

Türkiye’de Geleneksel Kültürden Popüler Kültüre Kültürel Değişim: Televizyon Etkeni

Cultural Change from Traditional Culture to Popular Culture in Turkey: Television Factor

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ÖZET

Medyayı oluşturan araçlar içinde en yaygın olan televizyon her gün milyonlarca insan tarafından izlenmekte ve insanlar toplumsal yaşam ve dünyadaki gelişmelerle ilgili bilgileri televizyondan öğrenmektedir. Son zamanlarda Türkiye’de kültürel yapı ve düşünsel yaklaşımlar küresel ekonomik ve politik gelişmelere bağlı olarak köklü değişimlere uğramaktadır. Popüler kültür medya aracılığıyla, özellikle televizyonun etkileriyle Türkiye’de egemenlik kurmakta ve insanlar hızla popüler kültürün gereklerine uyum sağlamaktadır. Televizyon yeni ürünleri ve yaklaşımları çok çekici formlarda insanlara aktarmakta ve insanlar gösterilenlerin çekiciliğine kapılmaktadır. Televizyon geleneksel kültürü modern kültürle değiştirmiş ve popüler kültür televizyon aracılığıyla Türkiye’de egemenlik kurmuştur.

ABSTRACT

Television is the most common instrument in media and millions of people watch television everyday and have many knowledge about social life and about the world via television. Cultural structure and spiritual approaches changed deeply due to global economical and political developments in Turkey in last decades. Popular culture had a sovereignty via media, especially via television on Turkey and people adopted popular culture rapidly. Television conveyed all products and concepts to people in attractive forms and people were naturally attracted in their lives. Television changed traditional culture to modern culture and popular culture had a sovereignty via television in Turkey.

1. INTRODUCTION

In this research, function of television was dealt as a problem and role of television in social structure was examined and relation between culture and technology was searched and relation between popular culture and television was evaluated and effects of television was emphasized due to some samples. Characteristic of culture was especially evaluated in social life and cultural development in a society was searched due to historical developments.

Culture studies increases recently because of cultural problems in the world and especially popular culture and its complications perturb many people and scientists. "Culture is spirit of a society and it is connection among people and in a way culture is a kind of identity"¹ After traditional culture of people, societies witness many different cultures due to conjuncture and conditions of periods. Technological developments accelerated cultural change and cultures changed into trends in high rhythm lives of people.

Culture means characteristic of people and defines what people lived and what people told and what people used and what people accumulated and etc. Culture is concerned with all dynamics of a society like language or like history or like belief and influences all components of social life². Technology and modern approaches brought "mass" concept to political and economical and social life via radio, television and press in the beginning of 20.th century and meanwhile people met mass culture. Mass culture is a mass production and much consumption style and taught people being happy by consuming³. Policies and condition change mass culture to popular culture in time.

Culture is also concerned with technology, and with economy and also with expectations of people. All components and dynamics in a society and behaviors of people generate culture and cultural tradition is conveyed via different ways. Family is the main factor that convey culture to next generations but conjuncture change factors. Attraction of technology changed many factors in the world and generated different factors in social life. Television became the most common dynamic recently and it is effective on social life and also on decision of administrators.

Popular culture was duration of mass culture and it still attends. Popular culture is a style that contains from simple songs to dancing and from supernatural heroes to entertaining rigmaroles and convey all its content via media, especially via television. People are fond of entertainment and hobbies since technological facilities began to make their duties. Popular culture intends to occupy time of people with colorful and entertaining products and⁴. Popular culture also intends take people to imaginary atmosphere from their problem lives via its attractive products.

1- Mikel J. Koven, "Folklore Studies and Popular Film and Television: A Necessary Critical Survey". *The Journal of American Folklore*, 2003, pp.192.

2- Robert Redfield, "The Folk Society and Culture", *American Journal of Sociology*, 1940, pp.738

3- L. Harold Wiensky, "Mass Society and Mass Culture: Interdependence of Interdependence", *American Sociological Review*, 1964, pp. 194

4- Johnson, Russell L. (2001). "'Dancing Mothers'" The Chautauqua Movement in Twentieth-Century American Popular Culture", *American Studies International*, 2001, pp.67

Population is a policy of politicians and investors and caused a common culture in the world. It is a way to administrate people easily because of its attractive and entertaining components. *"Population provides people entertainment facilities and attractive hobbies and people mention social problems less in population atmosphere"*⁵. Population is a compliment and an atonement and a concolatory policy and media are main instruments for population.

