST POPULAR MEDIA IN TURKEY AFTER 1980

***Prof. Dr. Sedat Cereci**

Mustafa Kemal University Communication Faculty 31030 Hatay Turkey

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ABSTRACT

This is a discussing about cultural change and about migration from rural to urban and about military coup and impacts of television in Turkey on cultural axes. Almost all people live in popular culture and most of people live in urban areas in modern conditions and left their traditional culture in rural areas in Turkey because of television. People lived in traditional culture in rural areas during hundreds years and spent time in traditions. A cultural change was witnessed after a great number of people migrated from rural areas to urban areas in Turkey in 1970s and in 1980s and after people left their traditions in rural areas and television became the most popular media after migrations. Turkey is one of the country in where television is watched much and television determines the agenda of the people and guided administrators and television also plans lives of people. Most of people met television after they migrated from rural areas to urban areas in 1970s and in 1980s and also met modern life in rural areas and watched components of popular culture on television. People lived in urban areas in difficulties and tried to survive in modern conditions and had to embrace popular culture. Television was the most common and the most favorite media in Turkey and popular culture was mostly conveyed by television because of popularity of television. People learnt numerous realities and many knowledges about modern life and about global agenda via television in Turkey. Traditional culture changed into modern culture after numerous people migrated from rural areas to urban areas and television was began to use instead of traditional instruments and traditional sources.

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INTRODUCTION

People read less book and go to theatre less and mostly left neighborhood relations and left telling meaningful stories to children in Turkey recently because of contemporary modern life and because of popular culture (Oktay, 1993). In this study, cultural results of military coup in Turkey in 1980 is evaluated and political and economical and cultural changes due to military coup is researched and impacts of urban life on people are emphasized and becoming the most popular media of television is discussed. Television also became the most important reference and indispensable component of modern life in Turkey and television became the most important source of agenda. Effective political and economical and cultural changes were witnessed in Turkey after military coup in 1980. Militarist administrators obtained all official organizations and administrated Turkey with a militarist ground law. After the coup, Turgut Ozal who would be Prime Minister of Turkey after 1983 was assigned on administration of economy. Turgut Ozal studied and lived in U.S.A. and worked at World Bank between 1971 and 1973 and knew capitalist system and liberal

economy because of his business. He naturally learnt American model and applied it in Turkey and allowed entrepreneurs to import everything and guided people to buy import goods (Cokgezen, 2010). By the time, Turkish people were aware of different productions and consuming and different realities.

Policy of Turgut Ozal caused popular culture in Turkey and people migrated from rural areas to urban areas and left their traditional culture and enjoyed modern culture rapidly. Numerous people settled in large towns to reach their hopes but most of them disappeared and they could not turn back to rural areas again and had to survive in urban areas in many problems (Aydoğan, 2004). People tried to adjust modern culture in urban areas but they could not leave their traditions completely and they fell in cultural crisis and they had to embrace recent popular culture.

80 percent of people began to live in urban areas after 1980 in Turkey and people met a high rhythm life in urban areas and had many contemporary problems and began to watch television much due to high tension of urban life (Güresci, 2010). After 3 decades, people who live in urban areas became modern urban people and enjoyed popular culture of contemporary period and became a component of modern life. All components were arranged according to principles of popular culture and people and producers and consumers and

***Corresponding author: Prof. Dr. Sedat Cereci,**
Mustafa Kemal University Communication Faculty 31030 Hatay,
Turkey.

administrators met at common points in a few decades in Turkey (Kocak and Terzi, 2012). Much consuming and much watching television also became common behaviors and people began to speak about markets and goods and television productions in a short time.

Position of Turkey

Turkey is a democratic republic in Middle East between Asia and Europe. Turkey is bordered by eight countries: Bulgaria to the northwest; Greece to the west; Georgia to the northeast; Armenia, Iran and the Azerbaijani exclave of Nakhchivan to the east; and Iraq and Syria to the southeast. The Mediterranean Sea is to the south; the Aegean Sea to the west; and the Black Sea to the north. The Sea of Marmara, the Bosphorus and the Dardanelles (which together form the Turkish Straits) demarcate the boundary between Thrace and Anatolia; they also separate Europe and Asia.

