THE SUBSTANSIVE RESEARCH ON TELEVISION BROADCAST AND INTERNET SITES OF TELEVISION CHANNELS IN KYRGYZSTAN

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AUTHORS' CONTRIBUTIONS

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

Original Research Article

ABSTRACT

Kyrgyzstan, as well as other Soviet countries, had lived under the reign of Communist Russia and under the leadership of Communist Party for almost 80 years. Certainly, at this period Kyrgyztan's mass media had complied with communist ideology and broadcasted basing only on this ideology. Kyrgyzstan was able to broadcast in accordance with its own cultural ideology only in 1991, when it achieved independence. Kyrgyz television had experienced two revolutions and went through difficult period. Today there are over twenty broadcasting channels in Kyrgyzstan. The rate of internet usage of these channels is low in comparison with developed countries. Especially, while Kyrgyz TV channels are regarded to be slow at this point, the channels which do not have internet sites at all also exist. In this article the substantive method of analysis was used. In this research channels of Kyrgyzstan's television broadcasts that have internet sites were specified.

Keywords: Television broadcast; Internet usage; Kyrgyzstan; soviet countries; communist party.

1. INTRODUCTION

Industrialization and capitalism, which had been developing since the beginning of XX century, had a competitive impact on companies. The rivalry which was experienced in real life had gained global dimension with the emergence of internet. Companies have found the variety of opportunities to share their products in a virtual media in different scales to the whole world. Therefore, internet had altered the whole world to a market and at the same time it became the factor that accelerated economic globalization. That's why nation states were constrained till their independence to assign the ownership assets in some spheres [1].

Media companies were also involved in this rivalry. Particularly interactive television broadcast simply instigated this rivalry. Together with technological transformation, experienced in 2000s, the outlook of television broadcast started to change and a strong connection had started to emerge between television and internet technology. Interactive television broadcast had provided the opportunity of keeping an eye on television broadcasting to people at home and any time they wanted [2]. Especially American and European states were the ones who started to use

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these technologies extensively. In some countries the significance of media economy of interactive television broadcasting that was supported by the government was rising day by day.

It has become quite sophisticated to find this technology in Central Asia, especially after Union of Soviet Socialist Republics. The collapse of communism and disability to keep pace with capitalism served as some reasons which had led to deficiency in technological development in these countries. The fall of the USSR was the breaking point in the history of the countries separated from the Soviet Union. Each country had to determine its own economy, policy, life and even destiny by itself. While some countries such as Russia and Ukraine were successful in reaching interactive television broadcasting technologies, most of Turkic states had experienced difficulties at that point.

Kyrgyzstan went on a new page in its history when it achieved independence after the collapse of Soviet Union in 1991. The country was able to create its history independently. Kyrgyzstan had to keep pace with world economy, information technology and particularly interactive television broadcast that was globalizing at a high speed. Kyrgyzstan had started with changing the name "Kirgiziya" given by Russia and which did not comply with Kyrgyz grammar into "Kyrgyzstan" [3]. Having changed the name into "Kyrgyzstan", the country adopted its own constitution on the 5th of May in 1993 [4]. It settled down to a course of nationalization of all organizations and institutions that were formed in accordance with the ideology of Soviet Union and Communist Party before. Kyrgyz Radio, newspaper and television started to focus on the values of Kyrgyz nation.

It was 23 years to the day since Kyrgyzstan achieved independence. During those years it experienced two revolutions and had seen four presidents, one of which was an interim leader. The government put a heavy pressure on mass media until the second revolution in 2010. In 2010 mass media suffered damage from the role it played during revolutions and the new law was laid down regarding official Kyrgyz mass media under the structure of which the "state" OTRK (public television and radio broadcasting corporation) was redefined as "national" one. It was aimed at presenting Kyrgyz television, radio and newspaper to nation and enhancing the impact of the nation [5]. However, today the information about television broadcasting in Kyrgyzstan is insufficient. The integration level of these channels and internet had not been sufficiently researched.

In addition to the fact that most television channels in all countries of the world are broadcasting via internet, it's an undeniable truth that internet is preferred more than television nowadays. Therefore, the lack of internet site of a television channel means the loss of potential millions of spectators in a virtual world.

In comparison with former communication means such as telegraph, telephone, radio and television, internet, which facilitated communication, had brought the communication technology to a point of culmination in process of time. Internet has become an informative communication-exchanging protocol among the main means of communication technologies [6].

