

IDEOLOGY AND DISCOURSE IN PRIME NEWS BULLETIN*

Cem Koray Olgun**

Abstract

One of the major tools of media as the main source of discourse and ideology for modernity is the television. TV channels construct hegemony over individuals through the discourses they produce by news bulletins. TV news that call the individuals as subjects, function as ideological apparatus to align the society. In that manner, each TV channel try to pass its own ideology and discourse. In this research, two TV channels which are the first examples of their categories will be examined in terms of their hegemony- constructing efforts through news broadcasting. The data for the research was collected by watching the evening news for two months. The data was analyzed using content analysis methods. The major result of the analysis was the fact that each of the TV channels produced their ideologies and discourses using different representations in relation to their specific audience.

Key Words: Ideology, Discourse, Hegemony, Representation, Consent.

ANA HABER BÜLTENLERİNDE İDEOLOJİ VE SÖYLEM

Özet

Modernite içinde ideoloji ve söylem üretmenin en önemli kitle iletişim araçlarından biri televizyondur. Televizyon kanalları haber bültenleriyle bireyler üzerinde söylem aracılığıyla hegemonyalarını kurmaktadır. Bireyleri özne olarak çağıran televizyon haberleri toplumu kontrol etmek için ideolojik bir araç olarak işlev görmektedir. Bu bağlamda her televizyon kanalı kendi ideoloji ve söylemini yaymaya çalışmaktadır. Bu araştırmada kendi türlerinin ilk örnekleri olan iki televizyon kanalının hegemonya kurma çabaları haber yayımları açısından incelenecektir. Araştırmanın verileri her iki kanalın haber bültenlerinin iki ay boyunca izlenmesiyle toplanmıştır. Elde edilen veriler içerik analizi yöntemiyle analiz edilmiştir. Analizimizin en temel sonucu, her televizyon kanalının kendi ideolojisi ve söylemini kendi spesifik izleyici kitlesiyle ilişkili olarak farklı temsil biçimleri kullanarak üretiyor olmasıdır.

Anahtar Kelimeler: İdeoloji, Söylem, Hegemonya, Temsil, Rıza.

* This article is depend on author's unpublished master thesis titled "Ideology and Discourse in Prime News Bulletin: NTV/ SHOW TV Comparison". Bu makale yazarın "Ana Haber Bültenlerinde İdeoloji ve Söylem: NTV/SHOW TV Karşılaştırması" başlıklı yayımlanmamış yüksek lisans tezinden türetilmiştir.

** Ar.Gör.Dr., Adıyaman Üniversitesi Fen Edebiyat Fakültesi, Sosyoloji Bölümü.

1. Introduction

This study covers the comparative analysis of NTV -qualified as a news channel in Turkey and one of the first channel to be found in this context- and Show TV -one of the first private channels- in terms of their discourse and ideology produced in their prime news bulletin within a theoretical framework.

Although regarded as an alternative channel -different from the other private ones in Turkey- this study aims to determine how news channels produce ideology and discourse in establishing a social consent and a harmonization, and that they contain a discourse harmonizing the individual with the society as much as the private channels by means of the news bulletins that they present.

2. Method

In accordance with this aim, quantitative content analysis technique was used to analyze the content of the news bulletin. Content analysis is a formalist research technique used in social sciences by deducing either from the results of transcripts or records, or from the messages of printed or visual media.

2.1 Sample

When choosing the samples for the research, it has been planned to determine the channels to be the first news channel in Turkey and the first private channel. In this context, Show TV -the first private channel established in 1992- and NTV -the first news channel established in 1996- are studied. In accordance, NTV and Show TV prime news bulletins were watched and recorded during two months, between 15 October and 15 December in 2007.

2.2. Application of the research

In order to prepare an encoding scale concerning the news bulletins, categorizations and hypotheses were created after watching the videos for five month period. Then, a pre-study was made with the questions regarding the encoding scale that was developed. After making the required corrections as a result of the pre-study, the questions were clarified and encoded with the encoding scale again.

After watching the news bulletins in accordance, the categorizations were set in three titles and content analysis was applied to the news bulletin by forming an encoding scale.

The categories forming the encoding scale is as follows:

- 1) Questions regarding the presentation and content of the news.
- 2) Ideological expressions.
- 3) Detected discourse categorizations.

Among the categories regarding the presentation and content of the news, there are questions of approving/rejecting, biased/unbiased and persuasiveness considering the news as well as stylistic features such as expression and word repetitions, image repetitions, phrases on the screen, music use, live contact, advertisement, tabloid news use and summary use.

Under the ideological expressing styles, the categories are: metaphor -which is used often in ideological analysis researches-, metonymy, imply, irony, denegation and reasoning. While encoding these categories, their frequency intervals are taken into consideration. What is important here is whether this expression type is used or not. The intervals give us some idea about the frequency of its use. The samples of these expression types take place in the findings part of the research.