Turkey has been inhabited since the paleolithic age, including various Ancient Anatolian civilizations, Aeolian and Ionian Greeks, Thracians and Persians. After Alexander the Great's conquest, the area was Hellenized, which continued with the Roman rule and the transition into the Byzantine Empire. The Seljuk Turks began migrating into the area in the 11th century, starting the process of Turkification, which was greatly accelerated by the Seljuk victory over the Byzantines at the Battle of Manzikert in 1071. The Seljuk Sultanate of Rûm ruled Anatolia until the Mongol invasion in 1243, upon which it disintegrated into several small Turkish beyliks.

Starting from the late 13th century, the Ottomans united Anatolia and created an empire encompassing much of Southeastern Europe, Western Asia and North Africa, becoming a major power in Eurasia and Africa during the early modern period. The empire reached the peak of its power between the 15th and 17th centuries, especially during the reign of Suleiman the Magnificent (r. 1520–1566). After the second Ottoman siege of Vienna in 1683 and the end of the Great Turkish War in 1699, the Ottoman Empire entered a long period of decline. The Tanzimat reforms of the 19th century, which aimed to modernize the Ottoman state, proved to be inadequate in most fields, and failed to stop the dissolution of the empire. The Ottoman Empire entered World War I (1914–1918) on the side of the Central Powers and was ultimately defeated. During the war, major atrocities were committed by the Ottoman government against the Armenians, Assyrians and Pontic Greeks. Following WWI, the huge conglomeration of territories and peoples that formerly comprised the Ottoman Empire was divided into several new states. The Turkish War of Independence (1919–1922), initiated by Mustafa Kemal Atatürk and his colleagues in Anatolia, resulted in the establishment of the modern Republic of Turkey in 1923, with Atatürk as its first president.

Turkey is a democratic, secular, unitary, constitutional republic with a diverse cultural heritage. The country's official language is Turkish, a Turkic language spoken natively by approximately 85% of the population. About three quarters of the population are ethnic Turks and about a fifth ethnic Kurds. The vast majority of the population is Muslim. Turkey is a

member of the UN, NATO, OECD, OSCE, OIC and the G-20. After becoming one of the first members of the Council of Europe in 1949, Turkey became an associate member of the EEC in 1963, joined the EU Customs Union in 1995 and started full membership negotiations with the European Union in 2005.[Turkey's growing economy and diplomatic initiatives have led to its recognition as a regional power.

Position of Television

High rhythm urban world and problems of contemporary conditions conducts people easy and entertaining life styles in 21.st century. Watching television is easier than reading book and more attractive than painting, or photograph, therefore many people prefer to watch television in the world. Some television programs whose topics include magic are commonly watched recently on television channels in Turkey and especially children are affected seriously because of attractions of these programs (Cereci, 2013). Computer technology helps television to produce such kind of programs via its artifices and takes the spectator to a fictional world from the real world. To built an adventure world is easier recently because of computer technology.

In some advertising films, men or children fly, animals dance, goods moves in the space and many other fantacies emerge what human imagines. Television producers gain by producing fantasy and television spectator relax and enjoy by watching fantasy on television. Computer technology provides television to produce fantastic images and takes television spectator to a fantasy world via its artifices. *Fantastic images include cultural messages in their existances and a cultural philosophy is conveyed via television* (Tarr and Shay, 2013). People think they watch television but they watch messages of a culture on television.

Cartoon is an important part of television productions and it satisfies imaginatios of people via its fantastic pictures (Merritt, 2005, 15). Cartoon products are mostly produced on computer by using computer effects. Some felonies and suicides were enrolled in Turkey and reasons were declared as cartoon on television and beside this, cartoon teach many modern behaviors and modern approaches too (Levine, 2011, 176). People learn components of modern culture via cartoon which looks innocent on television, but most of people are not aware of effects of cartoons. Television reveals attractive fantastic worlds for the spectator and the spectator always travels to fantasy world of television. People tried to produce many art works or entertainment facilities to reveal fantastic ambiances in their lives because of their fantastic need (Vries, 2001). In 20.th century the most fantastic world constituted by television because of its technological character. *Television is the media of fantastic images which are watched with adoration by the spectator* (Cereci, 2001). In digital age, television has much facilities to produce innovative fantastic productions to present people attractive worlds.

