

THE EFFECTS OF LOCAL TELEVISION TO LOCAL MANAGEMENTS

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Yerel Televizyonların Yerel Yönetimlere Etkileri

Televizyon yayınları siyasal yaşantımızda önemli bir yere sahiptir. Bu makalede özel televizyon yayıncılığının kapsamı daraltılarak yerel televizyonların siyasal yaşama etkileri ve yerel yönetimlerle ilişkileri ele alınmıştır. Yerel televizyonlar, siyasal, ekonomik, toplumsal ve kültürel yayınlarla yerel bölge halkının kültürel gelişimini sağlamaktadır. Yerel yönetimler nasıl demokrasinin vazgeçilemez yönetim biçimleriyse, yerel televizyonlarda yayıncılık alanında çoksesliliğin en belirgin göstergesi olma özelliğiyle yerel yaşamda en etkili iletişim aracı durumundadır.

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Today television broadcasting has become one of the most important and effective aspect of our lives. The social, cultural and political affects of broadcasting on viewers can not be ignored. During the 90's the government channel TRT monopoly was opened up to competition with private broadcasting and many new voices were heard, and became an important influence on mass communication.

Television broadcasting plays a particularly important role in our political life and private broadcasting can easily be said to play an essential role in democracy.

This article will examine local television channel broadcasting in default while giving an overview of private broadcasting in general.

Local televisions plays an effective role in our political life and we interpret local televisions broadcasting with the local masses. Local televisions plays such an important role because it covers local issues and concerns, and reflects values and perspectives.

The term local administrations has many definitions however the common denomination of all these definition is "Local administrations is a term political, financial and official legitimacy and freedom from centralization". Local administrations from an official perspective means a unit of government.

Local administrations forms a part of general administration and law constitutional structure that countries accept. The concept 'local' means that administration contains on

area which is in the country. The local administrations are the farther unit of central administrations. Local administrations are elected by local people and represent local society and their responsibility and competence are restricted within a specific geographic region¹.

Local administrations legality depend on local elections, they are responsible to local people, they have the right for taxation, they are multi-purpose establishments and also they are under the protection of law².

Citizen participation, majority principle and both considering importance to solidarity and having the sense of responsibility to give an explanation to voter are the major purposes of democracy but also valid values for local administrations³.

The main objectives of local administrations are; reducing the paper work and hindering the works which are hanging in the air and also providing the convenience with the central government⁴.

The only way to form a contemporary, democratic, local administration is to give importance to localness as much as possible⁵.

1 Bilgiç, Veysel, K., "Yerel Yönetimler", Yüzyıl Yayınları, Ankara, 1998, ss.25-26

2 Bilgiç, a.g.e., s.26

3 Erten, Metin, "Nasıl Bir Yerel Yönetim", Anahtar Kitaplar Yayınevi, İstanbul, 1999, s.187

4 Görmez, Kemal, "Yerel Demokrasi ve Türkiye", Vadi Yayınları, Ankara, 1997, s. 44

5 Erten, a.g.e., ss. 316-317.

One of the indications that make localness important is local television. Local television means that a television broadcasting within a specific area like village, city, ...etc.

According to Radio Television Broadcasting permission and licence regulations, Local Broadcasting defined as: "A television on a Radio Station which broadcast with the maximum 30 bBw (erp) radiation rate transmitting with only one station for radio & three station for television without using any satellites for a specific region (city, village, etc) is local broadcasting 7.

National broadcasting, whether it is getting by state television or private television, it broadcasts to masses. However local televisions broadcast to a specific group of people within a specific region.

Local televisions consider regional problems, and reconcile local people with the local administrations. By the help of these broadcastings, administrators can be able to find a chance for better understanding and with the formation of public opinion, they can easily find the answers of the problems.

As already known means of mass communication have specific functions. The most important ones are to inform, to educate, to form a public opinion and to introduce services.

Basic functions like to introduce services, to educate, to inform are being done by local televisions unlike national televisions. Viewer mass of national television is wide, their needs

6 Özön, Nijat, Sinema Televizyon Video, Bilgisayarlı Sinema Sözlüğü, Kabalıcı Yayınevi, 2000, s.122-s.816.

7 Radyo ve Televizyon Yayın İzni ve Lisans Yönetmeliği, "Yerel Yayın" Tanımı, Resmî Gazete Sayı 22223 (10 Mart 1995), s. 51.

are totally different from local viewers. Local viewers are being informed by the local events by local broadcasting. National televisions can not give specific informations, news about different regions, this is done by local television. Local people interest with local events, local problems mostly. They can find the news that interest the nationwide from the national televisions.

Political, economic, social and cultural programmes of local televisions give some help to local peoples cultural developments.

Local televisions carry out programmes by answering the needs of local people's interest like traditions, localness. These programmes develop local people's intelligence and strength their sense of unity.

Local televisions can contribute the cultural development of local people in cooperation with local education instutions, universities. With the code 3984 of "Radio and Television Broadcasting", it is clearly emphasized that all of the television channels must broadcast educational programmes.

Local administrations support local televisions and make things convenience for them like giving phaces and giving vehicles. For example municipalities, which is the most developed formation of local administrations, work in cooperate with local televisions to announce their duties and services. If there is no

8 Tokgöz, Oya, Temel Gazetecilik, A.Ü.BYYO. Yayınları, No 8, Ankara, 1987, s.12.
9 Vural, Asaf, "Televizyonla Uzaktan Eğitim ve Mahalli Radyo ve Televizyon Kuruluşlarının Sıkıntıları", İ.Ü. İletişim Fakültesi Dergisi, İstanbul, 1997, S:6, s.156.

local television in the region, they try to establish one. Only by this way, many sided, pluralist communication can be formed ¹⁰.

Political parties support local televisions to prop up their election campaigns and to introduce their works to local people. It is too natural to benefit from local televisions, when we think about electioneering. It is the best way to strenght the communication and relation with voters.

Democratic local administrations utilize from local televisions for closer relations with the people who elected them.

Local people who live in a specific region would have chance to make a comparison about the level of life quality of different people living in different regions by the increasing and developing opportunities of communication technologies ¹¹.

Local administrations are unavoidable administrials of democracy. On the other hand local televisions are the most evident indication of polyphony of democracy. Either national televisions or government channels broadcast to whole society, so that programmes are produced for general interests of the nation. On the other hand local televisions consider problem of the region by it local broadcast. From that perspective local televisions are forcing local administrations to cooperate with each other to figure out the requirements of either the local society or the region.

¹⁰ Topuz, Hıfzı, Belediyeler ve Yerel Radyolar, İletişim Dünyası Dergisi, 1992, S:7, s.9.

¹¹ Gönül, Mustafa, Yerel Yönetim Birlikleri, TODAİE yay, 1977, No:159, s.129

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