

INFORMATION, STORYTELLING AND ATTRACTION :TRACING THE NEW CODES IN TURKISH TELEVISION NEWS, EXAMPLE FLASH TV

Asuman Kutlu
Doğuş Üniversitesi
İstanbul, Turkey

INTRODUCTION

This magical box has been accepted as the most widely used medium for life in research done to find out the importance of television in social life. The most prominent spare time activity in developing countries is watching television. Sometimes people spend much more time watching television than being with their families. Broadcasting news is one of the social missions of television, one of the youngest media. For that reason, news is the product of media watched widely and carefully and, in a way, displays channels' identities more easily than other programmes. Researches explain why people watch news with sociologic motives. People watch news in order to be informed about what is happening around them, not to be isolated from social life and to find something to speak about in their life. This indicates that the first function of news is to give information to the public. News gives a meaning to events and thus what began as imitating radio news and print media, television news has since gained specific qualities such as visual media or electronic news. Yet, it also brought about a simplified and dramatised truth in media. After the commercialisation of television and the realization of its own methods of narrating, broadcast news began to show the story in action, making the viewer witness to current event. Traditional news description was a state which characterizes an event or a state carrying news value and including contextual parameters enabling the target audience to perceive news accurately.

The real aim was to stress the answers to the questions described as 5 WH formula: who, what, where, whom, why, how. The main reason for the transformation of news dissemination is television. The first impact of television on news was the timing and speed needed for a live broadcast and the adaptation of visual language to news. The practice of watching television has become a habit of just looking at the screen which has a fast flow of images (25 per second) without too much thinking. Perception comes before thinking here. Besides this, after each news item a new one will appear not allowing enough time to consider the previous item. Furthermore, everything (the topic, time, place, decoration, voice, music, characters even emotions) is prepared and packed for the viewers, they do not need to worry about anything. This means the only thing the viewers to do is just to sit across from the screen. Therefore, people were misled to believe that seeing is understanding and that even abstract things need to be shown and seen on the screen.

For these reasons, in the selection of news items, the first criteria has become visibility. If we have a look at the duration of broadcasting in news, it usually takes about 45 minutes in a one hour news bulletin. This is really short if we consider the number of news items. Matelski expresses his ideas about duration: 'For this reason, presenting the news in short headlines has become an accepted norm for television; people read newspapers or magazines for a deep understanding.' (Matelski,2000: 21) This limitation brought about by duration proves the idea that it is really difficult to reflect on the truth as it is. In cultural production systems, television allows more entertainment in order to meet the demands of advertisers and viewers. As a consequence, serious programmes like news created new formats to combine with entertainment elements. Naturally, these new formats have been effective in countries in which commercial news broadcasting is dominant.

SHORT HISTORY OF TURKISH TELEVISION JOURNALISM

Radio and television broadcasting in Turkey was under the monopoly of TRT until the 1990s. Although TRT has stressed that it is a public broadcasting corporation, it has been attacked for being pro-government, broadcasting news by the hierarchy of protocol in an old-fashioned style and not serving public since its founding in 1964. Aside from the last few years, TRT news was criticized heavily for presenting the news items in a hierarchical order, such as news items about the president, news items about the ruling party/parties, news items about national or international developments, news items about other political parties, and taking a lot of time. It is widely considered that, in public broadcasting, official discourses are reflected in news in order to protect government interests. Undoubtedly, under this criticism, how TRT obtains finance is quite effective because in fulfilling public responsibilities, financial resources have a danger of being blocked in line with their own interests. As a matter of fact, the share taken from the government budget, comprises the sources of income of the TRT.

Accordingly, the situation of interference to broadcast content and news might emerge by the government. The global market economy which came into effect in the world in the 1980s, influenced Turkey and led to privatization. Towards the end of the 1980s, the principle in the constitution about TRT's monopoly position was repealed. Yet, instead of this, no legal regulation was done. Privatization, one of the main indicators of free trade economy, also affected the broadcast system and private television broadcasting has started by television broadcast from other countries. In 1989, 'Magic Box Incorporated' television company was founded in Germany, under the partnership of Cem Uzan (of Rumeli Holdings) and Ahmet Ozal (of former Turkish president Turgut Ozal's family) and began broadcasting. As a consequence, this led to the opening of different private television channels. Magic Box started 5 hour broadcasting a day on the seventh of May, 1990. After compulsory legal regulations and opening of television channels one after another in quick succession, Turkey found itself in a very different world in which it is both the subject and object after TRT.