Detected discourse categorizes include questions underlining the necessity of deciding function of economy, hope giving, creating a national awareness thanks to national feelings, national proud, heroism, the responsibility of the citizen to the state, of the state to the citizen, independence and integrity of the state, which are identified in the channels watched during the period.

Data of 2 months (62 days) belonging to both channels were encoded in computer program and were analyzed. Help from a secondary encoder was taken during the encoding. Following the results, the distribution of the data according to the both channels was taken. In order to put forward the relationship between the categories, cross-tabs were established regarding the hypotheses, and these hypotheses were tested according to chi-square significance test.

2.3. Hypotheses

That both Show TV and NTV use metaphorical expressions in their prime news bulletin shows parallelism with persuading presentation of the news.

Live contacts made with experts in NTV prime news bulletin increases the persuasiveness of the news.

That both Show TV and NTV use reasoning statements in prime news bulletin shows parallelism with approving presentation of the news.

While the responsibility of the citizen to the state and of the state to the citizen are represented in Show TV prime news bulletins with national service and national security themes, in NTV prime news bulletins it is represented with economic sacrifice and social expectation themes.

National service theme representation in Show TV prime news bulletin is influential in creating national awareness.

There is a linear relationship between economic sacrifice theme representation and emphasize to the necessity of determination of economic structure.

3. Definitions of the Concepts

3.1. Ideology

Ideology is defined both as ideas to legitimize the ruling political party and as wrong ideas to legitimize political power. While studying ideology field, Hall defines it as a relatively autonomous field of struggling and organizing a construction with its peculiar mechanisms. When making such an explanation, he approaches to ideological forms separate from ideas, values and beliefs (Hall,2005:207). According to Hall, there is no singular autonomous nor submissive ideology; however, there is a significant pattern of discourses and forms. Hall calls this pattern as dominant ideologies repertoire. This repertoire is composed of the dominant discourses pluralism (Hall,1999b).

3.2. Discourse

Discourse, which is composed of social practices for Foucault (2001) is a language in which any kind of core reference, inside game and metaphoric distortion is eliminated. Sole function of discourse is to represent the things and ideas, beside itself, in a transparent manner. (Meggil 1987:208) Therefore, language and discourse are exactly the opposite.

3.3. Representation

According to Hall, representation is a different notion from reflection, and it implies active choosing, structuring presentation and orientating us. The question in representation is

the practice of meaning, production of meaning. Media is an agent for interpretation (Hall:1999a,88). It produces discourse in this sense.

3.4. Hegemony

According to Hall (1999a:223), "hegemony is achieved through repressive side of the state which is the ideology functioning by means of law, police and military-, as well as agents from superior structures, which are family, educational system, church, media and cultural institutions. Creating consent is the question here. While hegemony can only be created by the dominant class according to Gramsci, Hall indicates that everybody can create hegemony.

3.5. News

Van Dijk claims that "news stands for the newest ultimate information about the things, people or incidents occurring somewhere in the real world" (as quoted in Dursun, 2001:123). According to Fiske, the most essential strategy of the news, which is a soap opera addressed to men, is due to the fact that it fictions itself as reality (as cited in Dursun 2001:138). News does not only consist of simple and pure facts, but also it contains the obligation of choosing, analyzing and evaluating the reality (Dursun 2003).

3.6. Tabloid News

The main target of the tabloid news is enabling people to have nice time rather informing them. These news usually contain magazinish incidents, appealing the interest of people, accidents, insanity, violence and tragedy. As Çaplı also states (2002:92), different from magazine news, tabloid news represent the journalism perception in which anti-moral methods are used to collect news, and in which the content and the manner is rather sensational and vulgar.

4. Findings of The Research

4.1. Problems concerning the Presentation and Content of the News

4.1.1. Expression and word repetitions

Expression and word repetitions are encountered only in Show TV prime news bulletins.

Sample expressions:

Decisive attitude of Turkey (17,18,19 October 2007)

The honor of being veteran (28 October 2007)

Effective step from USA (2 November 2007)

4.1.2. Image repetition

Image repetition is seen in both NTV and Show TV. While it is used more when there is a direct contact to an expert on NTV, it is seen especially in each news regarding military operations on Show TV. These images begin with a voice of machine-gun and show the soldiers on duty.

4.1.3. Music Use

Using the music in the background within the news, or while demonstrating the news video increases the appeal of the news. Especially in military operation news, enthusiastic music with a certain rhythm is preferred in the background.

The most used two melodies are soundtrack of The Pirates of Caribbean, and A Requiem for A Dream. These two melodies are used in background of many news. The common point of these two music are they are -both- live, enthusiastic and encouraging. Apart from these music, emotional melodies are used in the news of martyrdom or decease.

