

GENERAL REVIEW OF HEALTH PROGRAMS IN TELEVISION BROADCASTING IN TURKEY

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Abstract

Developments in the television world have also affected the programs in the health sector, enabling healthcare professionals and patients to access medical information quickly and easily.

Television, which is one of the most used communication tool today, has become one of the important tool used by individuals and institutions in the field of health, due to its structure that provides mass communication in the media sector. The early days of television were, of course, the years when there was limited access to healthcare and information. Accessing to the hospital or doctor was also limited. People watched health-related information on their television and began to convey what they saw and obtained to their families, relatives, and friends. They were impressed by these programs and even continued to treat themselves. Over the years, the structure of health programs has changed. Many elements of the program and the outfits of presenters have improved. On the other hand, the fact that the advertising and promotional activities of the health sector representatives on television were very limited with the legal regulations affected the production and development of the programs.

In this study, taking the development of health-related programs in the television world, which is considered the most important of the mass media from the past to the present, the current applications and the opportunities it provides into account, its effects on the sector are presented from a general perspective.

Key Words: Television Programs, Healthcare, Medical Information, Media, Communication

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Introduction

Medicine, which ranks first among research and development (R&D) studies in the world, is also increasingly becoming a commercial investment sector. The effort to sell the technology produced in the medical field increases the activities for advertising purposes. Although some legal and ethical regulations in our country do not allow the medical profession to be commercialized, advertisements are allowed in medical activities. These are ignored by restrictions and some regulations. Today, advertising and communication has become an intense sector; it is seen that the most scientific publications are made in the field of health in the world, and the number of health programs among the programs broadcast on television recently and their broadcast time have increased rapidly. Of course, it is very important to raise awareness of the public about diseases. In fact, this is a modern duty assigned to all public and private sectors, especially the state. However, this task must be performed scientifically. (Census, 2015).

When we looked at the daytime shows and the news programs on some channels on televisions where health issues were discussed, instead of increasing the awareness of the audience about diseases, we saw programs that were newsworthy, such as scientifically proven magazine content. It was debatable whether the slide and model demonstration, which turned into anatomy and physiology lessons, really benefited patients or confused them.

The programs, which last about three to four hours and which viewers get connected by phone to explain their complaints and seek solutions to their illnesses, often turn into advertisements of some physicians and some health institutions. One another point that draws attention in these programs, which are against the methodology of medicine and the ethical principles of medicine, the audience in the studio welcomes the presenters while standing. Televisions and producers started to develop themselves over time, and it is seen that their structure began to change in their programs over time (Sezer, 2010).

Globalization and technology have made possible the transition from the black and white television era to the color television system. It should be known that information pollution, which is very easy to reach in the information age, becomes extreme, and information that is not proven correct and filled by hearsay will not be a very good form of expression. In particular, people's attitudes and behaviors should not be misguided. A program aimed at providing health information requires careful research and ongoing approval from experts. Normally, questions used in any program are usually of two sources, so each question should be verified with two reliable and valid references. A third stage is needed here. Each question must be approved by a specialist medical authority. There is no room for uncertain areas, and there are very few room or no answers to suspect. Each question has to be one and with only one correct answer (Hılır, 2016).

What is Communication and Mass Communication?

The most important feature that distinguishes humans from other living things is that they can think about the moments and events they live in, generate ideas for them, and connect with other people in line with these ideas. We can call this communication. Communication also includes a number of elements. First of all, communication must have a message. A message is anything that you can give to the other party with whom you will communicate, that conveys meaning as thoughts and feelings. This message should be transmitted to the receiver by a channel. The method you will use while conveying the message will be your communication channel. This can happen in physical, social and technical ways. The method physically meant is body language or our own voice. The social method is mostly newspapers, magazines, places where human communities are concentrated. The technical channel can be television, radio, telephone, internet. There should be a source from which you can deliver the message. A recipient of your message should naturally have a target. This whole cycle ends with a reaction. The message has reached its intended destination and response has been received, thus the communication process is completed (Güngör, 2013).

The transmission of the message to large masses by following a way and method is defined as mass communication. Mass communication is mostly created by professional people, and messages can be delivered to the communities through media such as television, radio, newspaper, magazine, and the internet (Aydeniz, 2011).