A new period has started in news broadcast by means of private television channels and they meet the audience in terms of news, entertainment and education. Although private television channels has brought a breath of fresh air to news related to freedom of information, news began alienating from its traditional qualities such as being true and objective due to commercial concerns. In order to attract a larger audience, today's news is fictionalized and it is more entertaining and sensational more than informative. This concept also affects the order of news in bulletins. Unless there is an extraordinary natural disaster or tragedy, news starts with political news. They present the daily activities of politicians, political events, events around the world briefly and tabloid news in order to relax the audience. (Çankaya, 1997:121)

In private television news, world view is also significant together with the capital. In Turkey, television channels which support liberalism and globalization, adopt commercial television system of the U.S. and not reflecting religious ideology on their programs, and television channels which adopt a nationalist and religious discourse, comprise a dual structure. While ATV, Channel D, Star TV, Show TV are examples of the first liberal group, Channel 7, Samanyolu, Hilal TV are the examples of the latter. (Çankaya, 1997:123) Flash Tv, the sample of this study, can be said to have an alternative broadcasting politics between the two groups. Besides this, the program takes the attention of public in presenting the news. The presenter invited the Pope to Islam addressing him in a live presentation, during his visit to Turkey. He also, presented the news painting his face black to address Obama. By doing this he was criticised by some American websites and newspapers for mocking Obama and being racist but obviously he wanted to be funny. In another program, the presenter even wore a headscarf to protest headscarf problem which has been on Turkish agenda for a long time. All these examples in a way show that television news has gained new concepts in Turkey.

Television news has also started to adapt its structure and operation according to market requirements and rating because rating has become one of the most important factors that is taken into account in terms of news success and popularity. However, nowadays TRT, since it competes with commercial television channels, has come closer to that concept of their news. In order to gain better ratings by competing with other channels, now TRT has shortened the length of the news, the news items about the government and political parties has decreased. They have chosen more general topics and have presented them similarly to the presentation of commercial television news. This is also the result of avoiding accusation for being the 'voice of government'. In this respect, TRT can be considered to be more difficult than other channels in terms of fictionalizing. It uses some techniques less, such as the use of music, repetition of images, effects, animated news items in order to produce emotionalism, and also it includes sensational tragic stories highlighting violence and terror less.

THE NEW CODES IN TURKISH TELEVISION NEWS

News, produced with consumption values and also the effect of television narrative are restructured in a dramatized narrative in which information is combined with emotion and the feeling of reality is increased by means of characterization so it becomes entertaining and easy to watch by the audience. Flash Haber which is the sample of this study, will be analyzed in the context of information, story telling and attraction so it is better to explain what we mean by these headlines first.

1. Information

In order to have a healthy socio-political structure and a more democratic social life, people have to be informed properly. Yet, nowadays, because of commercial values, news concepts have come to be information which has to be conveyed as fast as possible rather than a content which should be learned and known.

For this reason, it is believed that information facilitates forgetting rather than remembering. Each information overload causes lack of information about the topic, in fact. News, transmitted simultaneously like a cascade, overstimulates the audience and so awakens the feeling of being informed in the audience. Consequently, people think that they live in an information society. (Ramonet, 2000:133). The information which constitutes the essence of the news item, is processed defectively, it is artificial and deformed. The degenerated information doesn't meet the requirements and needs of society and manipulates the common opinion in line with the dynamics of the market.

Especially in recent years, since there has been a tendency towards making news about the events having visual quality (Some media reserachers name this process as tabloidisation and infotainment), some events which lack visuality cannot be on the agenda. This tendency which has started to be considered the only way to broadcast news ,is thought to be damaging in terms of journalism. Without thinking too much, descending to particulars, by highlighting entertainment, taking attraction and impression, it will create into consideration and to present news items by means of all this staff dulls the journalist in their professionalism. People who are against this kind of journalism, think that although serious and qualified media aims at including politics more and increasing the participation in democratic process, the other one ,by providing personal entertainment and satisfaction, does not provide public with necessary knowledge and information to participate in democratic life and fulfill their individual rights This also causes other problems. It is a good example that, events which are seriously interest people have started not to be on the agenda. On the other hand, the format itself also distorts the reality by dividing the news into different categories, such as economy news, political news or tabloid news.