4.1.4. Phrases on the Screen

This style is only seen in Show TV prime news bulletin. As these phrases mostly contain comments, they are highly effective in the approving presentation of the news and creating a persuasion.

Sample Expressions:

Used as a negotiation card (29 October 2007)

Fire of cobra helicopters turns the day into night (30 October 2007)

We supply the intelligence, you shoot (5 November 2007)

Implied a joint operation (5 November 2007)

4.1.5. Live Contacts

Live contacts with reporters are often seen in both channels. While live direct contacts with the experts are almost never seen in Show TV, this contact is frequently seen in NTV. Since these live direct contacts with an expert forms a basis to the news, it increases the persuasiveness of the news.

4.1.6. Tabloid News

Although both channels give place to tabloid news, the quality of these news is being local in Show TV and being national in NTV.

Sample Expressions

Old cd's are the hope of the municipality against the crow (8 December 2007 Show TV)

He sues his own uncle for killing his cat (8 December 2007 Show TV)

Depression in USA army (1 November 2007)

Protest from USA scenarists (5 November 2007 NTV)

4.1.7. Forming a Byplay

Byplays are formed, inspired by a news story. In a cross-border operation news in a news bulletin for example, making another news about military ammunition is forming a byplay. While no byplay is seen in NTV, in Show TV it is frequently seen.

4.1.8. Approving Presentation of the News

When observing how news are approved by the anchor man, while NTV prefers to make deductions, Show TV prefers both making deduction and using the repetitions of images and expressions.

4.1.9. Creating Persuasion Presentation of the News

The style of creating persuasion of both channels is different. In this context, the way of persuading observed mostly in NTV is proof theme, based on the ideas of experts and citizens. This proof theme refers taking the opinion of both expert and citizen.

The style observed in Show TV, on the other hand, is repetition of images and expressions. Repetition is one of the most influential factors, increasing the persuasiveness. This situation in Show TV prime news bulletin is also seen in the repetitions made in image and music use.

4.2. Ideological Expressions

4.2.1 Metaphor

It is a metaphor when we say "a ship is ploughing through the waves" according to Fiske (2003: 123-124). Here we use the motion of plowshare in such a manner that it replaces the motion of the bow. What we do is expressing the unknown notion by a known one. The "meaning" of the unknown is revealed by means of "tools" of the known.

Sample Expressions:

The budget did not satisfy the clerks (18 October 2007 NTV)

The tone of the messages has begun to change (30 October 2007 NTV)

The operation which sounded plausible to USA is revealed with these word (6 November 2007 NTV)

That it is unbearable now... (15 October 2007 Show TV)

The military took hard line (30 October 2007 Show TV)

Rocket batteries placed at the border were just like the flare of the beginning of the end

(8 December 2007 Show TV)

4.2.3. Metonymy

The basic definition for metonymy is making a piece to represent the whole. Representation of the reality, inevitably, requires the metonymy. A piece of the whole is selected for representing the whole. The selection of the metonymy is determining the rest of the picture that we will build about the event (Fiske, 2003:127-128). All news films are metonymy. The metonymy is used to create the desired reality in the news.

Political side is as such referred to (government), Military side is as such referred to (TAF) 15 October 2007 NTV

A message to Turkey from Iranian government ----- referred to (government) 22 October 2007 NTV

Did the committee get what they wanted? -----referred to (government) 6 November 2007 NTV

The surprise objector of CHP is the henchman of Baykal ---- referred to (CHP Ankara Member of Parliament Eşref Erdem) 18 October 2007 Show TV

What did the summit of the state talk?----- referred to (Prime Minister and Chief of Staff) 29 October 2007 Show TV

Minutes to historic meeting ---- referred to (Erdoğan and Bush meeting) 5 November 2007 Show TV

4.2.4. Irony

Irony is creating a different meaning which refers not to the equivalent but to the opposite, which can be defined either as indirect or sarcastic speech. Irony can reflect the opposite of the ideas or the feelings of a speaker or a writer, or it can reflect the very opposite of the reality outside. For instance, when we say "What a crowd in here" in a deserted place, this is irony (Chandler, 2007:134).

Sample Expressions:

There seems to be a problem in the definition of ethics (9 November 2007 NTV)

Finally we have taxi drivers from Ankara, after the fishermen from Kumkapı (9 November 2007 NTV)

Rice is glad to be treated as a pop star Not Beyonce, but Condi (3 November 2007 Show TV)

Not being able to get famous as high society antiquary, Nil Demirkazık achieved her aim by joining in DTP and jabbering off. Independent candidate from Diyarbakır and having a vote boom with 175 votes from her side, Demirkazık is asked whether she is going write her memories from prison or not. (13 November 2007 Show TV)

4.2.5. Imply

The type of expression in which it is not stated directly but indirectly.

