

GLOBAL INTERACTIONS IN TELEVISION BROADCAST JOURNALISM:
THE CASE OF BBC AND NTV

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GLOBAL INTERACTIONS IN TELEVISION BROADCAST JOURNALISM:
THE CASE OF BBC AND NTV

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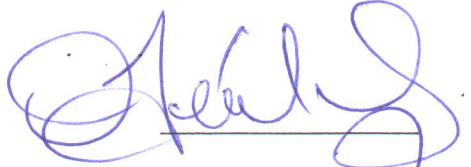
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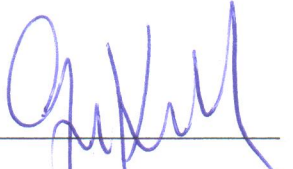
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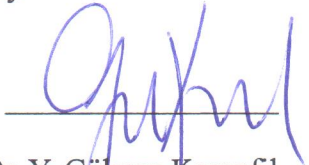
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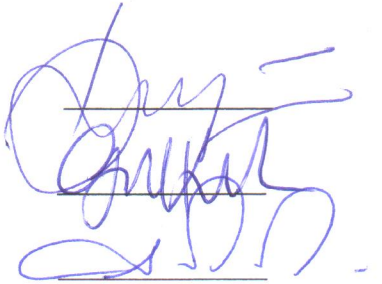
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ABSTRACT

GLOBAL INTERACTIONS IN TELEVISION BROADCAST JOURNALISM: THE CASE OF BBC AND NTV

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The thesis examines the formation of television journalism and the impacts of globalization on television journalism. In this study, in-depth interview is applied to expose the foundation process of NTV; the first television news channel in Turkey, interactions between the BBC and NTV, and other international television news broadcasts which NTV has been inspired from. Participants of the in-depth interview consists of 11 people. While some of them are still working for NTV, a few participants no longer work for NTV. In addition to this, some of the participants have worked for the BBC before the foundation of NTV, and some of them have had a part in the establishment of NTV. As a result of the in-depth interview, NTV has been inspired mostly by the BBC, furthermore there have been interactions between these two broadcasting institutions ever since the establishment of NTV. Additionally, although not as much as the BBC, other international television news channels, such as CNN and SKY News, have been an inspiring models for NTV as well. Moreover, Newyork One, a local television news channel in Newyork, became another inspiring television news channel model of NTV.

Keywords: Television journalism, NTV, Globalization, BBC

ÖZET
TELEVİZYON HABERCİLİĞİNDE KÜRESEL ETKİLEŞİM:
BBC VE NTV ÖRNEĞİ İLE

Kaya, Emine Çağla

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Çalışmada televizyon haberciliğinin oluşumu ve küreselleşmenin televizyon haberciliğine etkisi incelenmiştir. Çalışmanın uygulama kısmında, Türkiye'nin ilk haber televizyonu olan NTV'nin kuruluş sürecini, BBC ile etkileşimini ve model aldığı diğer Uluslararası yayın kuruluşlarını ortaya çıkarmak amacıyla derinlemesine mülakat tekniği uygulanmıştır. Katılımcılar 11 kişiden oluşmaktadır. Katılımcıların bir kısmı halen NTV'de görev almasına karşın, bir kısmı NTV ile yollarını ayırmıştır. Öte yandan, mülakata katılanların arasında daha önce BBC'de görev almış isimler ve NTV'nin kuruluş sürecinde yer alan isimler de bulunmaktadır. Derinlemesine Mülakat sonucunda, NTV'nin BBC'den etkilendiği ve bir çok alanda bu kurumla etkileşim halinde olduğu gözlenmiştir. Bununla birlikte, NTV'nin BBC kadar olmasa da CNN, SKY News gibi başlıca Uluslar arası yayın kuruluşlarından da etkilenmesinin yanı sıra, Newyork'ta bir yerel televizyon haber kanalı olan Newyork One'dan da etkilendiği sonucu ortaya çıkmıştır.