This kind of news presentation, by distorting reality makes it difficult to develop a meaningful and complete attitude towards the world and the events for the audience or the reader. Economy news for instance, has also a political dimension but categorization causes each problem to be handled in its own category as it is required. By this way, news is simplified by preventing to see reason-result context and public knowledge is destroyed. Robert McNeil , the presenter and the director of MacNeil-Lehrer Newshour defines television news in the context of time element: He argues that main idea is to keep everything short, not to distract but instead disturbing by means of action, change and variety all the time. You do not have to pay attention to any concept, any characters and any problems more than just a few minutes. The best way to check news is to control its shortness, simplicity, visual stimulants rather than idea and anachronism .(Postman, 1994:117-118) To conclude, television news, due to its format, is divided into different parts and this prevents the audience being totally informed. Since news must be conveyed to the audience in a certain period and due to the television structure the importance of visuality being preferred rather than idea , the audience are informed in a minimum level. Due to the dominance of commercial news concept in recent years and infotainment process, breaking of reality is generally an accepted discourse. When information in this kind of news item is brought together, it becomes impossible to get the big picture explaining the event. As a consequence, this leads to misinforming of public.

2. Storytelling

Since the beginning of humankind, people have always been telling stories. In other words, we explain our world with myths so in a way, we try to domesticate it. We hunger for some stories that can dramatize some meanings. We have always needed a story or a myth starting with 'once upon a time' and ending with 'our hero returned to his home after winning success in different adventure's. (Miller, 1993:35). As a matter of fact, stories allow people to have meaningful relationships with both their physical and social environment by explaining and making events and cases happened in society meaningful. Because of this directive and restructuring effect, no society in the history of mankind has lost the need to tell a story. The things that changed are main story environment and narrative styles. As a consequence, nowadays, new technology, in other words telecommunication such as radio, television and cinema underlies the society and lead to telling basic stories. That is to say, the art of telling a story has not ended in modern societies. On the contrary, especially after television, the art and need of telling a story gained completely new dimensions. Although television is technically the product of our age, it actually functions as a storyteller done by the people since the beginning of mankind. (Poyraz, 2002:33). Television which is one of the main cultural expression medium of societies in our age, does not disregard telling a story which is the inseperable part of its definition. George Gordon, a communication sociolog who examines traditional communication and art styles in media argues that in order to realize television identity, it is necessary to first analyze the relationship between television and other communication in order to understand it.

While storytellers, folk poets and explorers in verbal culture are replaced by newspapers in written culture, film opinion dates back to different sources. The strive for portraying a three dimensional world on a two dimensional surface in the 13th century are all examples of simple optical plays of Chinese and Japanese people, shadows of plays of Egypt and Turkey. (Mutlu, 2008:33-34) There has always been a continuity and relation between art and media which are the parts of cultural process. On television which has an important place in media, narratives have started to be fictionalized. In recent years, this fictional narrative has begun to appear even in real events. (Mutlu, 2008:65-67) Fictionalization in news which is heavily dramatized, has caused thematic, systematized and dramatic narratives. This narrative style in news is the most significant element that leads to the disguising of reality. In fact it is possible to find many definitions for news whether it is literature written quickly or the story of the story or narrated form of people's interests. In other words, the concern of news is not to inform people but to make the audience live in events and this feeling has the characteristics of magic. (Cereci, 1996:16). However, as the audience gets used to excitement, news producers need to find more to impress them. In this way, news producers must always chase stories including visual and dramatic elements. (Esslin, 1991:60-61).

In television news, in order to appeal to people, the emotional dimensions of current events are usually put forward. Burton mentions the similarity between story and television news narrative. Stock characters in this drama are reporters, famous people, experts and witnesses of events. The actual plot of news has ups and downs as in every story. Events about individuals are dramatized one way or another and there are endings including suspects and disagreement which makes you watch the next episode to see who will win. Since news, like other programs, has content and developing traditions, they have stock cases. These traditions lead to the idea of news values. Disasters, important political decisions, the death of famous people and activities of the crown family are valuable in terms of news values. (Burton, 1995: 105)