Images can be changed from one form to another, from one color to another on television, television director can adorn his images by computer effects on television easily. Television producers and directors always try to affect the spectator by

addressing into their feelings and use sentient effects by help of computer. The spectator generally want to watch interesting or entertaining images on television and they want to spent enjoyable times with television (Byers, 2002). So television always try to produce exciting and entertaining productions. It is still discussed that digital technology in television productions send the spectators away from realities to an imaginary world or not. Television is the media of imaginations and it is the most entertaining media of contemporary life. Facilities of digital technology buttress attractions of television and television constitute a new world for its spectators via digital technology. High rythm urban life and contemporary conditions make people tired and people want to spend enjoyable time with television (Harkins, 2002). Television becomes entertainment media of modern age.

Technology is the most enormous component of 21.th century and most of people can not avoid technology because of their business or because of their life styles. Especially young people and students are interested in technology and its products much and they often use technology in their lives (Sark Yildizi, 2009). Because of this, technology manufacturers produce extraordinary products and gets much gain. Television is one of the most popular productions of technology and it also uses technology much. Television productions mostly use computer technology recently and computer technology help television in shooting and especially in assembling process and imlements imagination of director (Sezer, 2009). Computer technology is improved day by day and it adoptes many artifices and eases television production process by its artifices. Computer technology arrived at a technological level that can respond contemporary requisition of people. Technology provides television many facilities to realize almost all imaginations.

Television programs which produced by computer technology affect people by taking them to a fictional world and hold them during hours. People watch television to find a world which they constitute in their imaginations and to see their expectations in their worlds (Cereci, 2008). Computer has a sublime power to produce fantastic fictional images and to affect spirits and minds of people. Television images on behalf of people and convey its imaginations to people as image maker and people are interested in television because of its extraordinary images. Television productions can change a concrete world to a legendary world by the help of computer technology and it can constitute an intensive emotional atmosphere on television. Computer technology works as a secret worker behind television images and spectators watch attractive fictional places or dreadful forests or huge castles and unique creatures on television. It is possible to make everything on television by help of technology in modern age (Lenz and Lawson, 2011). Television is an illusion media and inbdebted this to computer.

Contemporary computer technology eases assembling of television productions practically. Assembling process is completed in a short time by help of computer technology and it causes colorful and attractive images which show people their expectations. Technology is populer because of its artificial world and it effects people as a magic show. People generally want to live in imaginations and do not want to live

in real world because of its hard problems, so they often watch television.

Technology can change physical lives of people and it also has a sovereignty over cultural lives of people (Stasser and Titus, 2003). Many people believe that images which are assembled by computer are nonfiction on television and images are relate to their lives. Obviously computer is the most favorite technological component of people's lives and computer and television change many forms in life together (Vint, 2013). Change got speed after people began to watch television permanently.

Television as a Cultural Media

Culture includes from language to greeting and from architecture to cuisine, and also spirituel approaches and traditions and so culture form social life of people with its variety components. In a way, culture is invisible life rules of a society and spirituel values with their concrete results and culture also determines moral and offical rules of a society. Culture gathers members of a society on a common point and makes people more familiar and kindly eachother (Eliasoph and Lichterman, 2003). Television naturally is used to convey cultural approaches. Television always interested in culture of people because of its attractive components and uses them for its productions.

Television conveyed parts of lives of people and there were many cultural components in productions since the beginning of television. Towns of people and architecture of towns and clothes of people and cuisine of regions and believes of people and languages of people were conveyed by television and so television showed the spectator culture of people (Boylorn, 2014). The spectator are mostly interested in diffirent cultures and also their own culture and want to watch on television. *The spectator learnt many different cultures and approaches and styles via television and are naturally affected by many cultural components and approaches* (Sroka, 2012). Television sometimes became media of culture but it is generally media of joy.

Television is the most popular component of technology and the most common media in the world and always conducts agenda of the world and daily life of people because of its power. Many people believe that television is inescapable component of their lives and they feel themselves in social life via television and they learn events in the world via television and they plan their lives via television too (Atkins, 2007). Television teaches people numerous news and informations and warn them about dangers and shows them different cultures and has many impacts. Beside negative impacts of television, people know global agenda via television and learn modern trends and know new technologies and new approaches via television. Television provides people to catch contemporary condotions and contemporary apporaches and provides people to catch civilization conditions via its productions (Burns, 2012). Television shows people new technologies and scientific agriculture and contemporary art which provides people to be aware of life.