Sample Expressions:

Everything you wish to know about today is here soon (everyday in week days news) NTV Prime Minister called Pelosi and this phone call seems to have been effective to some extent (17 October 2007 NTV)

It is as if a theatre performance in Iraq (29 October 2007 Show TV)

It can hardly be said that Rice is welcomed very warm and well (2 November 2007 Show TV)

4.2.6. Negation

Negation is one of the most essential notions in naturalizing the ideologies. A phrase beginning with "I am not such a person but..." is a sample to it.

In negation, it is indicated that the person is not subject to the idea stated at the beginning of the phrase, but he or she approves a thought in that idea. Thus, it reveals that he or she adopts that idea.

As Van Dijk (2003:84) also states, negation phrases appear by representing possible itself and representing the negative other.

Sample Expressions:

I don't expect you to talk about them but is there a possibility of cooperation? (18 October 2007 NTV)

... you say so but still, isn't it supposed to be viewed as a case? (13 November 2007 NTV)

The most flash but not surprising news of the day (15 November 2007 Show TV)

It is obvious that expressions such as "cross border operation is a matter of time following the each step, each visit" should not be used; however, it is still a fact that Iraqi leaders have changed their attitudes after Erdoğan-Bush meeting (21 November 2007 Show TV)

4.2.7. Reasoning

It is trying to make a view more credible or realistic by explaining the "claims" in order to strengthen the idea which is expressed or adopted (Van Dijk, 2003:71). Within the frame of the definition, types of expressions such as showing proof, personalization, creating counter realities and illustrative explanation are included in reasoning according to Van Dijk.

Sample Expressions:

What if the referendum is held? (16 October 2007 NTV)

Shouldn't they be better, comparing to other universities? (26 November 2007 NTV)

Özgür, what is Barzani trying to do? What does he want from Ankara? (29 October 2007 Show TV)

Didn't we have any intelligence during this time? What did change and now they seem like giving a different intelligence? (1 November 2007 Show TV)

4.2.8. Emotional news

It is a significant result that we face emotional news mostly in the news where emphasize on heroism is seen or in martyr funeral news. These news appear only in Show TV. Although the emotional news, which have been detected, are not about martyrs, other death news, too, are represented with emotional expressions, a soft discourse and slow music. The most concrete sample to this situation is the news of air craft accident in Isparta.

(While publishing the images from security camera) They set for their last journey with smiles on their face, without knowing anything. While watching the images, one can't resist saying "may he never come back". These images are the last things that rest us. (30 November 2007 Show TV)

4.3. Detected Discourse Categorizations

4.3.1. Emphasize to the independence and integrity of the state

This emphasize is densely seen in Show TV prime news bulletins. The reason for not seeing them on NTV prime news bulletins is that they avoid from making any comment in the presentation of the news.

4.3.2. Hope Giving News

The most essential feature of such news is that they lead to an expectation in the audience as if the development will soon occur. The manner in which the news are presented, gives the message that the mentioned developments will be ready any time and so, it draws attention. One another feature of these news, is the emphasize on "we". They usually begin with phrases such as "good news to the retired/employee, nothing will be same anymore". The most striking sample during this period is the news on soldier robot, represented in Shoe Tv prime news bulletin on 11 November 2007.

Thanks to soldier robots, mothers will no longer shed tears after their martyr sons. "Robotic" is still a prototype, but as soon as their mass production begins, robot armies can be formed... When robot armies are formed, mothers will no longer suffer.

4.3.3. Emphasize to heroism

While cross border operation news are presented in Show TV, soldiers are always described as heros, and information about the hardship they have is given. On the other hand, NTV makes no attribution when presenting the news.

Sample Expressions:

The streets, where soldiers roistered with their marches, are Diyarbakır's (15 November 2007)

Maroon berets are the apple of eye of Turkish Armed Forces (2 December 2007)

4.3.4. National Proud

The emphasize on national proud frequently appears in cross border operation news, just as the emphasize on heroism.

Sample Expressions:

Upon talking to veteran, the holiness of this service is better understood 31 October 2007 Gun made in Turkey women also have share in the domestic production of weapon (16 November 2007)

4.3.5. Raising awareness by creating national feelings

This category can be mentioned in all news of Show TV prime news bulletin stressing heroism and national proud, as well as in terrorism-cursing meetings and soldier deploying news. By largely presenting the intervention made in abroad to Turkish citizens for their anti-terrorist meetings, foreign security assistance forces, who can not alleviate the people and can not prevent the intervention, are presented negated. In addition, the frequent use of image repetitions, where the moment of intervention to Turkish citizens are seen, reinforces the raise of national awareness.