Internet media, which had no use for expensive investments of both written press and visual media on the one hand and which required less prime cost than other news sectors on the other, had taken up an attitude of a new fact in mass media by performing functions of both written press and visual media [7]. The level of how well the television channels in Kyrgyzstan had improved to those technologies contributed to emergence of new research subject.

2. METODHOLOGY

In this research, the methods of description and content analysis have been used. In the first part of our study, Kyrgyzstan's TV broadcasting, the history and the present of the internet was discussed descriptively. In this part, the resources related to the subject have been reached via literaure review.

In the second part of the study, the TV channels in Kyrgyzstan which have websites have been analyzed and shown in the charts using the method of content analysis.

In the research, it has been searched for the answers to the questions whether TV channels in Kyrgyzstan make use of the internet technology adequately and the websites have been set up according to the today's conditions.

3. TELEVISION BROADCASTING DURING USSR

Lev Sergeevich (1896-1993) was the first, who started television contributions in the Soviet Union times. He worked on the aspect of visual radio and attracted the attention of the Red Army. However, Termen's activities did not last long. He was sent to US as an agent and on his way back he was arrested for assasination attempt against statesman and was imprisoned in Stalin jail. (Тимченко 2010, 13).

Television broadcasting of USSR was carried out in Soviet Union General Electro-Technical Institution under the leadership of Pavel Vasulyevich Shmakov (1885-1982).

Color television broadcast was performed only through optical mechanic scanned beam until the "SECAM" standard was not accepted in 1953 in the USSR. At that period television industry was producing color televisions "Raduga", which had 18 sm screens. Later on, it produced a new trademark "Temp22" [8].

Primary satellite television broadcast of USSR traces back to 1960s. The first satellite "Molniya-1" was launched through Receiving station "Orbit" on the 23rd of April in 1965. At the end of 1967 there were up to 20 stations at "Orbit" receiving station and it broadcasted to the regions of North coast, the Far East and Central Asia. In 1971 "Molniya-2" and in 1974 "Molniya-3" were sent. Moscow Receiving station system was built in 1980. This system could make more powerful broadcasts. The "Moscow" system performed facilities of watching not only USSR channels, but also the channels of the Middle East, Africa and South-East Asia [9].

USSR tried to improve television broadcasting through these activities, but it never shrank public broadcasting policy. In spite of the fact, that those activities were seen as attempts to find the technology of the USSR or another name of which was Communist party, the real factor was to instill the "communism ideology" in the minds of its citizens [10].

One of the post-soviet countries, the Kyrgyz Republic which received its independence in 1991 served as the basis of our research. Of course, as well as each soviet country Kyrgyzstan was also influenced by above mentioned USSR activities. Television was an instrument used for indoctrinating the nation under the control of Communistic Russia. Kyrgyzstan started its self-determination of its own broadcasting policy only in 1991 when it became independent. Kyrgyz nation was able to watch not only Communist broadcasts but also a number of broadcastings of the world.

There are 20 broadcasting channels in Kyrgyzstan today. However, most of these channels include Russian channels or they make a common broadcast.

4. TELEVISION BROADCASTING IN KYRGYZSTAN

In 1930s broadcastings in the form of "radio paper" emerged. The first radio paper in Kyrgyzstan started to broadcast with the names such as "Frunze Laborer", "Strengthen the Defense" in the capital city. In 1932 "Red Cotton planter" was broadcasted in Kyrgyz and Uzbek languages in Osh. Later on, in the town of Karakol daily radio papers in Kyrgyz language "Lenin's way" and "Flagstaff of collective farm" were broadcasted. In Kyzyl-Kyia Kyrgyz and Russian radio paper "Miner" was broadcasted. At that period those broadcasts served mostly as an instrument of propaganda through socio-political broadcastings. Moreover, it was effective in educational activities, too. Radio courses were established as a current distant education.Another advantage of the radio was that employees, who had already been familiar with the future television broadcasting, were brought up.

The first television broadcasting committee in Kyrgyzstan was established upon authorization of Central Communist Party and with the confirmation of minsters of Kyrgyz Soviet Socialist Party on the 29th of October in 1958 as a result of preparations in "Frunze Television Studio". In the initial stage of television broadcasting children's education was accepted as the principal mission. Different broadcasts aimed at improving collective farms, which were the main power in USSR those days, were also presumably made. Besides, different classic music, theatre plays were also the subjects of these broadcasts.

In 1964-1965s television programs were broadcasted not only in the capital city Frunze, but also in the towns such as Naryn, Atbashy, Aktalin, Jumgal and Toktogul. It broadcasted 4 times a week. It corresponded to 2-3 hours. At the end of 1980s television was available in every house in Kyrgyzstan. 98,5 % of the nation watched the television broadcast with up to 6 channels [11].