Anahtar Kelimeler: Televizyon Haberciliği, NTV, Küreselleşme, BBC

To my ever-supportive family Nevin, Hüseyin and Ahmet Yılmaz...

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INTRODUCTION

Mass media has a dominant effect on our lives because we can access the information through the mass media tools. For instance, most people, who live in different countries, are able to be informed about several issues such as, economy, politics, environment, social life, concerning either their own country as well as the rest of the world.

Mass media such as newspaper, book, magazine, are part of the so called print media; cinema, movie, radio, television CD, computer, which are the products of technological developments, have improved rapidly. Today, several communication devices such as telegraph, post, phone, mobile phone, which are all communication tools as well as newspaper, radio, television, which are the mass communication tools and computer (internet and e-mail) and satellites, have become the indispensable pieces of contemporary communication. (Çoban, S., 2013). While these communication technologies have been rapidly improved, people's needs and ways of getting information have also been transformed. To give an example, people were following the news from magazines and newspapers before the invention of a radio, receiving information used to take weeks, sometimes even months. However, through the new developments in communication ways, time started to gain importance, especially in the war period. Today we can reach the information instantly through television and internet. These developments bring alongside new information terms, such as the term globalization.

This thesis, apart from the brief explanation of the mass media tools, focuses mostly on television. The main subject of the thesis is how the BBC; which is one of the most important news channels in the world, effected NTV, which is the first national television news channel in Turkey. In this manner, the role of globalization is argued on behalf of these aforementioned television news channels.

As globalization has spread and has produced faster and easier communication methods, also through globalization and transmission of media channels, news making gained a different dimension. In that point, according to Chalby (2005), through the new technologies, international communication improved. By that way, information started to expand faster and easier. These were the first steps towards the globalization. Following these, technologic improvements gained acceleration. In the beginning of the 20th century technological innovations started to be noticed, such as telecommunications, microelectronics and space-related technologies (Chalby, 2005). After these the emergence of global channels was unavoidable, channels such as CNN, the first global channel in the world, was founded in 1989 (Chalaby, 2005).

As Chalby mentions, along the technological developments, global channels also started to be seen, such as CNN and the BBC. Therefore, global interactions between television channels are also inevitable.

However if we consider how Turkey was affected from these transformations, NTV has played the key role, because it was the first TV channel which made news

broadcasting 24 hours a day, straight. On the other hand, NTV has had a leading role for other TV channels, such as CNN Türk, Habertürk, etc.. The other issue is, although its brand name is "Nergis TV", it is phonetically spelled with the international phonemes, "NTV". This global approach did not have an effect only on its brand name, but it also affected its editorial guidelines, broadcasting values and norms.

The issue examined in this thesis is the inquiry of which television news channels did NTV interacted with; the BBC or CNN; despite the fact that there has been superiority of CNN's influence in the world, NTV has interacted with the BBC more intensively than CNN. From this point, the thesis is composed of four chapters.

Chapter 1 provides information about the subject of the thesis. Further on, the thesis is divided into sub-titles dealing with the purpose of the thesis and research methods in order to provide answers to the research questions.

In Chapter 2, globalization, technological improvements in mass communication from the developments of newspaper to invention of internet, is explained. Then, how these developments led to globalization and its effects it has been further investigated.

Chapter 3 focuses on how transnational television news channels effected national television news channels. Hereby, BBC's effect on NTV is analyzed in detail. In this manner, the foundation of the BBC, principles of the BBC, its impact

on world's television news institutions and its impact on television news channels in Turkey, especially TRT and NTV, is discussed.

Chapter 4 processes into interactions between the BBC and NTV. This interaction is examined by one of the qualitative research methods, which is called the in-depth interview. Through in-depth interviews, participants' point of views are learned on behalf of effects of the BBC on the foundation of NTV and interactions between the BBC and NTV. In addition to this, other international and foreign television news channels effects on NTV are also discussed.