Sample Expressions:

British police applied double standard in the incident and lowered the Turkish flag. (29 October 2007)

Anti-terrorist demonstrations attacked to our citizens in Norway. Our citizens, who was not agitated by unabashed provocations... (4 November 2007)

4.3.6. The responsibilities of the citizen to the state

This category in news bulletins are mostly observed as economic sacrifice in NTV while as national service (military service) in Show TV. While economic sacrifice theme in NTV is detected in the news regarding the budget discussions, inflation, global markets and the condition of small business owners; the theme of unity and solidarity is intensely detected in the news regarding memorandum and cross border operations. The news with military service -national service- and integrity themes in Show TV consist of the news regarding the cross border operation and the conditions of soldiers, the guns and ammunition that are used.

4.3.7. Responsibility of the State to the Citizen

While it is more common in the economic and social news of NTV prime news bulletin, it appears more in the news regarding the national security of Show TV prime news bulletin. While budget, inflation and market news take place in the news where economic and social expectations are underlined, news stressing the national security is composed of cross border operation, conditions of the soldiers and ammunition news.

4.3.8. Creating Sense Of Confidence

While the sense of confidence in Show TV prime news bulletin is created via giving the "we have a strong army" message by demonstrating how developed the weapons and ammunition, and the heroism of the soldiers during cross border operations, NTV prime news bulletin creates this sense via giving short news about the region when there is no conflict and thus showing that there is peace in the region.

4.3.9. Deciding Function of Economic Structure

This emphasize is mostly seen in NTV. It is directly related with economic sacrifice, and economic and social expectations themes.

Sample News:

Budget of 2008 did not satisfy the clerks (18 October 2007)

Salaries of the retired the members of parliament (2 November 2007)

5. Crosstabs and Tests of Hypothesis

Table 1. The Relationship Between Metaphor use and Sytle of Persuasion

TV Channel				Metaphor			Total
				Can not Code	1-3	4-6	
NTV	Style of Persuasion	Image, Expression and Word Repetitions	Frequency	12	5	0	17
			Line%	70,6%	29,4%	,0%	100,0%
			Total%	19,4%	8,1%	,0%	27,4%
	Showing Evidence	Frequency	7	29	9	45	
		Line%	15,6%	64,4%	20,0%	100,0%	
		Total%	11,3%	46,8%	14,5%	72,6%	
	Total			Frequency	19	34	9
			Line%	30,6%	54,8%	14,5%	100,0%
			Total%	30,6%	54,8%	14,5%	100,0%
Show TV	Style of Persuasion	Image, Expression and Word Repetitions	Frequency	11	14	20	45
			Line%	24,4%	31,1%	44,4%	100,0%
			Total%	17,7%	22,6%	32,3%	72,6%
	Showing Evidence	Frequency	0	12	5	17	
		Line%	,0%	70,6%	29,4%	100,0%	
		Total%	,0%	19,4%	8,1%	27,4%	
	Total			Frequency	11	26	25
			Line%	17,7%	41,9%	40,3%	100,0%
			Total%	17,7%	41,9%	40,3%	100,0%

p=0,00 p<0,05 df= 2

According to Table 1, the frequency of using metaphor to be effective in the provision of news shows persuasively. Metaphor expressions are effective on the use of show evidence theme in NTV prime news bulletins. But in Show TV news, metaphor expressions are effective on the use of image and word repetitions. There is an important effect of repetition to create persuade. Especially in Show TV, image, phrase and word repetitions are mostly use. And these images begin with a voice of machine-gun and show the soldiers on duty and continue with phrases. As these phrases mostly contain comments and metaphors, they are highly effective in the approving presentation of the news and creating a persuasion.

According to the Chi-Square test, our hypthesis are “That both Show TV and NTV use metaphorical expressions in their prime news bulletin shows parallelism with persuading presentation of the news” found be as a stastically significant.

Table 2. The Relationship Between Live Contacts and Sytle of Persuasion

TV Channels	Live Contacts (expert)		Total
	Cannot code	1-3	

NTV	Style of Persuasion	Image, Expression and Word Repetitions	Frequency	3	14	17
			Line%	17,6%	82,4%	100,0%
			Total%	4,8%	22,6%	27,4%
		Showing Evidence	Frequency	0	45	45
			Line%	,0%	100,0%	100,0%
			Total%	,0%	72,6%	72,6%
	Total		Frequency	3	59	62
		Line%	4,8%	95,2%	100,0%	
		Total%	4,8%	95,2%	100,0%	
Show TV	Style of Persuasion	Image, Expression and Word Repetitions	Frequency	46	0	46
			Line%	100,0%	,0%	100,0%
			Total%	74,2%	,0%	74,2%
		Showing Evidence	Frequency	13	3	16
			Line%	81,3%	18,8%	100,0%
			Total%	21,0%	4,8%	25,8%
	Total		Frequency	59	3	62
		Line%	95,2%	4,8%	100,0%	
		Total%	95,2%	4,8%	100,0%	

p=0,04 p<0,05 df= 1

According to Table 2, live contacts with the expert on most effective (%100) to increases the persuasiveness of the NTV prime news bulletins. Live contacts with the experts are rarely seen in Show TV. As we mentioned above, in Show TV prime news bulletins, to creating the persuade which they use are image, word, and phrase repetitions. But live direct contacts with experts almost every day seen NTV prime news bulletins. Since these live direct contacts with an expert forms a basis to the news, it increases the persuasiveness of the news.