2. Television in Social Life

Messages of television are conveyed to a great mass and many people received message of television and affected by them that were edited in imaginary stories. Television is an imaginary media that sets magnificent worlds for the spectator to attract into a magic atmosphere. Impact of television productions do not influence immediately but later, and affects of television became social matters after a few time later. Impacts of television can be observed after broadcasting among people but main impacts emerge in a long time in Turkey⁶. Many people decide to change their opinions or to change their life styles due to television productions in Turkey.

However there is not a certain evaluation on social impact of television, there are many search and opinion about change in society due to television. Television actually influences decide or approach of many people and entails changes in a society naturally⁷. Social role of television is not directly entertainment but in high rhythm urban life people usually appeal television to riddance problems of urban. Imaginary stories on television attract people to a smooth atmosphere and people relax there.

Television teaches people what they do in different positions and teaches people whom they can communicate or they can support. *"It is a reliable visual guide-book for people and many people decide about their business due to television"*⁸. Television is an enjoyable advisor in social life of people and its content can includes numerous matters and topics in the universe. Television can mention from precessions of planets to reason of suicide of a girl and it especially emphasizes political or economical social developments and problems. Messages of television are more effective on people who can not obtain main knowledge of life from other instruments like newspaper or like books and administrators distinctly uses television to administrate the land⁹. Television is a great facility either for people or for administrators in a society.

A child learns his pattern via television beside his parents or his teacher and roles of individuals usually consist due to television in a family anymore and people learn

5- Mohammad Jalal and others, "Revolution, War and Modernization: Population Policy and Fertility Change in Iran", *Journal of Population Research*, 2002, pp. 41

6- V. Batmaz & A. Aksoy, *Television and Family in Turkey*, Ankara: Turkish Prime Ministry Family and Research Organisation, 1995, pp.102

7- L. Taylor, "Effects of visual and verbal sexual television content and perceived realism on attitudes and beliefs", *The Journal of Sex Research*, 2005, pp.133

8- P. Scannell, "The dialectic time and television", *Annals of the American Academy of Political and Social Science*, 2009, pp.228

9- M. Gurevitch and others, "Political communication-old and new media relationship". *Annals of the American Academy of Political and Social Science*, vol. 625, 2009, pp.169

social roles and social positions due to television in modern age¹⁰. Untutored married couples generally learn rules or style of marriage via television and set their life due to television and perceive that television is their spiritual source.

Television images do not survive, they appear and then disappear soon, they are temporary. Therefore the people who want to watch and enjoy and then forget, watch television because of its temporary images. It solaces people via its fantastic stories for a few moments and then disappears. Some media like newspaper or magazine can be read for many times and can be memorized, but television can not. One of the most important reason about watching television is temporariness. Temporariness is a result of popular culture and a way to forget problems for a few time.

According to some dietitians, obesity is a result of television because of its attractive images and delicious food. *"Especially children can not object messages of television and they are taken with fantastic invitations of colorful products. They eat much to reach fantastic world of television"*¹¹. Many adults can not object invitations of television too and they buy and they do what television says. Only a few people who can control their volitions escape impacts of television, and they spend most of their time by reading or by conversing or by searching.

Lives of many people get resembling due to television recently and many people speak similar because of television. Especially young people learn funny slogans and words and repeat and a common conversation language consists naturally¹². Television can change language of a society and also values of a society. Children sing the songs that they listened on television and they tease via the words what they heard on television and some adults also do that.

Television creates extraordinary characters in fantastic atmospheres and writes exciting stories that attracts people into their deep mystery. People who read book or listen to music to travel to another world especially want to watch television to have a journey too. Imaginary world of television is a kind of way to fantastic worlds and also a kind of therapy to present people relaxation¹³. This is the reason which directs people to watch television and people prefer to watch television because of its therapy effect in Turkey because of situation of the country.

All productions of television contains components of popular culture and convey them in an attractive way. Only a few people can resist attraction of imaginary world of television and whereat against popular culture. Financiers and manufacturers and television channels employers are aware of power of television and want to use it for their gain¹⁴. Attraction of television productions attract people directly

10- S.Coltrane, M. Adams, "The social construction of the divorce "problem": morality, child victims, and the politics of gender", *Family Relations*, vol. 52 (4), 2003, pp. 368

11- S. Gable, S. Lutz, "Household, parent, and child contributions to childhood obesity", *Family Relations*, vol. 49 (3), 2000, pp. 297

12- A. Burgio and others, "Differences in life expectancy and disability free life expectancy in Italy". A challenge to health systems. *Social Indicators Research*, vol. 92 (1), 2009, pp. 5

13- A.M. Schocket, "Little founders on the small screen: Interpreting a multicultural American reolution for children's television" *Journal of American Studies*, vol. 45 (1), 2011, pp.157

14- Federico Cingano and others, "The Effects of Employment Protection Legislation and Financial Market Imperfections on Investment: Evidence from a Film-Level Panel of EU Countries [with Discussion]". *Economic Policy*. 25 (61), 2010, pp.156

popular culture and television creates a natural popular culture effect.