CHAPTER 1

RESEARCH METHODOLOGY

1.1 Importance of the Thesis

In this thesis interactions between television news channels in the world is examined, with the main subject of the thesis being the NTV news channel. The reason for examining NTV was because it is the first thematic television channel which broadcasts news 24 hours a day and consists of only news bulletins and news programs.

Although there has been a great deal of studies regarding the television news making and its global dimensions, this thesis is important in terms of focusing on how the first television news channel in Turkey was founded and its effects on Turkey. NTV has a different position; it was founded with a Turkish brand name (Nergis TV) and apparently, it does not depend on any international television news channel. However in this thesis there will be an attempt to show the ways in which it has been inspired and affected by other international channels.

If the global television channels, which inspired NTV, are considered, undoubtedly, two significant television news channels are taken into perspective: CNN and the BBC. This thesis argues that unlike the majority of television news channels which are mostly affected by the CNN international, NTV was inspired by the BBC more than CNN.

1.2 Purpose of the Thesis

With the establishment of NTV, the news making in Turkey has gained another dimension. While tabloid news were broadcasted for the reason concerning the rating of the entertainment television channels before NTV was founded, afterwards NTV destroyed this type of news perception and transformed the understanding of making the news. During the process of changing the news production and perception, it gained global norms principles, and perspective in Turkey. Global interactions between television news channels are demonstrated through the examination of NTV's foundation period, broadcasting policies, principles and inspired models.

To sum up, examination of the points below is putting focus in this thesis:

- To expose how global television news channels effect local or national television news channels in terms of their broadcasts, policies, editorial guidelines, principles.
- To explain how NTV became the first television news channel in Turkey and how it led other television news channels to their establishments.
- To provide reasons why the BBC became greater inspiration model than CNN for NTV, despite the fact that CNN has a greater influence on media news in the world.

1.3 Hypotheses and Research Questions

Hypothesis 1: NTV and the BBC have been interacted with each other.

Hypothesis 2: NTV has inspired from the BBC more than CNN.

Hypothesis 3: NTV has inspired not only from global television channels, it has also inspired from a local television channel in New York.

Research Questions:

The research questions which I aimed to find the answers to are;

- What forms of interactions existed between NTV and the BBC?
- Was NTV inspired from the BBC during its establishment?
- Was NTV inspired from other international television channels?

1.4 Methodology

Before the explanation of the research methods, sampling and its findings, I would like to provide some information about research methods. This is important in terms of the reasons of research method preference. Both approaches of research method, namely qualitative and quantitative research methods, can be applied to the thesis.

"Creswell (1994) has given a very concise definition of quantitative research as a type of research that is `explaining phenomena by collecting numerical data that are

analyzed using mathematically based methods (in particular statistics)” (as cited in Sukamolson, S. 2007).

In order of providing answers to the research questions, the qualitative research method was preferred. The reason for having adopted this research method is, while, quantitative research method is based on statistics which help us to generalize the information, qualitative research method has the ability to explain the issues beyond statistics and in this way provides us with extra information. Therefore, qualitative research method offers the opportunity to explain the issues about culture, individual, communication, etc. that differ from generalizations. For instance, although I had the opportunity to implement survey, an in-depth interview was preferred, because a survey does not give the in-depth results.

NTV's evolution process from its establishment, as the first television news channel in Turkey, till today's contemporarily situation, has been discussed. Therefore qualitative approach is more convenient for the aims of the thesis.

Qualitative methods are typically more flexible – that is, they allow greater spontaneity and adaptation of the interaction between the researcher and the study participant. For example, qualitative methods ask mostly “open-ended” questions that are not necessarily worded in exactly the same way with each participant. With open-ended questions, participants are free to respond in their own words, and these responses tend to be more complex than simply “yes” or “no”(Qualitative Research Methods: A Data Collector’s Field Guide, (n.d), Retrieved from <http://www.ccs.neu.edu/course/is4800sp12/resources/qualmethods.pdf>).