Book and newspaper are out of necessity things and going to cinema and theatre is ignored in underdeveloped societies and television is the most popular and the most valuable instrument for underdeveloped people (Dave, 2010). People watch television every day and believe what it shows and their behaviors begin to resemble behaviors on television. Many people try to buy good which they watch on television and they want to live in houses which they watch on television and they talk about television's agenda. Television's impacts cause a new culture and television culture is admitted easily because of its attraction (Tsuji, 2001). Modern culture is accepted by numerous people in the world because of television.

To protect traditional values and humanistic rules is not necessary in underdeveloped societies and living easy and entertainment and consuming are more important for underdeveloped people (Marsh, 2008). Underdeveloped people are not aware of a quality culture and to produce quality and universal culture to have a great position in the world. So they do not follow necessities of quality culture and they mostly choose approaches and instruments of attractive and enjoyable modern culture. *Television is the most effective media of modern culture in the world* (Godzic, 2002). Character of modern culture is conveyed by television completely.

Effects of Television

Television is the most popular and the cheapest and the most attractive media of modern age which is mostly full of enjoyable and easy components. Television shows all components of modern age in very attractive ways and convey people to admit modern culture and to use instruments of capitalism. Television is actually an instrument of a politic-economic approach and carrier of modern culture which is a product of that approach. The spectator who watch television everyday can not avoid effects of television because of its attractions. Before Industrial Revolution, most of people lived in rural areas by occupying farming and lived in their traditional culture. People were fed by fantastic stories and mythological legends in cultural atmosphere during thousands years in the past. Fantastic stories taught people and also changed their behaviors and their life styles (Sullivan, 2001). In digital age, television tells fantastic stories and shows people fantastic images and affect them via its fantasy atmosphere.

Watching television has a significance for social relations that many social behaviors like violence or like cultural assimilation are related to television watching. Especially violence in a society can be related to television programs (Jackman, 2002). Television can teach cultivation values by showing rules and experiences. Beside television is an entertainment media, it also teaches its spectator who they will be (King, 2000). Some people say that they prefer to watch television instead of reading book to spend their time because of television's attraction (Juster 2003). Especially in underdeveloped countries, television is the most important reference of life and the most believable instrument in social life. Television director communicates with the spectator in his own style and tries to influence the spectator via engaging images (Tomasulo, 2004). Experienced directors usually choose topic of programs from the life of the spectator among a

great number of topics on the earth. But the most important think of directors is to prepare colorful and enjoyable programs for the spectator to provide them a unique joy.

Television director is generally inspired from daily life and shows sophisticated images of daily life by commenting in his viewpoint (MacDonald and Brakhage, 2003). Every director has a message to convey to the spectator and he wants to convey his message in a philosophical and aesthetic way and there is naturally a cultural message in way of director, he plans or not. The spectator is privileged in relation to the characters in a television program which they watch (Haenni, 1998). Characters on television naturally affect the spectator by conveying them some opinions or some decisions about life. The spectator generally regard what characters on television tell or do. People mostly find their images on television characters which they can not find in real life.

Every aspect of television exhibits a reliance on genre. Most texts have some generic identity, fitting into well-entrenched generic categories or incorporating genre mixing. Industries rely on genres in producing programs as well as in other central practices such as self-definition and scheduling. Audiences use genres to organize fan practices, personal preferences, and everyday conversations and viewing practices. Likewise, academics use generic distinctions to delineate research projects and to organize special topic courses, while journalistic critics locate programs within common frameworks (Mittell, 2003). The spectator are not aware of the characters of genres on television, but they choose program according to their daily necessities.

People produced the most useful instruments and technics and traditions for a humanistic life in past. Traditional folk stories include many realistic or fantastic episodes and tell people parables (Bennett, 1986). Traditional stories and legends have to include parables and vital informations because of their characteristic. Television does not have to include parable or information, because it is media of entertainment and fantastic stories. Television is surrounded by all effects of the universe and it conveys all ideas and images from the universe to the spectator. It has a different affect against daily affects of life and people think that they need different affects of television. Television had a sovereignty via its affects and television effects caused a modern culture.