Although first adopted the spirit of journalism from radio and print media, as the time went by television has started to impose its own notion of journalism to these areas. Ignacio Ramonet said this transformation was as radical as the revolution led by Copernicus, arguing that news has started to be perceived just as image and so journalism has lost its meaning. The audience now watches news not to understand the importance of the event but just to see the event. The satisfaction of the audience that is created by the image has begun to be accepted as sufficient. (Ramonet, 2000:157) Since there is a time limit in news, the topics which are difficult to explain are dramatized. By doing this, news is perceived in a simpler and easier way. Due to the fact that drama is close to real life, the audience can easily evaluate a topic personally and identify with the event portrayed. This change in visuality and dramatic narrative has started to demonstrate its effect in each area of news production. After the beginning of commercial broadcasting in Turkey, especially in recent years, the tendency to fictionalize news to attract attention has been increasing day by day. (Bülül 2001, 122-123). News dramas are constructed upon the actor in the stories. In the media environment, since it has become difficult to separate personal and public spheres, words such as scandal, betrayal and sensation have been increasing in importance and are used in order to transform the events into melodramas. Due to sentimentalizing and reconstruction of news as personal narratives, the audience watches the events from an egocentric point of view. (Ergül, 2000:136-137) The use of music, repetition of image, slow or fast motion are the other technical means to reconstruct the news in a story-like way.

It is important to note that nowadays, in the dramatization of news, the visuality is much more stressed than past. If there are not enough authentic visual materials, recreation is one of the main methods that is preferred. Recreation points out the difference between serious and tabloid media because tabloid media in particular applies this method. It is important to note since it started to use professional actors to play in these recreations to recreate the events. Tabloid media, which dates back to 1830s, aims at entertaining people instead of informing them. Yet, tabloid news is generally confused with magazine news and according to Çaplı, magazine news expresses a news concept which reconstitutes interesting events about people and uses unethical methods to gather news. (Çaplı, 2002:92). Since tabloid news can appeal to people from all education levels, today it is more widespread than journalism of thought that requires thinking deeply. The use of personal narrative and recreations, application of dramatic narrative, explanation of events with the actions of people, prevents the audience from questioning the social and economical factors that are under the surface. It is a good example that, before the general election in 2002, the media portrayed Kemal Derviş as the solver of economic crisis. As a consequence, against some social events, it became impossible to respond in society. (Çiler, 2008:75) To conclude, it can be argued that nowadays news, which ought to have accurate information as its first priority, has been dramatised so heavily that many elements of presented truth are destroyed.

3. Attraction

The researchers, Galtung and Ruge assessed 12 elements affecting the news values. One of these values is 'unexpectedness'. This means that for a current event to be counted as news, it has to have a certain attention and realization threshold. The more attractive the news is, the more possible it will be the news. (Çağlar, 2005:39-40) Today, for news broadcasting to be accepted successful, it's related to maximum excitement, intense emotion, drawing attention. The majority of topics presented in the news such as violence, wars and disaster scenes have a sensational charm. The images of demonstrators beaten by the police, prisoners executed during a war, wreckage after a plane crash.... (Esslin, 1991:35). In this way while some parts of the news items are ignored, the other ones that can attract the audience are highlighted.

It is also notable that in order to increase stress on television, some effects such as image, voice and music are used more than they were in past. The concept of music has an important place in the dramatic narrative of television. That is to say, music strengthens the narrative facilities and fictional side of television. After all, sense of musicality is one of the most important indicators of artistic composition of a text. Music, firstly, by creating a sense of depth in a text, prevents the simplicity and banality of a story so destroys the monotony of characters. Besides this, news spots or some expressions about news item are placed on the screen during the whole item so news bulletins are started to be presented in shorter expressions but in a faster flow. Due to this dynamism, reporters have started to give place to comments and emotions more than before. This condition arises from the necessity to tell the news more stressing in such a short time.

In this context, news presentations of commercial televisions and their contents have remarkable qualities. News are one of the most preferred programs in Turkey and for this reason, it is always in the centre of competition in the market. Television channels who are aware of this truth prefer news including the elements which can be consumed by everybody. And what is more, they present the news by creating an attractive content, dramatisation and music under the mask of informing the audience objectively. Thus, they increase their ratings and market profits.