Media

The way mass communication is organized is the media. Materials such as television, radio, printed publications (newspapers and magazines), internet are the mass communication tools that make up the media. The media produces and distributes the message and plays an important role in reaching its goal and delivering the message. The media also observes some moral rules. Media is also a business enterprise run by professionals. It informs, educates, promotes and entertains the mass, that is the society. Media is one-way. It just transmits. They can be classified as visual, audio, print, internet and new media and portable communication technologies. The operating system of each is different, but the message they want to give may be the same (Aydeniz, 2011).

Portable information technologies function as information and communication by providing connection to the internet environment without being dependent on a vehicle or place. Internet and new media have emerged in recent years as a type of media that is defined as the new media created by the combination of visual, auditory and print media. He has undertaken tasks such as educating, entertaining, creating social communities. It has an infrastructure that works in a virtual environment. Printed media consist of printed newspapers and magazines, in which items such as photographs, drawings, pictures and writing are used. Audio media, in other words, is radio broadcasting. It is a broadcast format that is based on sound and appeals to the ear. Visual media, on the other hand, is a media that appeals to the eyes, in which all kinds of moving images are used. Its most important material is cinema and television. When it comes to visual media, the first thing that comes to mind, the most preferred and watched is television (Akyol, 2014).



Television

There are televisions in almost every home around the world. This means television in millions of homes. The evolution of television has evolved step by step and has gone through many stages, from mechanical models to QLED TV. The most common technological devices in the world are televisions. On the other hand, until about 100 years ago, nobody knew what a device called a television was. The evolution of television is a very long and exciting adventure (Kellison, 2009). The mechanical device, which was first developed by Paul Nipkow in 1884 and could create an image with a resolution of only 18 lines with a rotating metal disk, and the cathode ray tubes (CRT-Cathode Ray Tube) invented in the same period form the basis of televisions in the classical sense. In coming years, an engineer named Boris Rosing produced the first mechanical television in 1906 by combining Nipkow's disc design with cathode ray tubes. A year later, Boris Rosing and Campbell Swinton, who worked separately, started to work on image transmission electronically instead of mechanically. In 1923, Vladimir Zworin, based on the ideas of Campbell Swinton, brought to life a TV camera tube called "iconoscope". Later, John Baird realized moving images with a system based on Nipkow's disc. At the same time, Zworin was working on a color television system, and as the product of this work, he patented this system. In 1926, John Baird realized a system that can operate at a resolution of 30 lines and a speed of 5 frames per second. In 1927, Philo Farnsworth engineer manufactured the first and fully electronic television system. In 1929, Zworin developed a system that was able to efficiently take images electronically and distribute this image to the environment by using the device he named as a kinescope. The successive studies of different engineers and scientists have literally led to the first television sets and broadcasts. There is no device that we can define as the first television in the world. However, it is known that there is a product called RCA 630-TS, which is the first mass produced television in the world. With this rather large and space-saving device, TVs have started to spread rapidly all over the world (Aziz, 1981).

Globalization and technology have made possible the transition from black and white to color system. The first color television and color broadcast was actually first realized by John Baird in 1938. However, its widespread speed gained momentum towards the end of the 1950s. The NBC television channel in the USA made its first color broadcast in 1954. Westinghouse H840CK15, which was launched in the same year, went down in history as the first color NTSC television available to the public. As televisions have evolved over time, remote control devices have entered our lives to control televisions. While the first remote controls were wired, they started to turn into smart and wireless in time (Aziz, 1981).

Televisions have constantly continued evolution. Tube televisions, which have a large screen themselves, have found a place in the market for a long time. Later, engineers opened a new era with devices called RPTVs (rear projection televisions). In the 2000s and after, these devices left their development to Plasma TVs and LCD TVs. Later, OLED TVs came into our lives. The latest technology evolution is OLED TVs, molecules placed as a layer in front of the backlighting can create much more vivid and realistic colors. The evolution of television, from the first mechanical television to today's technology QLED TVs, can be summarized in this way. OLED TVs gave rise to HD TVs, with the demand for higher image quality. HD broadcasts are also increasing along with HD TVs. With the spread of 3D technology in cinemas, 3D TVs have also emerged. Many models released in 2010 bring this technology to homes. However, after the first period, the interest and

demand for these models decreased over time. With the Smart TVs, television technology has turned into a more intelligent system. People can connect to the internet with smart TVs, download apps and even control their social media accounts. Smart televisions have become indispensable products of the industry since the 2010s. Manufacturers who do not give up the concept that the most important thing is image quality, are speeding up their production with UHD, 4K and 8K resolution (Akyol, 2014).