3. Relation between Television and Popular Culture

Culture is an accumulation of dreams and realities of people during many years and science and education and technology feed and guide culture. Culture can change due to many different factors, even wars from time to time and people tend to reach their dreams in their conditions. Policy and economy, and international relations and geography and climate have roles on culture¹⁵. Culture presents society a designed identity and people try to create an original identity for themselves in their culture.

Millions of people learn national agenda or world agenda via television and interested in matters what they watch on television. *"It is function of television to convey people agenda to attract people agenda of popular culture"*¹⁶. Television is a social media that can address many people in society in social language and can guide people where it tends. Television presents people an attractive and entertaining imaginary world and attract them there.

Many suburban participated in metropolis life via television and they also met popular culture via television. Television is a large media between rural and urban areas and between traditional culture and modern culture and it is media of another modern culture; popular culture that was founded on economical and political base¹⁷. Main component of popular culture is entertainment which is produced artificially and main principle of popular culture is consumption¹⁸. Numerous people knew and adopted popular culture in the world and popular culture became an accepted style.

Media of popular culture convey many messages about life and social atmosphere and messages inspire people different opinions and invite them to modern styles. Popular culture is a trends system that trends rises suddenly and disappears suddenly for a new one. Everything finishes quickly in popular culture even national or traditional values and everything often changes in social life¹⁹. Television conveys numerous messages that change decisions of people or incite to shop and television sets an imaginary world in which the spectator were bewitched.

Traditional occupies and classical expressions changed into modern styles via television in modern time and each man found a modern role in his social life via television too. Television shows many different characters and many different occupations and many different places to live and the spectator choose the most attractive one in television's imaginary world. *"Modern storytellers tells modern stories and mentions about modern styles and modern manufacturers mention about*

15- Lee Irwin, Lee, "Dreams, Theory and Culture: The Plains Vision Quests Paradigm", *American Indian Quarterly*, 18 (2), 1994, pp.242

16- Daniel Davan, "Sharing and Showing: Television as Monstration", *Annals of the American Academy of Political and Social Science*, 625, 2009, pp.28

17- Michal Andrew Coonnor, "Holding the Center: Images of Urbanity on Television in Los Angeles, 1950-1970". *Southern California Quarterly*, 94 (2), 2012, pp.251

18- Ulla Haselstein and others, "Populer Culture: Introduction". *American Studies*. 46 (3), 2001, pp.33

19- William A. Ganson and others, "Media Images and the Social Construction of Reality", *Annual Review of Sociology*, 18, 1992, pp. 390

*modern products that people never have met before via television*²⁰. Television is an innovator media which wastes everything quickly and presents an innovation everyday.

Television sets imaginary worlds for people and digital technology provides television numerous facility to set fantastic atmosphere that attracts people. People are mostly deceived fantastic images of television and find their expectations on television²¹. Television produces legendary series and magnificent competitions and attractive sport programs and mysterious gossip and entertaining advertisements and others to attract people to an unreal world to make them happy and relax. This is popular culture impact.

Popular culture presents people attractive products which can be understood easily and can be used by enjoying via television. Television shows people exciting sports and eventful films and high rhythm songs and fantastic places to spend time and many new fashions. People feel themselves happy and think that they are components of a prosperity society when they watch television and rely on television for their life²². Many people watch television to have sufficient knowledge about agenda and about social life and about events in the world and do not need any other knowledge source except television.

Cultural accumulation was conveyed via oral expression from adults to next generation in the past and then different ways and instruments were used to convey cultural accumulation. In technology age, technology is used to convey cultural messages to people but the difference is about source of communication²³. Adults left their position to mass media and mass media convey a well-designed and attractive culture to people. The most popular instrument in mass media is television in the world recently.

4. Cultural Change via Television in Turkey

People have been watching television since 1968 and changed many economical and political and cultural dynamics and components even the language after television in Turkey. The spectator learnt numerous knowledges and many words and concepts and characters via television and had different approaches and began to watch the world through another window. Television caused a great cultural change and international powers and some people organisations supported the change because of their policies in Turkey.

Most of people lived in rural in their traditional culture until the beginning of 1970s and then people began to migrate to urban area because of economical and political factors in Turkey. People who migrated from rural to urban met modern life style and urban culture and were adapted urban culture rapidly via television. *“Television conveyed the spectator universal urban culture and taught many modern*

20- Corless Smith, "Electronic Storytelling and High-Definition Television". *Journal of Film and Video*. 52 (1), 2000, pp.7

21- L. Spigel, "TV's next season". *Cinema Journal*, 45 (1), 2005, pp.88.