After the collapse of the USSR Kyrgyzstan declared independece on the 3rd of August in 1991. Up to that time media was under the monopoly of Marxist-Leninist Soviet Union. Having achieved he independence as well as each sphere Kyrgyzstan's mass media had also faced liberty. Television and newspapers belonging to both state and private enterprises were established [12].

In 1991 after the USSR collapse an agreement was signed between Turkey and Kyrgyzstan in the name of strengthening of friendly ties between these two countries based on the advantage of kindred languages which provided the opportunity to share signals, information and broadcasting as well. The agreement was signed on the 23rd of December in 1991 in Ankara. Further on Kyrgyzstan broadcasted

Turkish programs in the 4th Program every day from 18:00-21:00.

In 1993 there were nearly 16 television stations, over 30 radio stations in Kyrgyzstan. (Кадыров 1993, 17). Today, with the 20 years of independent history, despite the fact that the country had experienced two revolutions, improvement in Kyrgyz television broadcast had been observed.

Official television channels and radios in Kyrgyzstan were integrated under the name of KTRK or OTRK (Kyrgyz State Television-Radio Corporation). KTRK broadcasts to the whole country from the capital Bishkek. The whole mass media belonging to the government is funded by local and central governance [13].

OTRK, common public television-radio broadcasting organization of the Kyrgyz Republic, has a history equal to 80 years. It was built in 1931 and started broadcasting the same year. Preparations of the official radio broadcasting started in 1930 and finished in 1931. The new radio established in soviet times played a great role in recognizing the life of Kyrgyz nation. Kyrgyz radio, as well as other mass media, had served as the means of political-ideological propaganda of authority of that period and it was also helpful for Kyrgyz people to see other places and people (OTRK).

OTRK includes television channels such as "the First Channel", "OTRK Music Channel" and "Balastan" as well as radio broadcasts like "the First Radio", "Kyrgyz Radio", "Min Kyial FM", "Tunku Beles", "Baldar FM" and "Radio Dostuk".

Damages of media's being in the hands of the government during the 2010 revolution were evidenced. Consequently, on the 4th of April in 2011 OTRK was separated from the government and assigned a public degree by the interim government declaration (Общественная телерадиовещательная корпорация KP). On the 21st of December juridical framework was re-settled by the Parliament of Kyrgyzstan [14].

The most "attractive" goal among others that were set before them was the one about "reducing the government's pressure upon news organization activities and strengthening the public broadcasting". Because it did not correspond to the country's communist ideology experienced nearly for 80 years [15].

Kyrgyzstan's introduction with internet traces back to 1995-1997s. Up to this day free economic marketing had started dominating in Kyrgyzstan. Later, together with economic assistance of Western countries and further renewal of telecommunication system it had integrated with the World internet system [16].In addition, internet usage in Kyrgyzstan is growing. According to the research the rate of internet usage in Kyrgyzstan's population in 2000 was 0,1 % and in 2010 it had risen to 40% [17].

5. THE ANALYSIS OF WEB SITES OF BROADCASTING TELEVISION CHANNELS IN KYRGYZSTAN

As it can be seen from the above table, none of the television channels, apart from some of them, have no information about their contacts, history and mission. For instance, despite the fact that the channel "EL-TR" is considered to be an official state channel, the information about the channel is not sufficient. The channels "RTR", "Russia" (Russian channel) can be referred to the channels that do not have information about their contacts. The lack of the information on the web sites of "Super TV", "EL-TR", "TRT AVAZ" could be deemed as a big deficiency. The absence of the archive section of the four channels and inaccessibility to archive broadcastings deserve attention. Most channels that possessed internet sites had connection with social nets and that was a great advantage. The absence of the foreign language option on these sites means that the audience which the channel refers to is restricted with only Kyrgyzstan. This indicates the imperfection of internet news broadcasting in Kyrgyzstan. Another issue is connected with the shortage of World news. News is limited with Kyrgyzstan only.

Internet sites of television broadcasting channels in Kyrgyzstan had become ordinary over time. Moreover, it had been noticed how old the information on the sites of channels that possessed internet sites was. Updating processes were made every day, while other sites did not update at all. There is no information about the last update of the sites. Actual news is provided partially and the interests of those who are concerned about Kyrgyzstan only prevail. There is mostly outdated news on the sites. For example, having examined the channel "NTS", it was observed that it does not contain information about updates, actual news and bear outdated news instead. The same description can be referred to the channel "EL-TR", while no matter how much update information is provided on the sites of other channels, they still give actual news partially.