Televisions, which are one of the most used devices in the world, have taken their current form in a period of 100 years. Considering the evolution of televisions in general, it is not difficult to predict that 100 years from now there will be products that are very different from those today. In order to keep the viewers on the screen of television, professionally edited musical and moving images and animation (drama) technique are generally used. Visuality connects people to the screen with an effective language. No special qualification such as literacy is required to follow television broadcasts. That's why television appeals to everyone. Thus, people of all ages can watch television. Television broadcasts 24 hours a day, 7 days a week and can be followed comfortably at any time of the day. There are frequent repetitions due to nonstop broadcast of the television. Television is an instant broadcast. Programs that cannot be watched or understood at the time of broadcast are not allowed to go back and listen or watch. However, it can be watched again by making a special effort such as searching for and finding on the internet or recording and watching the broadcast (Kellison, 2009).

Health and Health Communications

Health is the state of living creatures in the world feeling well physically, spiritually and socially. Health should not be perceived as an illness or physical disability that exists only in the body. Beings may not feel healthy in psychological and social aspects. This should be perceived as a health problem. Health is a prerequisite for a quality life. Health has always been a topic that attracted everyone's attention to the utmost in every period of history. Today, the population growth in human populations around the world, the negative effects of technology, the change of certain habits, the role of people's lifestyles, socioeconomic changes, bring along many and very serious health problems. However, in human history, people have always faced with very different health problems. While human evolves, on the one hand, health evolves with humans on the other. Some diseases we experienced in the past are almost completely prevented today. However, with the new century, very serious diseases such as radiation-related diseases, obesity, diabetes, cancer and heart diseases are also becoming widespread. Medicine, which is perhaps the first in research and development (R&D) fields in the world, is also unfortunately becoming a commercial investment sector. The effort to promote and sell Technologies produced in the medical field also increases advertising activities. Some legal and ethical regulations do not allow the medical profession to take a commercial form or to advertise in medical activities. However, these restrictions are ignored by following some devious roads in these regulations (Koçak & Bulduklu, 2010).

It is a well-known fact that, as everyone is their own physician at the same time, many people have the audacity to give medical information to different people in the form of a physician and to give advice. A program aimed at providing health information requires careful research and ongoing approval from experts. Normally, questions used in any program are usually of two sources. So, each question must be verified with two reliable and valid references. A third stage is needed here. Every question must be approved by a



distinguished medical authority. There is no room for uncertain areas and there is very few room or no questionable answers. Each question has to be one, with only one correct answer. (Yavuz & Ulusinan, 2019).

Information pollution, which is very easy to access in the information age, has reached an extreme stage, and information that is not confirmed and hearsay cannot be a very good expression. Health communication aims to develop a positive set of health behaviors in patients and educate patients about health issues. In health communication, information should be presented correctly, and the negative events that communication errors will bring along and the effect this will have on people should not be ignored. It should be an effective goal, especially in order not to mislead people's attitudes and behaviors (Tosyalı & Sütçü, 2016).

Health Programs

The first basic television broadcasts in Turkey has been the signal given from the ITU Taşkışla building in 1952, the first announcement made by TRT Ankara Television in 1968 became the first in the broadcasting field in Turkey (Özçağla, 2000).

Since the late 1990s, "woman" programs located in the daytime shows of television channels in Turkey, health has become a topic is frequently discussed content. The doctors who were invited to the such programs as guests started to convey the information about the health subject determined beforehand in the programs to the audience "in a language that the public understands". Some of the doctors who tried to convey their medical knowledge in the limited time allocated to them in the versatile contents of the women's programs avoided being a guest in these programs. Doctors who preferred to be guests in women's programs started to be referred to as "mediatic doctors" by moving from one women's program to another, believing that being visible frequently in such programs is equivalent to being successful. In these programs, the specialist doctors sitting on the guest chair had to give information about an important disease in a short time between a meal recipe and a song. Both researchers and practitioners point out a variety of issues about health-related content in the media in general. In the literature, concerns are often expressed that the health-related media content may be inaccurate and unrealistic, the essence of the subject is lost due to sensational content, that it may lead to more commercialization of the health field due to misleading content, and similar concerns. Many research findings on problematic media content on health are also presented. (Etiler and Zengin, 2015).