22- Laura Grindstaff, Joseph Turow, "Video Cultures: Television Sociology in the "New Age" TV", *Annual Review of Sociology*, 32: 2006, pp.119

23- Angela Cavender Wilson, "Grandmother to Granddaughter: Generations of Oral History in a Dakota Family", *American Indian Quarterly*. 29 (1): 1996, pp.10

*cultural things and approaches in Turkey*²⁴. Culture changed in a great measure in via television in Turkey.

Societies and behaviors change because of technology transfer in the world and technology causes a modern culture even on names of things. People get new informations and new ideas and have approaches from technology and new informations inspire new ideas and styles²⁵. Popular culture is set on simple and attractive goods and comfortable life with technological products and on simple relations and much consume. Popular culture found an available base and also extended in Turkey.

It is an attractive way for Turkish people who migrated from rural in where people worked in fields or in farms and did not have mechanical or electronical instruments that eased their lives. People met an easier and more comfortable life in urban and they began to work less they had more time to have fun in Turkey. Television was the most entertaining instrument for the people and it was actually the media of popular culture²⁶. People never imagined a more entertaining culture when they lived in rural in traditional culture but they rapidly enjoyed and adopted modern culture in urban areas in Turkey.

Television firstly impressed people who lived in rural areas and then attracted politicians to influence great mass via its attractive characteristic. Almost all politicians used television to tell their policies and their intentions and politicians brought the term, populism. Populism is a mass policy and guides people to simple and entertaining occupations to reach purposes of politicians. Industry and urbanization and populism and television were the main components of the same period which presented people another culture that they never lived before.

People watched many interesting serials and learnt women spies and learnt studies about space and highway via television and tasted corn flakes and hot dog pizza and wore jeans and confection dress and drank instant coffee and sang American or European folk songs. Numerous comic book and popular books were imported and were read by people after television in Turkey. Entertaining video tapes and popular albums were listened in Turkey too.

People began to shop frequently and they wore different dresses and they changed their furnitures in their houses and they joked in different forms after the effects of popular culture on television. Houses changed into flats and family relations changed into modern relations and people began to be interested in different hobbies like rock music and like climbing and like golf and like tango and people met fast food instead of their traditional meals and people began to use the term of "feminism" after television in Turkey²⁷.

24- Sedat Cereci, *Media Productions and Production Technics*. Ankara: Nobel, 2012, pp.78

25- R.R. Nelson, "The Advence of Technology and the Scientific Commons", *Philpsophical Transactions: Mathematical, Physical and Engineering Sciences*. 361 (1809), 2003, pp.1705

26- Nurcay Turkoglu, *Mass Communication and Culture*. Istanbul: Naos, 2003, pp.188

27- Alexander Safarian, "On the History of Turkish Feminism", *Iran & the Caucasus*, 11 (1): 2007, pp.158

Television reformed the culture and created a modern culture on behalf of popular culture in Turkey. Almost all cultural components changed via television in Turkey and next generations grewed in popular culture since television. A serious cultural problem consisted between the previous generation who lived without television and the next generation who grewed with television in Turkey in 1970s.

CONCLUSION

Cultural structure did not change in Turkey during many years until television became a main component of social life. People lived in a traditional cultural atmosphere in rural areas until 1970s and then people migrated to urban areas and began to live in a modern style. Television became the most important component of modern urban life and taught people requirements and approaches of popular culture. Popular culture is full of entertainment and simple occupations that relieve people and make happy.

Popular culture is an economical and political policy and attracts many people in the world and modern styles are formed due to popular culture. Television is the main instrument of popular culture to convey its messages and its products. Television is watched by millions of people in Turkey and in the world. Numerous people meet at joint subjects and around enjoyable topics and on global matters and consume international products in popular culture. People feel themselves more comfortable and happier in popular culture in Turkey though they have lived in their traditional culture for many years.

Turkish people met popular culture after they migrated intensively from rural areas to urban areas in 1970s and they found popular culture as a solution for their cultural impasse. Television was the most common and necessary component of urban life and a simple and cheap entertainment instrument. Popular culture brought many different products and approaches via television to people who lived in urban area and had more spare time and wanted to have fun. Television is a fantastic instrument which provides people many international social atmosphere and many global views.

Impacts of television changed language of people and conveyed them many different knowledge about different cultures and taught them modern life style with its clothing and eating. People did not find modern culture strange and embraced it rapidly and set their lives on popular culture. Television taught people a new information and a new approach everyday and set fantastic imaginary worlds on popular culture base in Turkey during about 40 years and continues.

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