Table 1. Substansive analysis

CONTENT Are there:	Ntv+NTS	Super TV	KTRK	EL-TR	RTR planeta	STS	Russia (Russian channel)	TV 7	TRT AVAZ
Public date?	Yes	No	Yes	Yes	No	Yes	No	Yes	No
Mission ?	Yes	No	Yes	No	Yes	Yes	Yes	Yes	Yes
Common data about the organization?	Yes	No	Yes	No	Yes	Yes	Yes	Yes	Yes
Data about directors and staff?	Yes	No	Yes	No	No	Yes	No	Yes	Yes
Live broadcasting switch?	No	No	Yes	No	Yes	No	Yes	No	Yes
A switch for disabled people?	No	No	No	No	No	No	No	No	No
Information about channel's contacts?	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes
The page about frequently asked questions?	No	No	No	No	No	No	No	No	No
Necessary links of the information about channel ?	Yes	No	Yes	No	Yes	Yes	Yes	Yes	No
Photo gallery?	No	No	No	Yes	No	No	No	No	Yes
Electronic postal service ?	No	No	Yes	No	No	Yes	No	No	No
Foreign language option?	No	No	No	No	No	No	No	No	Yes
Available data on website and ordered headlines?	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes
Archive section ?	No	No	No	No	Yes	No	Yes	Yes	Yes
Connection with social nets?	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Option to watch former broadcasts?	No	No	Yes	No	Yes	Yes	Yes	Yes	Yes
Daily broadcast stream?	No	No	No	No	Yes	No	Yes	Yes	Yes
World news?	No	No	No	No	Yes	No	Yes	Yes	Yes
Channel, radio, magazine, paper partners ?	No	No	Yes	No	Yes	No	Yes	No	No

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Table 2. Actuality analysis

Actuality Are there:	Ntv+NTS	Super TV	KTRK	EL-TR	RTR planeta	STS	Russia (Russian channel)	TV 7	TRT AVAZ
Updating period		Daily	Daily		Daily	Daily	Daily	Daily	Daily
Last updating information of the site	No	No	No	No	No	No	No	No	No
Recent news	No	Yes	Yes	No	Yes	No	Yes	Yes	Yes
Missed news	Yes	Yes	Yes	Yes	No	Yes	No	Yes	No

Internet sites of television broadcasting channels in Kyrgyzstan have become ordinary over time. moreover, it has been noticed how old the information on the sites of channels that possess internet sites was. updating processes are been made every day, while other sites do not update at all. there is no information about the last update of the sites. Actual news is provided partially and the interests of those who are concerned about Kyrgyzstan only prevail. there is mostly outdated news on the sites. for example, having examined the channel "NTS", it was observed that it doesn't contain information about updates, actual news and bears outdated news instead. the same description can be referred to the channel "EL-TR", while no matter how much update information is provided on the sites of other channels, they still give actual news partially

Table 3. Overall review analysis

Overall review Are there:	NV+NTS	Super TV	KTRK	EL-TR	RTR planeta	STS	Russia (Russian channel)	TV 7	TRT AVAZ
Combination between font types and sizes	No	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
İnactive or inacccessible pages	No	No	No	No	No	No	No	No	No
Animations on pages	No	No	Yes	No	Yes	Yes	Yes	Yes	Yes
Unnecessary details on pages	Yes	Yes	Yes	Yes	No	Yes	No	No	No
Excessive use of colors on pages	No	Yes	No	No	No	Yes	No	No	No
Combination of colors on the site	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Pages at the stage of structuring	No	No	No	No	No	No	No	No	No

Contradictions between the font types and sizes on the sites of the channel "NTS" strike the eyes. pictures are given in a full size. Some inscriptions are written with small, while others are written with big ones. many empty spaces are left, combination of colors was preserved. the domination of blue color strikes the eyes. the "Super TV" can be emphasized with its small font types and the general combination, which is quite ordinary. the amount of pictures and animations is small, while inscriptions are in great numbers. the absence of unnecessary details is one of the striking peculiarities of this site. In comparison with other sites, color combination and combinations between inscriptions and sizes are well-ordered. Pages at the stage of carrying out unnecessary details and structuring processes were not observed. the site is ordinary enough and animations were appropriately used. the channel "ELTR" doesn't have much to say about since the site has as little information as the content is nearly empty. it consists of several pictures and inscriptions. on the internet site of the channel "RTR" color combination can be noticed (blue tones prevail), although excessive use of pictures and displays draw person's attention. this site bears pretty ordinary display and has only serials and films instead of inscriptions. unnecessary details are scarcely seen. the site of "STS" channel is decorated with animations, although the reserved space of animation display is comparatively excessive on the main page