I used the snow-ball sampling for this in-depth interview which means people who I

interviewed, recommended me to each other. At this point, I would like to mention that Mr. Tayfun Erten, who was one of NTV's establishers, and who has also worked for the BBC, although he did not take place in the interviews, recommended me some samples. The in-depth interviews in this thesis consist of 11 participants who have worked or are still currently working for NTV. 3 out of 11 people have had a closer relation with the BBC, that is, they worked for the BBC for certain time periods. Nuri Çolakođlu who took part in establishing of NTV, worked for BBC for 7 years.

Hüseyin Sükan also worked for BBC between the years of 1978 and 2011. From 1997 to 2011 he was the manager of BBC Turkish service, and since 2014 he has been an editor on NTV.

Hilmi Hacalođlu who was the correspondent for NTV, joined the education training provided by the BBC.

Fehmi Gürdallı who is the Foreign News manager, Mete Çubukçu who was the former news manager, today he is making the program for NTV, Erdoğan Durna who is the intelligence chief and Yađız Şenkal who is the correspondent for NTV since 2011, are all still working on NTV.

Cem Aydın who was the CEO until 2013, Mustafa Alp Dađıstanlı who worked for NTV during the years of 2002 and 2011 and he was also the Foreign News Editor until 2005, Ergün Güven was the correspondent on NTV between the

years of 1996 and 2013, Mehmet Veli İbrahimhakkıoğlu was the producer on NTV.

The advantage of the in-depth interview is that it is more useful in terms of collecting informations about participants' personal opinions, experinces and expectations, thus this research method was preferred. In this way, certain questions were addressed to interviewees, amongst some of them worked for the BBC before the NTV establishment; some of the interviewees also took part in establishment of the NTV itself. Throughout this method, I could discern the interactions between BBC and NTV and the role of other international news channels.

A popular qualitative research method in Britain is the unstructured or in-depth interview. This is used to gain access to the social world through 'structured conversation'. The participants in the in-depth interview have roles in the research context, but the interviewer begins and directs the conversation to a minimal degree, hoping to elicit what the subject thinks is important about the research topic and to obtain their descriptions and explanations as far as possible in their own words. A tape recorder is used to record the interview and this is transcribed onto a text document (Kelly, 2011:53).

For the purposes of this thesis, I have used an open ended interview because through this method, participants of the in-depth interview, felt themselves more flexible to respond the questions. By that way, I was able to obtain the answers for the research questions. The questions and the answers of the participants were recorded. The interviews lasted on average between 20 to 25 minutes.

While most of the questions were asked during the interviews according to the answers provided by the participant, a further more specific questions were asked;

- What does NTV mean to you?
- How does NTV describe the concept of news according to you?
- How do you comment on NTV's approach to journalism?
- Do you think that NTV changed the approach to journalism in Turkey?
According to you, did the form and approach to journalism change after the establishment of NTV? Was the understanding of global journalism assimilated through NTV?
- According to you, what are the differences between the NTV and the other television news channels in Turkey?
- According to you, what are the similarities between NTV and the BBC?
- According to you, did the BBC play any significant role during the establishing process of NTV also; does the BBC continue to have a role on NTV?
- Where the editorial guidelines of other institutions read alongside NTV's?
- Which models worldwide does NTV use regarding the news broadcasting and editorial guidelines?
- Has training program been led by the education committee of the BBC on NTV?
- Are there any agreements or cooperations between the BBC and NTV?
- What is your opinion when you compare broadcasters and NTV's approach to the news in the world and Turkey?

Through these questions, participants talked about the foundation of NTV,

NTV's role models during its establishing period, influence of the BBC on NTV, interactions between NTV and the BBC, and the other models for NTV.

1.5 Limitations

This study has limitations in terms of the participants of in-depth interview. Participants of the in-depth interview consisted of only the people who live in Istanbul and worked for NTV, although some of participants worked for the BBC before NTV. Therefore, interactions with the BBC were examined only from NTV's perspective.