THE ANALYSIS OF FLASH NEWS, IN TERMS OF INFORMATIVE, STORY-TELLING AND ATTRACTION FUNCTIONS OF PRIME TIME TELEVISION NEWS

1. About the Research

The study example is limited to prime time news of a commercial television channel, Flash TV. The news bulletin broadcasted on 10th of December in 2007 was recorded and 21 news items which were in the bulletin were analyzed. Although the date was chosen randomly, we did not want the program to have a special agenda. The reason why we limited our study just to one day is that, the program on 10th of December, did not include a special agenda and was also the same as any other day in terms of gathering, organizing and presenting the news. The political view of the television channel in terms of news greatly affects what kind of news items will be shown and how they will be prepared and organized. For that reason, as long as there is nothing extraordinary on the agenda, news bulletins are formed within the same principles.

2. The method of the research

The study firstly analyses content and secondly conducts a qualitative reading of the program analysed since it is thought that these two methods complete each other. The data gathered has been taken into account in findings and in the comments made on the findings. Since there is a restriction in the method of analysis, we will try to compensate this drawback with qualitative analysis. The analysis of the news is being done in two parts in this study. The first part focuses on the news and analyses it in general in terms of the topics and types, the ratio of the news types and the length of the each news item. Then the second part deals with visual and audial stimulants being applied in the news. Today in television journalism with the help of technologic developments, these visual and audial stimulants have gained major importance as a medium of expression and transmission. As a consequence, not only a linguistic analysis but also an analysis which takes into account visual and audial stimulants is needed in order to understand implicit or explicit meanings. In the analysis, visual effects, repetitions of images, filming and editing techniques, subtitles and news spots are discussed in terms of visual stimulants. On the other hand, audial stimulants are analysed in terms of music and sound effects.

3. Practice

3.1. The General Evaluation of Flash News

3.1.1. Analysis of News Related to Topics

Table 1: Analysis of News Related to Topics

NEWS TO COME

- | | |
|--------------|--|
| 1. News Item | Certificate of Honor was given to Hayrūnisa Gül (First Lady) |
| 2. News Item | ‘Return to the main side of the father’ Discussion |
| 3. News Item | Unauthorized Demonstration in Okmeydanı |

FLASH NEWS

- | | |
|---------------|---|
| 1. News Item | YOK (council of higher education) New President |
| 2. News Item | Sabahattin Zaim, the coach of teachers has died. |
| 3. News Item | Refugees’ Boat sank in the Aegean Sea. |
| 4. News Item | Commandos were found to freezing |
| 5. News Item | Cell House was on bass in Ankara. |
| 6. News Item | Government’s Plan about descending the mountains. |
| 7. News Item | Demonstrations on Gazi Avenue |
| 8. News Item | Operation of Şemdin Sakık |
| 9. News Item | Events in Karşıyaka Football Match |
| 10. News Item | Animals are in bazaars for The Festival of Sacrifices |
| 11. News Item | The Condition of Sacred Places |
| 12. News Item | Bülent Ersoy's interesting images |
| | Advertisements |

FLASH EXTRA

- | | |
|--------------|---|
| 1. News Item | Pensioners will receive their salary before holiday |
| 2. News Item | Fight in CHP (a political party) Congress |
| 3. News Item | Prostitution Operation in Etiler |
| 4. News Item | Speeding Brought Accident on Highway |
| 5. News Item | 3 Fires in Muğla |
| 6. News Item | Mor ve Ötesi will go to Eurovision |

3.1.2. The analysis related to types of news

Table 2: The analysis related to types of news

NEWS TO COME

- | | |
|--------------|-----------|
| 1. News Item | Social |
| 2. News Item | Political |
| 3. News Item | Crime |

FLASH NEWS

- | | |
|---------------|------------------|
| 1. News Item | Political |
| 2. News Item | Social |
| 3. News Item | Accidents |
| 4. News Item | Military Related |
| 5. News Item | Crime |
| 6. News Item | Political |
| 7. News Item | Crime |
| 8. News Item | Military Related |
| 9. News Item | Crime |
| 10. News Item | Social |
| 11. News Item | Religious |
| 12. News Item | Gossip |

FLASH EXTRA

- | | |
|--------------|-------------------|
| 1. News Item | Economic |
| 2. News Item | Political |
| 3. News Item | Crime |
| 4. News Item | Accident |
| 5. News Item | Natural Disasters |
| 6. News Item | Social |