According to the Chi-Square test, Our hypothesis are “Live contacts made with experts in NTV prime news bulletin increases the persuasiveness of the news” found be as a statically significant.

Table 3. The Relationship Between Reasoning and Sytle of Approving

TV Channels				Reasoning			Total
				Can not code	1-3	4-6	
NTV	Style of Approving	Image, word and phrase repetitions	Frequency	5	12	0	17
			Line%	29,4%	70,6%	,0%	100,0%
			Total%	8,1%	19,4%	,0%	27,4%
		Deduction	Frequency	0	43	2	45
			Line%	,0%	95,6%	4,4%	100,0%
			Total%	,0%	69,4%	3,2%	72,6%
	Total		Frequency	5	55	2	62
		Line%	8,1%	88,7%	3,2%	100,0%	
		Total%	8,1%	88,7%	3,2%	100,0%	
SHOW TV	Style of Approving	Image, word and phrase repetitions	Frequency	17	12	4	33
			Line%	51,5%	36,4%	12,1%	100,0%
			Column%	100,0%	30,8%	66,7%	53,2%
			Total%	27,4%	19,4%	6,5%	53,2%
		Deduction	Frequency	0	27	2	29
			Line%	,0%	93,1%	6,9%	100,0%

		Total%	,0%	43,5%	3,2%	46,8%
	Total	Frequency	17	39	6	62
		Line%	27,4%	62,9%	9,7%	100,0%
		Total%	27,4%	62,9%	9,7%	100,0%

p=0,01 p<0,05 df= 2

According to Table 3, both NTV and Show Tv use reasoning in prime news bulletins while they make a deductions or comments. Because, the reasoning statements are contained that such as concepts of showing evidences, given an examples and personalizations. According to the Chi-Square test, Our hypothesis are “That both Show TV and NTV use reasoning statements in prime news bulletin shows parallelism with approving presentation of the news” not found be as a statistically significant.

Table 4. The Relationship Between The Responsibility Of The Citizen To The State and State To The Citizen

TV Channels				The responsibility of the state to the citizen		Total		
				Economic and Social Expectations	National Security			
NTV	The responsibility of the citizen to the state	Sacrifice (Economic)	Frequency	45	0	45		
			Line%	100,0%	,0%	100,0%		
			Total%	72,6%	,0%	88,7%		
		Unity and solidarity	Frequency	0	17	17		
			Line%	,0%	100,0%	100,0%		
			Total%	,0%	27,4%	27,4%		
	Total			Frequency	45	17	62	
			Line%	72,6%	27,4%	100,0%		
			Total%	72,6%	27,4%	100,0%		
Show TV	The responsibility of the citizen to the state	Military	Frequency	0	37	37		
			Line%	,0%	100,0%	100,0%		
			Total%	,0%	59,7%	59,7%		
		Sacrifice (Economic)	Frequency	9	0	9		
			Line%	100,0%	,0%	100,0%		
			Total%	14,5%	,0%	14,5%		
		Unity and solidarity	Frequency	0	16	16		
			Line%	,0%	100,0%	100,0%		
			Total%	,0%	25,8%	25,8%		
		Total			Frequency	9	53	62
					Line%	14,5%	85,5%	100,0%
				Total%	14,5%	85,5%	100,0%	

p=0,00 p<0,05 df= 1

According to the Table 4, we understand that, the categories of the responsibilities of the citizen to the state represent that economic and social expectations in NTV prime news bulletin. But Show TV Prime news bulletins are different. NTV can be seen that the main news bulletin from the state of citizens, citizen expectations of government within the framework of economic and social expectations intensify, but the Show TV also shows that mutual expectations within the framework of national security. Although we mentioned a trend between these two variables, the relationship between two variables were not statistically significant.