Table 4. Technical structure and circulation analysis

Technical structure and circulation Are there:	Ntv+NTS	Super TV	KTRK	EL-TR	RTR planeta	STS	Russia (Russian channel)	TV 7	TRTAVAZ
Search engines	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	No
Map of the site	No	No	No	No	No	No	No	No	No
Inactive links	No	No	No	No	No	No	No	No	No
Connections opening on new pages	No	No	Yes	No	Yes	No	Yes	No	No
Easiness of returning back to the main page	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Information about screen zoom	No	No	No	No	No	No	No	No	No
The button allowing print the data	No	No	No	No	No	No	No	No	No
The page of frequently asked questions	No	No	No	No	No	No	No	No	No

Search engine can be found on all main pages of the channels except "EL-TR" and "TRT-AVAZ". none of the channels have maps on their sites. connections open on new pages on the sites of all channels except "KTRK", "RTR" and "Russian channel". Easiness of returning back to the main page has seen in all sites. The lack of information about screen zoom in all sites is considered to be a shortage. options of the button allowing printing the data and the page of frequently asked questions are not found in any sites

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6. CONCLUSION

As it was seen, Kyrgyzstan found itself in a state of disability to keep pace with communication technologies that are developing at a high speed. Being not able to keep pace with democracy, economic insufficiency, the lack of proper experience, two revolutions committed in 2005 and 2010 might have been the reasons which led the country to this condition. The truth is that television channels in Kyrgyzstan and the ones that have Russian origins and especially the ones that belong to Kyrgyzstan itself are to keep pace with high developing technologies to be able to survive and improve.

We have seen that the television channels in Kyrgyzstan don't have their own internet sites. The channels that have internet sites most likely do not use them or even if they do, the content of the broadcasted information contains local news only. In other words, world news is not mentioned at all. They all reflect information that interests only Kyrgyzstan and Kyrgyz people. The reason for this situation can be related with the fact that the USSR, which had been the closed box for nearly one century, had left these nations uninformed about the world. However, the period of 20 years tradition (not being interested in the external world) has still being experienced. The shortage of foreign language option on the internet sites of the television channels is one of the evidences of this state.

Internet sites of the television channels are ordinary enough and were prepared without considering the proper details. Obviously, these sites cannot compete with other sites in a virtual space. Today, several functions of the real life have been performed by the virtual world. While activities such as shopping, watching serials and films, reading news are implemented via internet, the absence of the television channels in this world is inconceivable. Moreover, because of the importance of personal space, people want to fix their watching or reading schedule by themselves. Because, people have a lot to do, but not enough time and therefore they are not able to watch television any time they want. This makes internet more significant than ever.

We can put forward the following suggestions regarding the further improvement of web sites of the broadcasting channels in Kyrgyzstan:

- **URL:** The following things should be taken into account while no menclating the url name of the site:
  a. Short and substantial words are to express the site name.
  b. The site name is to reflect the content and goal of the site.
  c. The site name has to contain features of the site maximally [18].
- **Display:** Display of the site is to be sensibly ordinary. Unnecessary details (animation, sounds, pictures) are to be avoided. Colors are to be combined and not tire eyes.
- **About us:** Detailed and sufficient information about the organization or institution is to be preserved on the main page [19]. In this way, the site can serve as a reliable source for internet users.

- **Just added:** This section provides information about daily updating process of the information on that site.
- **Questionary:** A section, which helps to measure the level of users gratitude and which gives opportunity to evaluate the site by the means of application forms or estimation facilities is expected.
- **The main page or the "back" button:** The reader has to be aware of the place he/she is while reading. At the same time the easiness of returning back has to be provided.
- **Map:** A map is to be there for comfort.
- **Update:** The more frequently the site is updated, the more effective is the site.
- **Search:** There should be a space where the user can find the information he/she wants, so that the user could be able to enter the key words or part of them and get the necessary information.
- **Archive:** Information that was removed for update should be kept in the archive section. Outdated information is to be easily accessible for users.
- **Support:** The site has to support different internet programs (chrome, fire foxetc.) and it has to be practical for users who have slow connection.
- **Contact:** A section containing addresses, telephone numbers together with communication facilities should be provided to preserve the contact between the user and the organization.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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