Television and Cultural Change

Many people greet eachother shortly with short words and they do not conversate or do not understand their problems anymore. People do not spend much time to cook because of high rythm urban life and they usually feed by frozen foods. A lot of people use computer and mobile telephone in their daily life and do not write letter or do not speak face to face. Numerous people are not interested in believes and spiritual values and they are mostly interested in money and easy works. Almost all people want to live in luxurious conditions and want to be appreciated because of their luxury (MacMillan & Copher, 2005). These are different components of modern culture and television always convey people messages of modern culture. In a way, television works as a culture carrier.

In a way, culture is spirit of a society and emerges in a long process at the end of experiences of people. Geography, and climate and religion and moral rules and production conditions were generally base of culture approximately until Industrial Revolution in rural areas and television generated at the end of Revolution process when people migrated from rural to urban areas. People who migrated from rural areas to urban areas were shocked in the beginning of migration because of different conditions from rural and they lived in difficulties during long time. They have lived in traditional culture for hundreds years and they were suddenly face to face with a different culture in urban areas and shocked.

Television firstly placed in social life in the beginning of 20.th century and people evaluated television as a magic box because of its content. There were some familiar people and places and beside this other people and other matters and other lives on television. People who were in a spiritual and cultural crises in urban areas were interested in topics on television very much. Television attracted people with different and enjoyable topics and presented people modern stories and modern styles instead of traditional stories and traditional styles. In problems of urban areas, television became a legendary instrument which took people to different lives from their problems.

Television watched much and became a familiar and close component of social life in the beginning and people began to live according to television after impacts of television. Numerous people migrated from rural areas to urban areas and began to live in modern conditions and television caused a modern culture in urban areas. When television became an inescapable component of lives of people, almost all people lived in television style and talked about contents of television and were interested in people who were shown on television and repeated television's language. Generations which were born in television time learnt image of the world via television and lived in culture of television.

Especially television productions which were produced on computer base effected young people much and they owned the culture of television much. Young people spoke what they listened on television and they sang what they listened on television and they had fun in style what they watched on television. Messages of television have sovereignty even on administrators and on politicians and on artists and leaders of societies guided people via messages of television. Almost all people with their administrators and with their favorite persons admitted television's messages and lived in modern culture which was introduced by television. This was one of the important cultural change in history.

Television's Adventure on Becoming the Most Popular Media in Turkey

Turkish Radio and Television Organization was constituted as an official organization in 1964 and people began to watch television regularly in 1968 in Turkey. In the beginning, people watched black-white images and Turkish Radio and Television Organization mostly broadcasted American serials and some other import productions. After 1974, Turkish producers and director learnt to produce native productions and Turkish

spectator began to watch their own topics on television and enjoyed television much in their urban life (). Most of Turkish people lived in rural areas in 1970s and less people had television in their houses but conditions changed rapidly towards 1980.

People generally worked at fields by farming and by occupying with stock-breeding in rural areas and they lived in traditional culture. Humanistic approaches and neighborhood relations and accumulation of past were more important than money and traditional values arranged rural life in Turkey before 1980. Grandmothers and grandfathers told grandchildren stories or legends and people sang folk songs each other and people spent time by telling their memories to their neighbors in rural areas and people always helped each other. Numerous people bought television in rural areas at the end of 1970s and people met urban life and learnt modern culture via television. Television presented people many recent images and approaches and introduced people components of modern life in Turkey (). Television firstly became source of modern approaches instead of traditional values.

People learnt the President of the U.S. of America and many popular sports and Italian cuisine and success of Russian sportmen via television and listened Rafaella Carra and Tina Turner on television and knew technological developments in Japan via television. Television taught the spectator realities of the world and movements in the sky and presented them many different ideologies and different approaches in Turkey and people were aware of the value of television. Television placed as a powerful philosopher in lives of people in urban areas. People began to feel themselves well and powerful with television and evaluated television as a great teacher and a faithful source. The spectator learnt the knowledges that they need about modern life and about popular culture via television. Urbanization movements began in 1970s and traditional towns changed into modern cities and many people migrated from rural areas to urban areas to find better conditions. People thought that the main component of urban life was television and people firstly bought television when they began to live in urban areas in Turkey. Television taught people many modern components and principles of modern culture and introduced people many global approaches. People learnt modern words and modern songs and modern things and modern trends via television and enjoyed entertaining life of popular culture. Television conveyed character of popular culture in Turkey during a few decades.