3.1.3. The Percentage of Types of News**Table 3: The Percentage of Types of News
The Number of News Items (%)**

News Categories	Flash News
Political	4 (18 %)
Crime	5 (24 %)
Judical	—
Gossip	1 (5 %)
Social	4 (18 %)
Economic	1 (5 %)
Health	—
Natural Disaster	1 (5 %)
Military Related	2 (10 %)
Religious	1 (5 %)
Accidents	2 (10 %)
Weather Forecast	—
The number of total news items	21 (100 %)

The analysis that has been conducted demonstrates that, within 21 news items published in the bulletin, some types such as judicial, health and weather reports do not appear. Crime news items with a 24 % has been given priority over the other types. This percentage is followed by political and social news items.(18%) Crime and social news items consist of 42% of the whole bulletin and this shows that people and elements of crime are regarded as important by Flash News. Flash Extra the third and last part of the bulletin starts after the advertisements.

3.1.4. The Analysis Related to Length of the News Items**Table 4: The Analysis Related to Length of the News Items**

News Items	Flash News
1. News Item	1'54"
2. News Item	3'27"
3. News Item	2'55"
4. News Item	2'07"
5. News Item	1'50"
6. News Item	2'37"
7. News Item	1'57"
8. News Item	2'48"
9. News Item	5'03"
10. News Item	2'06"
11. News Item	3'40"
12. News Item	1'13"
13. News Item	3'04"
14. News Item	2'36"
15. News Item	3'04"
Advertisements	6'46"
16. News Item	0'49"
17. News Item	3'13"
18. News Item	2'10"
19. News Item	2'10"
20. News Item	2'24"
21. News Item	1'18"
Total Time	55'11"
Aproximate News Item Duration	2'31"

Prime time news considered to be one of the most viewed programs of prime time takes about one hour with 22 news items. Although the program includes three parts which are ‘News To Come, Flash News and News Extra’, news types do not show any difference. That is why we chose to deal with all the news items in the same table. Flash News being the longest part of the program is followed by Flash Extra in terms of time period.

Flash News is observed to be kept long and the approximate time for each news item is 2’31. Traditionally, it is accepted that a routine time for a news item is limited to 30 seconds whereas special news items based on research and investigation is limited to 3 minutes maximum. However, Flash news takes longer due to the story telling function. The story line created in the program such as the beginning, the development and the conclusion of the events, is handled by extending it over a longer time period. It is possible to see that there is one news item exceeding even 5 minutes in the bulletin. Likewise it is important to note in terms of our study that this news category is political, which is generally associated with informative function.

The Analysis of Flash News in Terms of Visual and Audial Stimulants

1. The Analysis in Terms of Visual Stimulants

Flash News has been analyzed by dividing visual stimulants into categories such as visual effects, repetition of images, filming technique and news spots.

	Total Number	The number of news items applying visual effect
Flash News Items	21	18 (86 %)

Visual effects are applied in 18 news items. Especially, the technique of stressing the object on the screen by circling or showing it with an arrow has been applied intensively. Division of the screen into two or three or forces of riot police units running after the demonstrators in Okmeydanı or Gazi Avenue are other visual affects in the bulletin. In the study conducted, repetition of the images has been observed in each news item. Repetition makes the audience focus on some points and consider them. So it constitutes a great importance for our study. The images in which people are shown in close shots call attention because they arise feelings such as anger, hatred, pity or compassion. Certain camera movements and zooms on some objects planned to draw attention and make the image attractive. Images are made associated by lapped transforms. For instance, in the fifth news item of Flash Extra, a close shot was applied to the burning buildings to keep the audiences attention awake to the events and dramatic effect is kept at the highest level. In this way, a sense of sensational reality addressing the emotions is awoken. Furthermore, in the news item about the demonstrations on Gazi Avenue, attraction was tried to be caught by red dots and highlighting some images on the screen.