Table 5. The Relationship Between The Responsibility Of The Citizen To The State and Creating A National Awareness Thanks To National Feelings

TV Channels				Creating a national awareness thanks to national feelings		Total
				Yes	No	
NTV	The responsibility of the citizen to the state	Sacrifice (Economic)	Frequency	0	45	45
			Line%	,0%	100,0%	100,0%
			Total%	,0%	72,6%	72,6%
	Unity and solidarity	Frequency	3	14	17	
		Line%	17,6%	82,4%	100,0%	
		Total%	4,8%	6,5%	11,3%	
Total			Frequency	3	59	62
			Line%	4,8%	95,2%	100,0%
			Total%	4,8%	95,2%	100,0%
Show TV	The responsibility of the citizen to the state	Military	Frequency	37	0	37
			Line%	97,3%	,0%	100,0%
			Total%	59,7%	,0%	59,7%
		Sacrifice (Economic)	Frequency	5	4	9
			Line%	55,6%	44,4%	100,0%
			Total%	8,1%	6,5%	14,5%
	Unity and solidarity	Frequency	14	2	16	
		Line%	87,5%	12,5%	100,0%	
		Total%	22,6%	3,2%	25,8%	
Total			Frequency	56	6	62
			Line%	90,3%	9,7%	100,0%
			Total%	90,3%	9,7%	100,0%

p=0,00 p<0,05 df= 1

According to the Table 5, NTV prime news bulletin, with a high proportion of sub-categories of the economic sacrifice observed no relationship between the national awareness-raising category. But in Show TV, we observed that the sub-category of military with an high proportion (%97,3). And this shows that, military and unity and solidarity sub-categories are most effective on the creating a national awareness thanks to national feelings. But there are not statistically significant relationship between two variables.

Table 6. The Relationship Between The Responsibility Of The State To The Citizen and Underlining The Necessity Of Deciding Function Of Economy

TV Channels				Underlining the necessity of deciding function of economy		Total
				Yes	No	
NTV	The responsibility of the state to the citizen	Economic and Social Expectations	Frequency	55	0	55
			Line%	100,0%	,0%	100,0%
			Total%	88,7%	,0%	88,7%
		National Security	Frequency	0	7	7
			Line%	,0%	100,0%	100,0%
			Total%	,0%	11,3%	11,3%

Total			Frequency	55	7	62
			Line%	88,7%	11,3%	100,0%
			Total%	88,7%	11,3%	100,0%
Show TV	The responsibility of the state to the citizen	Economic and Social Expectations	Frequency	9	0	9
			Line%	100,0%	,0%	100,0%
			Total%	14,5%	,0%	14,5%
		National Security	Frequency	0	53	53
			Line%	,0%	100,0%	100,0%
			Total%	,0%	85,5%	85,5%
Total			Frequency	9	53	62
			Line%	14,5%	85,5%	100,0%
			Total%	14,5%	85,5%	100,0%

p=0,00 p<0,05 df= 1

According to Table 6, there is a tendency between the sub-categories of economic and social expectations and underlining the necessity of deciding function of economy. Although the this tendency also seems that the high proportion in Show TV, this proportion is misleading. Because, detected days (9 days) are slightly for our sample. So between the two variables may be mentioned that the NTV prime news bulletin, but there are not statistically significant relationship between two variables.

Table 7. The Relationship Between The Responsibility Of The Citizen To The State and Underlining The Necessity Of Deciding Function Of Economy

TV Channels			Underlining the necessity of deciding function of economy		Total	
			Yes	No		
NTV	The responsibility of the citizen to the state	Sacrifice (Economic)	Frequency	55	0	55
			Line%	100,0%	,0%	100,0%
			Total%	88,7%	,0%	88,7%
		Unity and solidarity	Frequency	0	7	7
			Line%	,0%	100,0%	100,0%
			Total%	,0%	11,3%	11,3%
Total			Frequency	55	7	62
			Line%	88,7%	11,3%	100,0%
			Total%	88,7%	11,3%	100,0%
Show TV	The responsibility of the citizen to the state	Military	Frequency	0	37	37
			Line%	,0%	100,0%	100,0%
			Total%	,0%	59,7%	59,7%
		Sacrifice (Economic)	Frequency	9	0	9
			Line%	100,0%	,0%	100,0%
			Total%	14,5%	,0%	14,5%
		Unity and solidarity	Frequency	0	16	16
			Line%	,0%	100,0%	100,0%
			Total%	,0%	25,8%	25,8%
Total			Frequency	9	53	62
			Line%	14,5%	85,5%	100,0%
			Total%	14,5%	85,5%	100,0%

p=0,00 p<0,05 df= 1

According the Table 7, the each news which contains the responsibility of the citizen to state almost has a sub category of economic sacrifices in NTV prime news bulletins. In

Show TV, this situation is similar but there is also misleading such as the previous table. But the main emphasis is on military service and the unity and solidarity. However, there are not statistically significant relationship between two variables.