For the future research people associated with the BBC may be interviewed about the subject of its policies about global interactions.

CHAPTER 2

EMERGENCE OF TELEVISION BROADCAST JOURNALISM

2.1 The Previous Period of Television Broadcast Journalism and the Formation of Broadcast Journalism

In this part, how provision of communication before the invention of television is examined within the framework of print media and radio. The purpose of this chapter is to demonstrate how technological improvements in communication effects societies' ways and needs of getting information. Undoubtedly, these technological improvements changed the shape of journalism. While getting information was taking days and weeks in print media period, with the invention of radio, achieving information gained speed.

On the other hand, while people were getting information only by reading in print media period, through the invention of radio, people started to hear the news. Then, invention of television provided people to hear and see the news.

2.1.1 Print Media

While investigating the background of the history of communication; from written press to the Internet, there have been significant technological and cultural developments. However there is no doubt that, these developments have conquered each other. For instance, after radio was invented, through it the press media has lost its value, through television, radio has also lost its value. For some reason, television has not lost its popularity in comparison with the Internet. According to general point of view, when watching a news story on the television, we trust it more than when we see the same news story on the Internet. Therefore the television and television

news have always played a significant part in our lives. However, the issue here is to introduce the process of developments in communication history from written press to the Internet. On the other hand, distribution of information is a positive function of technological innovations; while the technological innovations were increasing, the distribution of information has also increased. Thus, developments in communication technologies have provided the distribution of information to different parts of geography.

One of the first steps in communication development is press. Although press address limited area when it is compared with a radio and a television, it provides the initiating of global world and fluency of the information. According to Benedict Anderson;

One of the earlier forms of capitalist enterprise, book-publishing felt all of capitalism's restless search for markets. The early printers established branches all over Europe: 'in this way a veritable "international" of publishing houses, which ignored national frontiers, was created. And since the years 1500- 1550 were a period of exceptional European prosperity, publishing shared in the general boom. More than at any other time' it was 'a great industry under the control of wealthy capitalists. Naturally, 'book-sellers were primarily concerned to make a profit and to sell their products, and consequently they sought out first and foremost those works which were of interest to the largest (Anderson, 1983:53).

As mentioned before, technological improvements gave way to the emergence of mass media tools. However the main point in this thesis focuses more on the effects of information expanding and the ways in which people were affected

by these types of developments rather than technological developments. With regard to this, arrival of newspaper was seen as another technological development which was printing machine and this invention led towards the transformations in the world, significantly.

The invention of printing machine has led to the birth of newspapers and magazines in the 16th century. In that period there were “occasionnals” which were broadcasted in France, small pages that were provided to the market and could be placed into the newspaper by leaflet as being limited size of the fascicles. Canards which emerged in France and addressed to the imagination of people, had reached the broad masses the real or fabricated newstories. These newstories were consisting mostly of disasters, earthquakes, ghosts, murder, and gossip (Jeanneney, 2009,).

News and communication gained importance in Europe while major changes occurred in social, cultural and political life. Information requests were effective mostly regarding religious based wars between the countries in Europe for broadcasting of the first newspaper. The starting of capital accumulation and development of trade also were effective in emerging of journalism. The newspaper provided the publication to the cities in Central Europe in which trade was developed and urbanization was seen (Tokgoz, 2003: 65-67).

The emergence of periodical publications has occurred in the beginning of the 17th century. The first newspaper was called *Avisa Relation oder Zeitung*, which was issued in Strasbourg, in 1609. The newspaper contained foreign policy and war news without any discrimination, explanation nor any kind of analyze. According to some

researches, the first periodical publication in Europe was *Wettlycke Tijdinge*, which was issued in 1605 and generally contained foreign policy and war news (Doğan, 2008:65-67).