Subtitles, another result of visuality in news, functions to stress, highlighting or underlying some points. In all the news items analyzed, it is confirmed that expressions about the news items have also appeared in written form on the screen. In other words, written expressions gain the same importance as the visual ones in the bulletin. They are written in colours and some stressed words are emphasized in different colours. Subtitles, speeches in the news items and drawing attention to other news spots by ‘soon’ have been applied to stress important expressions in the news text by emphasizing them in writing. Each news item in prime time news has been given accompanied by news spots. The spots in the bulletin include a headline and a message of the news item written on two different, white and red surfaces. While there are some expressions we can define as the headline of the news item at the top of the screen such as ‘Unbelievable images on Gazi Avenue’ or ‘Backstage of Şemdin Sakık Operation’, these are supported by some subheadings such as ‘ ‘You see, this is the case after they (referring to kurdish people) descending the mountains’ or ‘The Colonel who packed Şemdin Sakık is talking’. The use of written expressions in the middle of the screen is applied in the six news items out of twelve in the Flash News Part. Once again it is intended to draw the attention of the audience to the images on the screen.

2. The Analysis in Terms of Audial Stimulants

The sound in the news is put forward in two different ways including sound effects and music.

	Total news items	The number of news items using music
Flash News Items	21	16 (76 %)

As television is an audiovisual medium, audio carries as much importance as vision in television productions. In the study conducted, it has been found 76% of the news items in the bulletin applies music. There are three different types: music unique to news programs, lively music and slow music are used according to the topic of each news item. It is a good example that while the news item about YOK (council of higher education)new president which is political applies music unique to news programs, emotional track is used in news about Sabahattin Zaim's funeral. More rhythmical music was preferred in more exciting news items like cell house in Ankara. Audio effects are used in each news item of the program including a distortion. Explosions, shootings and outcries are examples that support the visual distortion on the screen.

Analysis of The Presenter and The Reporters

Even though the airtime of Flash News is 19:30, the news started at 19:24 with 'News To Come' part. Since there is a strong competition among television channels, they have come up with the idea of bringing forward the airtime of news. Because as soon as News To Come finishes, Flash News starts at once. It is known that news producers once came together to agree on a certain airtime, but they did not comply it. Flash News starts with some descriptions like objective, free, original, brave and uncensored which are overlapped on a rotating world image in the credits. During the news, the presenter's function (İlker Akkurt) is limited to reading the news items. Neither has the presenter had a live transmission with any reporter, experts or the people in the news items, nor has somebody appeared as an on-air guest. The impact of the presenter is seen from the dramatic use of his voice. For example, he was explaining the demonstrations supported by PKK sympathizers in a very harsh way. On the other hand he conveyed the news item about a refugee boat sunk in the Aegean in such a tragic tone. The presenter looks at the camera as if he is making an eye contact with the viewers and this shows the desire of the presenter to dominate the viewers and force them to pay attention to the information.(Fiske, 1996: 97)

In studio layout, behind the presenter, three pictures depicting palm trees in the sunset draw our attention. In this respect, it can be claimed that the background is parallel with the originality of the program. Here, there are not any devices which are tools to show that news flash is being followed such as telephones or computers we are used to seeing. It can also be argued that since the presenter is always filmed from the same direction, the viewers arouse attention only from the presenter. Furthermore, not to distract viewers' attention, the studio layout reflects simplicity.

Reporters having an importance in the process of news production become prominent due to the reports.

	Total News Items	The News Items in which the reporters do not appear on the screen	The News Items in which the reporters appear on the screen
Flash News Items	21	7 (33 %)	2 (10 %)

In one of the news items a reporter is giving information about the raid to a cell house in Ankara. The reporter meets the audience in front of the cell house excitedly. However, the information conveyed to the viewer is not different nor any more detailed than that given to us previously by the presenter. When the reporter's tone of voice is fictionalized with the shots, the story begins. The reporter starts interviewing the eye witnesses and again they tell the reporters how many shots they heard and it is again supported by recreations. The reporter appears on the screen for the second time in the news about hormonal sacrificial animals but again the interview does not provide the viewer with enough information. Since the reporter asks the animal traders a series of irrelevant questions such as 'How much does this bullock cost' or 'how is carried', the interview completely misses the important point of the news item. Eventually, at the end of the news item the viewer has not been informed about hormonal sacrificial animals because in both interviews the questions asked by the reporter were not informative ones. According to Radford, these meaningless and rhetoric questions are the easiest way to begin an interview but at the same time this is a lazy method that does not serve the needs of conveying news to the viewers. The valuable coverage, time should be used to ask the experts intelligent questions that will yield informative answers by anyone. (Radford, 2004: 110) The other reported news items having a ratio of 33% demonstrates that single interviews were transformed into complete stories by strengthening the impact of tragedy. Reporters and cameras always select the most emotional people so even if a person is important to the news story, unless they are crying, shouting or protesting about something they will most probably not appear on screen. Due to this tendency and continual theme in news stories tragedy becomes strong. (Radford, 2004: 197) The interview made with the martyr lieutenant's father confirms Radford's point of view.

