

## POLITICAL POWER AND MASS MEDIA IN TURKEY: INTERFERENCES OF GOVERNMENT TO COMMERCIAL TELEVISION BROADCASTING

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This article includes the expectations of political power from mass media (commercial TV broadcasting has been subject to research), its interferences about these expectations and the bases of these interferences, the instruments of inter and current samples about the subject.

Normative System Theories (i.e. Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Totalitarian Theory) (Siebert et al., 1963: 8–12) and new theories called Development Media and Democratic Participation Theories of Denis McQuail (1983: 111–123) constitute the theoretical skeleton of the relations between the political power and mass media.

### *Expectations of Political Power from Mass Media*

The expectation of political power from mass media which can be summarized as the way political power uses mass media to convey its opinions, how it works as a platform to create a dialog between crowds and how it teaches the behavior patterns of political socialization are located in before its interferences to mass media.

### *Restrictions and Pressures in the Context of Interferences*

It is possible to evaluate the restrictions and pressures over the mass media in Turkey by classifying it into three classes as legal, normative and structural according to “The Crisis of Public Communication” by Gurevitch and Blumler (2002: 33–37).

### *Legal Pressures*

All the legal regulations and restrictions that are carried out by legislation and execution power are included in this category. The boundaries of the subject scrutinized in Turkey can be defined according to the related articles of the constitution, Law on the Establishment of Radio and Television Enterprises and Their Broadcasts Law Number 3984 – some articles of which are changed with Law Number 4756 and new legal regulations are realized according to the changing provisions and expectations.

### *Normative Pressures*

Citizen rights in the context of providing political information in market mechanisms and the struggle to protect personnel rights and freedom of communication in spite of the missed political power constitute normative pressures.

Code of ethics announced by various press organization in Turkey constitute good examples of normative pressures.

Mass media claim that they sometimes cannot fulfill their responsibilities because of the interferences of the government; nevertheless they don't show enough commitment to eradicate the reasons of interferences of the government due to their commercial relations.

### *Structural Pressures*

Structural Pressures cover the formal and informal connections between the political system and the mass media. Formal pressure means the direct relations between political parties and mass media the regulations that cause a structural pressure from political power. Two examples can be given about how political parties try to diffuse in regulative or broadcasting agencies (Bülent Ç., 2001: 37). First of the examples is the regulations related to the election of the Management of TRT (Turkey Radio and Television Institution). And second is the regulations of Law Number 3984 that bring a structural pressure of political power over commercial broadcasting agencies. The manipulations by which various mass media support certain political parties according to their self- interest are shown under the heading of informal structural press.

### *The Interferences of Political Power to Mass Media in Turkey with Examples*

The interferences that political power executes or intends to execute as directly as the laws enable or by means of regulative agencies and even courts will be examined under this headline.

The structural connections of regulative and supervising agencies like (Radio and Television Supreme Council) -RTSC-, Telecommunication Institution -TI-, which are formed by legal regulations, to the political power; and consequently their rather politically affected operations; further more, how broadcasters prepare ground to the interference of associations like Banking Regulation and Supervision Board -BRSA- and Savings Deposit Insurance Fund -SDIF- which normally function of the area of broadcasting by their cross conservation with different sectors will be given as examples.

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