Holland in 17th century was the center of the free press, and it was known for being the place of liberals and Protestants who run from catholic and monarchist government of Louis IV. In that period, censorship had not yet been applied in Holland until other European countries. Therefore, Holland has a significant place in development of free journalism (Doğan, 2008:65-67).

2.1.2 Invention of Radio

Every technological development and innovation in communication has carried itself to the larger areas. For instance, with the emergence of radio, more people were able to access information further away. On the other hand, illiterate people also had the chance to access information. That is to say, radio has addressed to the wider audiences in contrast with the written press.

There is a strong relationship between technology and communication under the influence of science. Radiotelephone and radio broadcasting technologies have roots in the seismic revolutions. Of scientific thought at the end of the seventeenth century, which can be seen as the cause of the secularization of western societies through the booming of urban civilization (Barboutis, 2013:155).

In fact, the invention of radio did not depend on one person, many actors played important role in the birth of radio. When the invention of radio is

considering, it is known that some important devices which led to the birth of radio had been invented before that device, such as wireless telegraphy, wireless telephony and radiotelephone (Barboutis, 2013).

In 1878, Hertz considered the magnetic waves as tool of transmission of radio waves and he gave his name to these waves. In this way, Edourad Branly found the radio conductor in 1890. Alexandre Popov invented the first antenna that delivered the radio transmission with the Mors alphabet to 250 meters distance. In the same year Guglielmo Marconi, who was an Italian physicist, designed these inventions to forward a message with electromagnets which encoded with wireless telegraphy (Çağlak, 2013: 27).

In 1920, D. Sarnoff was the future president of RCA (Radio Corporation of America) that was the first independent commercial radio organization in the United States. According to him, perfected wireless receiver was definitely simpler to use than the corresponding military devices. On the other hand, in late 1919 and 1920, KDKA in Pittsburgh, Pennsylvania and PCGG in The Hague were seen. Then a meteoric rise in the size of radio audiences in the United States, England and the rest of the western world became inevitable (Barboutis, 2013).

The first regular French radio broadcasting was made in 1921, on Eiffel. In this broadcasting, firstly, weather condition, then stock exchange which contained raw material and agricultural products, was broadcasted. Radio which survived its infancy circuit, started to sprint around the world. People were gathering around the radio to listen to the news. The leaders of the period saw the power of radio in short

time. Particularly, in the years of the Second World War, radio was used as an effective propaganda tool (Çağlak, 2013).

Inevitably, through the innovation of radio, news expanding became faster and easier. Therefore, radio journalism gained more importance than print journalism; especially during the war, when being informed became more significant than before the war. In those times, speed and accuracy had had vital importance. Doubtlessly, radio proved itself while being of the world war coverage and the crisis.

Radio fully met the challenge of diplomatic crisis and world war that began with Adolf Hitler's annexation of Austria and ultimatum to Czechoslovakia in 1938. Beginning with a patched-together but striking coverage of the Munich crisis, the radio networks expanded their news reporting tremendously during World War 2, especially after the 1941 Japanese attack on the American naval base at Pearl Harbor in Hawaii plunged the United States into the global conflict. At the station level, newscasts took a place of prime importance (Agee, W.K., Ault P.H., Emery, E., 1996:219).

When all those things had happened, people needed to access news as fast as possible. Therefore, journalism on radio became more popular than print media for general public. "Radio journalists became popular sources of news with their dramatic and complete coverage of World War 2. Before radio, war news took hours, days or even weeks to reach the general public"(Folkers, J., Lacy, S., 2004:39).

Radio provided several facilities in order to access the information. Especially, while print media in journalism used to consume too much time; through

radio, simultaneous broadcasts were possible. In that sense, we can say that the radio overcame the print media because speed gained importance, especially in the war coverage.

During the 1938 coverage of Germany's invasion on Austria, Murrow set up the first simultaneous broadcasting with reporters in Vienna, London, Paris, Berlin, and Rome. By the time Hitler invaded Poland in 1939, CBS and NBC had placed experienced reporters throughout Europe (Folkers, J., Lacy, S., 2004:39).