CONCLUSION

Informing people about current affairs and enlightening public opinion are some of the social responsibilities of television. Prime time news broadcasted in prime time is one of the most important functions of mass media channels. Besides this, morning news and afternoon news provide people with information about the latest developments, However, liberal economic system, the effectiveness of this function of media is a debatable issue. Advertising and economic imperatives force television corporations to get high ratings. Nowadays television has become distant from broadcasting to serve for the public because of the monopoly of the media. News bulletins seen as the prestige of the television channels have been changing due to the recent social developments. In the production process of news which is the basic information source of today's people, the combination of information with story telling and attractiveness, caused a fictionalized and dramatic content instead of targeting the needs of the public. That is why today's news contains less information and puts visual and audiol elements forward. By this way, the main goal of the news text has become to explain what is on the screen. After the 1990s, with the beginning of commercial broadcasting in Turkey, due to the increasing competition among television channels and the importance of the news for television channels, this recent tendency is one of the biggest obstacles to correctly informing the public and creating a more democratic society. Since story telling and attractiveness came to the forefront, people can no longer recognize how serious news should be and as a result of the constant barrage of information presented by television programs. To conclude, our study showed that Flash News presents the news with some codes such as fictionalizing and attraction by using the technical equipment of television in order to make people enjoy the news instead of informing them in an honest, objective manner. This conclusion suggests the idea that Flash TV which is a commercial television channel, destroys the information by story telling and attraction functions. The numerical values presented in this study confirm this point of view.

SOURCES

- Burton, Graeme (1995), *Görünenden Fazlası*, Alan Yayıncılık, İstanbul.
- Bülbül, A. Rıdvan (2001), *Haberin Anatomisi ve Temel Yaklaşımlar*, Nobel Yayın Dağıtım, Ankara.
- Çağlar, Şebnem (2005), *Televizyon Haberlerinde Haber Üretim Sistemi*, İstanbul Üniversitesi, İstanbul.
- Çankaya, Özden (1997) *Dünden Bugüne Radyo Televizyon: Türkiye'de Radyo-Televizyonun Gelişim Süreci*, Beta Basım Yayın Dağıtım A.Ş., İstanbul.
- Çaplı, Bülent (2002), *Medya ve Etik*, İmge Kitabevi Yayınları, Ankara.
- Cereci, Sedat (1996), *Televizyonun Sosyolojik Durumu*, Sule Yayınları, İstanbul.
- Dursun, Çiler (2008), *Haber ve Habercilik, Gazetecilik Üzerine Düşünmek*, Gazetecilik ve Habercilik, Der. Sevdalankus, IPS İletişim Vakfı Yayınları, İstanbul.
- Ergül, Hakan (2000), *Televizyonda Haberın Magazınleşmesi*, İletişim Yayınları, İstanbul.
- Esslin, Martin (1991), *TV Beyaz Camın Arkası*, Pınar Yayınları, İstanbul.
- Fiske, John (1996), *İletişim Çalışmalarına Giriş*, Ark Yayınları, Ankara.
- Matelski, J. Marilyn (2000), *Televizyon Haberlerinde Etik*, Yapı Kredi Yayınları, İstanbul.
- Miller, William (1993) *Anlatı Filmleri ve Televizyon İçin Senaryo Yazımı*, Anadolu Üniversitesi Yayınları, Eskisehir.
- Mutlu, Erol (2008), *Televizyonu Anlamak*, Ayraç Kitapevi, Ankara.
- Postman, Neil (1994) *Televizyon: Öldüren Eğlence*, Ayrıntı Yayınları, İstanbul.
- Poyraz, Bedriye (2002) *Haber ve Haber Programlarında İdeoloji ve Gerçeklik*, Ütopya Yayınları, Ankara.
- Radford, Benjamin (2004), *Medya Nasıl Yanılıyor?*, Güncel Yayıncılık, İstanbul.
- Ramonet, Ignacio (2000) *Medyanın zorbılığı*, Om İletişim Yayınları, İstanbul.