The reason why health programs were not shown enough on television till 2010 in general, medicine advertisements were forbidden in Turkey. If this obstacle was removed, both the advertising potential would increase and the number of sponsors to finance such programs would increase. In 2010 and beyond, health issues of interest to the whole society such as bird flu, swine flu, GMO foods, obesity and COVID 19 since the last year have become more on the agenda, interest and curiosity in health issues increases. In addition, the insufficiency of social insurance and health services attracts many people to the screen in order to "get rid of visit fee". People who do not have money in their pockets are now able to check up on their own on the screen thanks to these programs. Channel managements who want to convert this intense interest into ratings are already working on this new vein and establishing an "infrastructure" despite the possibility of the release of drug advertisements in the future. The spread of health problems "to the general" due to epidemics inevitably leads people to be interested in these issues. The fact that the media brings these topics to the screen in a much wider range of programs than before, focuses the attention of people who are already anxious to health

programs. In the last year, the Covid 19 virus, which has become the epidemic of the century, stands out almost every day in television and health programs, and even all news programs turn into a health program.

Medicine, which is stated to have the most scientific publications in the world, has recently increased the duration of its broadcasting among television programs. Of course, it is very important to raise awareness of the society about diseases. In fact, this is a modern duty assigned to all public and private sectors, especially the state. However, this task should be able to be fulfilled in a scientific manner. Generally, when we look at the morning broadcast band on televisions, it is seen that some channels make programs in the form of news that are not scientifically proven and with magazine content rather than increasing the awareness of the viewers about diseases. People's motivation is reduced as the day starts with the magazine of the negative aspects of the diseases rather than preventive information. Statements made with positive or negative impositions on the audience, "especially those about food", can even affect market prices by causing fashionable nutrition menus. People's attachment to certain foods as the only salvation raises their expectations and often causes unwarranted but severe disappointments. The programs, which last about three to four hours and where the viewers talk over their complaints and seek solutions to their illnesses, often turn into advertisements for some physicians and some health institutions. In these programs, whether the slide and model shows, which turn almost into anatomy and physiology lessons about diseases, are really beneficial for the patients, or whether it is more confusing, it should be examined. The interesting thing about these programs, which are not compatible with medical methodology and medical ethics principles, is that the audience in the studio welcomes the presenters while standing (Bulduklu, 2010).

Health programs do not sufficiently use the indispensable 'visual' of television. There is no temptation to have doctors in front of the TV audience and give a monotonous scientific speech for minutes. It only concerns people who are suffering from that disease. However, in order for health programs to appeal to a much more general audience, they must use graphics, attractive visual materials and produce a variable and dynamic fiction. In the meantime, it is predicted that the experts' knowledge of the language of television as well as their own expertise will be beneficial for the programs. A physician can be very successful in his field, but can use the viewer in front of the screen; Aura, rhetoric power, jokes cannot be in the palm of your hand, success cannot be achieved on the screen with such methods alone. Therefore, health programs should pay attention to these criteria in the selection of specialists. In addition, health programs that are skillfully extracted from scientific terms and prepared in a way that does not force the perception threshold of the general audience are more successful and functional (Kaya, 2011).

While most physicians who are invited to television programs are explaining the diagnosis and treatment methods with new technologies, it is considered to be a very wrong situation that they never mention complications. In these methods, giving the atmosphere that the result will always be successful harms the physician-patient relationship. Giving the success rate, possible complications and complication rates in the methods described means not fulfilling the "enlightenment" obligation that is indispensable for the realization of patient autonomy.



It is necessary to discuss how much health information "squeezed" into a magazine or show program will benefit. In the health-related sections that are stuck in many magazine programs, the words are at the point of being crammed into the mouth of the experts due to time constraints or while the magazine is being made in the program, very important information cannot find the correct address. In the meantime, it is extremely inconvenient in terms of the health program for some program hosts to explain the diets they make, explain all the herbs they find in the herbalists, and recommend them to their audience as useful. It is extremely inconvenient for these programs to find a place for themselves in health programs under the name of 'alternative medicine' or 'medicine from nature' or to be presented as 'healing' without mentioning the side effects of folk remedies (Yüksel and Ark., 2012).