Conclusion

The use of expression and image repetition in Show TV prime news bulletin is highly efficient in creating persuasion. The music and the phrases on the screen utilized in Show TV prime news bulletin increases the effectiveness of the news and strengthens the meaning that it has created. Both channels present the news in an approving and persuading manner. It has been observed that NTV use deduction in approving presentation of the news bulletin while Show TV uses both deduction, and repetitions of image and expression. It has been detected that in persuasive presentation of the news bulletin, NTV prefers proof showing while Show TV prefers repetitions of image and statement. Prime news bulletins of NTV and Show TV produce different discourses and each of them present their discourse in an approving and an audience persuading manner. The most obvious proof to that is the category of "the responsibilities of the state to citizen, of the citizen to the state", which is one of the discourse categories.

While these responsibilities find their meaning in national service, unity and solidarity, national security categories in Show TV prime news bulletin; the responsibilities in NTV prime news bulletin are stressed in economic sacrifice and economic expectations category. Besides, that the categories like the independence of the state, its integrity, emphasize on heroism, emphasize on national proud are dominant in Show TV, while the determining function of economy is dominant in NTV reinforces the thesis.

The use of expressions such as metaphor, metonymy, irony, imply, negation and deduction are effective in creating ideological meaning in news texts. Using metaphor is influential in persuasion. Thus, although the two channels have different styles in presenting news bulletin, they have the same level in creating consent. Both news bulletins create their hegemonies by producing discourse and ideology, the way Hall has explained. If we also happen to use Foucault's discourse, then we can say that news bulletins create power through discourses.

Discussions

Agenda in Turkey changes rather rapidly. Unless there is an important incident, the agenda changes even more rapidly. For example, after the watching period terminated, headscarf discussions covered the agenda. Just one year after the cross border operations, there is no reference to the cross border operations in the prime news bulletin. Therefore, the audience follow these news as an object within the speed of agenda change but ironically, can not witness to the history. Because, if they are asked about the result of the cross border operation which took place a year before, no one would be able to respond it. Even the existence of such an agenda is forgotten. News bulletins, themselves, are fulfilling this function of making people forget. Therefore, the handicap of the studies over news bulletin is that they get old, in a colloquial manner. However, no matter when the study on news is conducted, as long as the structure of the channels is the same, the representation style will also be the same but the agenda only will change. The channels will still keep producing discourses, creating hegemony. They will call the audience as the subject, but create the consent by turning them into object. But still, it is considered that in a study on news, increasing the period of sampling will supply more data in following the constantly changing agenda and in demonstrating the change in the subject within the news bulletin. Thus, it will provide the opportunity to compare different agendas.

References

- CHANDLER, Daniel (2007). *Semiotics, The Basics*. London: Routhledge.
- ÇAPLI, Bülent (2002). *Medya ve Etik*. Ankara: İmge.
- DURSUN, Çiler (2001). *Tv Haberlerinde İdeoloji*. Ankara: İmge.
- FISKE, John (2003). *İletişim Çalışmalarına Giriş*. Çev. S. İrvan. Ankara: Bilim ve Sanat.
- FOUCAULT, Michel (2001). *Kelimeler ve Şeyler*, Çev: M.Ali Kılıçbay. Ankara: İmge.
- HALL, Stuart (1996). "The Problem of Ideology: Marxism Without Guarantees", *Critical Dialogues in Cultural Studies* içerisinde, London: Routhledge.
- HALL, Stuart (1997). "The Work Of Representation", *Representation* içinde, Der. Hall, S. London: Sage.
- HALL, Stuart (1999a). "İdeolojinin Yeniden Keşfi: Medya Çalışmalarında Baskı Altında Tutulanın Geri Dönüşü" *Medya İktidar İdeoloji* içerisinde, Çev. M. Küçük. Ankara: Bilim ve Sanat.
- HALL, Stuart (1999b). "Kültür, Medya ve "İdeolojik Etki" *Medya İktidar İdeoloji* içerisinde. Çev. M. Küçük. Ankara: Bilim ve Sanat.
- HALL, Stuart (2005). "Anlamlandırma, Temsil ve İdeoloji" *Kitle İletişim Kuramları* içerisinde. der. E. Mutlu. İstanbul: Ütopya.
- MEGILL, Alan (1987). *Prophets of Extremity*. University of California Press. Berkeley.
- OLGUN, Cem Koray (2009). *Ana Haber Bültenlerinde İdeoloji ve Söylem: NTV/SHOW TV Karşılaştırması*. Yayımlanmamış Yüksek Lisans Tezi. Hacettepe Üniversitesi Sosyal Bilimler Enstitüsü. Sosyoloji Ana Bilim Dalı. Ankara.
- VAN DIJK, Teun. A.(2003). "Söylem ve İdeoloji: Çok Alanlı Bir Yaklaşım". *Söylem ve İdeoloji* (ed. B. Çoban, Z. Özarslan) içinde. İstanbul: Su. s. 14–113.