After economical policy of Turgut Ozal, traditional grocers changed into malls and large markets and people began to spend much time by shopping and also began to watch television much to follow agenda of popular culture in Turkey. Traditional houses changed into apartments and traditional clothes changed into denim and modern accessories and traditional local meals changed into fast food and little towns changed into large and problem cities in Turkey in 1980s. Turkish importers imported numerous products like Latin American banana, or like luxurious automobiles, or like large refrigerators, or like microwave oven because of liberal economy and consuming of popular culture supported their

initiatives. Liberal economy policy reflected Turkey an attractive and colorful face.

Mobile telephones and computer are commonly used in the urban areas and also in rural areas in Turkey in modern time and people follow technological developments via television. Many people watch luxurious life style on television and try to live in luxurious style and buy luxurious goods. People watch contemporary events and approaches on television and are naturally affected by them. Numerous people do not read book or newspaper or are not interesting in philosophical matters because of high rythm urban life and they mostly spend time to watch television especially in Turkey recently (Saler, 2006). Television naturally introduces and teaches components and necessities of modern culture to people. Philisophy of modern culture is conveyed by television to numerous people in the world.

Some people still try to live with their traditions to have humanistic approaches and to protect nature and their world in Turkey, but technology and especially television do not allow people to live in traditional culture. Television conveys people a modern culture and goods and instruments of modern culture and forces people to accept modern culture via current styles. *Modern styles and modern instruments attract people and especially young people want to live in modern culture because of its luxury.* Components of modern culture are conveyed by television every day and language and instruments of modern culture are learnt people via television (Spigel, 2004). It is difficult to avoid effetes of television for people who always watch television in Turkey and Turkey is one of the countries in which television is watched much.

Television generally conveyed components and goods and approaches of modern culture and guided people to necessities of modern life like consuming and like entertainment. Contents of television caused emerging modern culture and television's culture had a sovereignty on people in Turkey and popular culture had sovereignty on people in Turkey. Television prepares its productions in attractive ways and with fantastic images and people generally can not avoid attraction of television and submit to modern culture. People watch television much in Turkey instead of study and read and television affects people much because of its popularity. Meanwhile television becomes most popular media of modern life in Turkey.

Conclusion

Numerous people migrated from rural areas to urban areas because of economical and political reasons in Turkey after 1970s and had many problems in modern towns and had to survive their lives in hard conditions. Most of modern towns were expanded rapidly and there was not sufficient plan and solution for towns and many people suffered from contemporary problems. After militarist coup in 1980, political and economical and cultural conditions changed in Turkey and government and businessmen approached liberal economy and began to import numerous goods and people began to buy much. Consuming became the most popular behavior in urban areas and the government guided people to consume much in

Turkey and popular culture also expanded due to policy and economy.

Turkey is one of the countries in where television is watched much. People lived in traditional culture in rural areas in Turkey until 1970s, and most of people migrated from rural areas to urban areas after 1970s and met modern culture and met television in urban areas. They firstly had many difficulties and many problems in modern life but they had to embrace in a short time and people in urban areas accepted popular culture in towns. People who migrated from rural areas to urban areas tried to survive in urban areas and learnt many knowledges about modern life via television. Modern life guided people to popular culture and television was the source of popular culture and television taught people what they need and it became the main media of popular culture.

Television is fed by urban life and it generally shows components of urban life and used characters of modern life and components of popular culture as material. People mostly chose television to make fun or to spend time in high rhmtym urban life and in problems of modern atmosphere. Television also presents urban people entertaining and surprising topics and comic serials to take the spectator to away from problem towns. Many litle towns changed into large towns after 1970s and modern life and popular culture had sovereignty on people and components of modern life became popular and important like television and after military coup in 1980, liberal economy policy was applied and consuming became one of the most favorite behavior and popular approach are conveyed via television in Turkey.

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