It is seen as a very rare event to come across a TV program with a certain production and preliminary research in the existing broadcasts in the early periods when health programs started to be made and gained importance. In many programs under the name of the health program, the programs involving the experts of the cosmetic companies or the experts of the organizations serving in the field of aesthetics are at the forefront. Especially health is an issue that needs to be focused on carefully, and being able to make a program in this theme is seen as a backfire weapon. Therefore, the words spoken and information given must be discussed before they hit the owner. It is stated that while the number and broadcast hours of health programs were less in the first periods, they used to mention the subjects more sensitively. It can be easily said for some programs that as the number of programs and broadcasting hours increase, more doctors have turned into a medium to open up advertisements and have come to the point of losing their reliability. Of course, with years of broadcasting experience, the lack of production in these programs has started to be eliminated over time. Programs that look more like a personal show have begun to be taken more seriously and have become healthier in terms of programming. Outbreaks, which are on the agenda, have started to be effective in the increase in the number of health programs. As the public's tendency to be aware increases, naturally, curiosity also increases. But it is very difficult to find the criteria and experts on such specific issues on the screen. None of the experts can agree on a common opinion in Turkey. It can be said that the health programs that are prepared individually have a better structure when compared with other women's programs. Programs loaded with shows should always be excluded from general health programs (Mahmutoğlu, 2007).

It can be said that the number of health programs in daytime are few. Because if you don't have money, you are not getting enlightened enough about diseases and health. The patient has the right to be informed, but doctors are so busy that unfortunately they cannot find the opportunity to explain them. If we include the crowd of patients waiting in hospitals, in order to prescribe medicines, get tests, running after doctors and violating the lines to take reports, and those who are after a medical board report, we must be rather surprised how doctors keep their mental health than expecting them to do their job. For this reason, the benefit of health programs on TV should not be ignored. In general, women follow health programs. Every mother or elderly woman of the household follows health programs with curiosity. They definitely find a piece of themselves in these programs. Thus, women come to the forefront in protecting the health of the family. Health is monitored, although not as much as husband seeking programs, and each channel increases the number of health programs day by day. However, these programs do not have continuity, because the number

of managers to pay attention to such programs is almost nonexistent and there are not many programmers trained in this field (Yüksel, 2016).

Except for some doctors, unfortunately some doctors are like doctor-on-call who are paid by such programs.. They come to the programs to earn money and show themselves by talking about strange topics. In this way, although they gained fame, they lost their prestige. Scientists should never be like singers on the stage. Health programs purified from these are getting better day by day. It turns into a structure that the public can understand. Doctors and providers are becoming more conscious. Instead of using Latin words, they started to use folk language. But, is this done consciously by the TV management thinking public benefit? This should also be discussed. Strong hospitals and pharmaceutical companies are effective on the programs. Recently, ambitious hospitals have been put into service in the field of health. There is a serious competition environment that says "we are the best" in health. Attracting the rich customers is like hunting for them. Even the Red Crescent is in this race. All of these may be sufficient to ensure that health programs are a rising value in TV channels (Becerikli, 2013).

Result

Health programs should be carried out with the awareness that information pollution has reached the highest level in an age when it is very easy to access information, and with the awareness that hearsay information, in a very beautiful expression, may be misleading people's attitudes and behaviors, especially about health.

It is absolutely necessary to separate health programs and health departments included in women's magazine programs. The format and provider of health programs should also be liked. Health programs should act like a member of the public knowing its limits. The presenter presenting the program may be a real doctor, but should not sound artificial to the audience. Her tone of voice, the way she speaks, her hair-make-up should all be warm to the audience. Magazine studio decors should be avoided, and studios must be appropriate to a health program convincing the audience that it is a health program.

In addition to health programs, doctors are frequently hosted in women, shows and chat programs. These programs should not be used for the advertisements of the health sector and doctors, and health and cosmetics should be separated from each other. In such programs, it should not be ignored that the way diseases, diagnosis and treatment methods are handled should be done to inform the public not as a means of show. The purpose of health programs should be to enlighten people who are ignorant about health and those who have knowledge and willing to improve themselves.

Spreading the broadcast of health programs, which generally take place in the morning on weekdays to every hour in a day on television channels, as possible as they can, helps increase the interest on them. Health programs on television should not turn the lives of people into medical problem. As an alternative, publishers who are following the principles of social publishing, should do health programs that is easily understood by the public without losing scientific quality, without presenting health only as a matter of beauty/cosmetics. It is obvious that public authorities, both in the field of health and publishing, have responsibilities in this regard.



Since the messages given through health programs reach very large masses, they have a significant impact on people. Inaccurate information provided in these programs should not cause adverse effects on public health. These programs must be on screen for the welfare of the society.

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