What's more, radio journalism had become more credible than newspapers in that period. In so much so that “by 1943, the amount of radio news in the network’s evening programming had tripled, and a majority of people in the United States rated radio as more accurate than newspapers in war coverage”(Folkers, J., Lacy, S. 2004:39).

From this argument, it is seen that, people's ways and needs of information access had changed through technological developments. Hereby it is important to point out how people and their behavior were affected from mass media developments rather than technological developments in media. Indeed each technological development has provided people the way to get informed in a faster and more reliable way, however, to point out, the way societies have shaped through these developments is more significant. Through radio, for example, print media lost its efficiency and power amongst public. Though this is not its final position, since new technological developments, such as invention of television, will reduce the impact of radio.

2.2 Invention of Television

Although technological developments born out of social media such as Facebook, Twitter, blogs, news portals, web sites, which give us the option to access any movie, TV serial, documentary, etc... Television has become an indispensable device for us. In so much that, it holds place in nearly every corner in our home.

As it was mentioned before, there is a direct correlation between technological developments and communication. As previously mentioned every technological development feed communication ways and reduce the time and space restrictions. Television is also one such type of development. Taking all these technological developments into consideration, the main subject we are interested in is how invention of the television has had an affect on journalism and peoples' needs of getting information. Through the invention of radio, people were then able to get the chance to hear the news, however television brought new dimensions. Through the invention of television, people started to see the news. Which means, people now have the chance to visually see the information. "In 1951 Edward R. Murrow turned from "Hear It Now" on radio to "See It Now" for CBS (Columbia Broadcasting System)" (Agee, W.K., Ault P.H., Emery, E., 1996:300).

The invention of television has not occurred at once, it went through a process similar to that of a radio invention. For instance, at the end of the 1800s, Thomas Edison and his assistant W.K.L Dickson invented the first motion camera picture (cinetograf) and display machine (cinetoskop). These first inventions created a ground for invention of television (Çağlak, 2013:96).

Television was invented by John Logie Baird in 1923. The first television image was also broadcasted by Baird in 1926. The quality of this image, with spots and wobble at the beginning, was developed by Baird. Baird used mechanically rotating discs in television system, and at the same time, rival systems that was functioning electronic such as Marconi- Emi system, were also produced. In the beginning of 1930s, television started to be sold as electronic items and get wide target audiences (Güneş, 2013: 296)

In 1936 the first regular television service in the world was started by the British Broadcasting Corporation. Shortly afterwards, German engineers began a limited electronic television service. In 1940s colored television works were accelerated. In 1950s, the first colored television went on sale in USA. In 1960s it started to be used by wide audiences in USA (Güneş, 2013:296).

By way of contrast, WW1 interrupted the evolution of a radio, as well as WW2 also delayed the conversion of television as a mass media up to 10 years (Güneş, 2013:296). For instance, the first regular television broadcasting, which was produced in the television studio in Alexandra Palace in London, lasted until 1939, when the WW2 began, despite of arousing great interest. Broadcasts were suspended because of the war and restarted in 1945 (Aziz, 1981). Following country which started the television broadcasting after England was USA. Although RCA started the experimental broadcasts in 1936, in formal qualifications, the first broadcast in USA was seen in world's Fair in New York, in 1939. In 1941, advertising started to be included in the broadcasts, for that reason, according to some of the sources; the first

broadcasting date in USA was in 1941. Further, Soviet Union was the third country that had started the television broadcasting in the world in 1939. However, because of the WW2, Soviet Union was also forced delay the broadcasts until the end of the war (Aziz, 1981).

2.3 Importance of Broadcast Journalism

When the internet entered into our lives, and with the birth of social media, most people started to follow the news from the news portals, blogs, social media, etc... Nonetheless, although every technological development in mass media reduced the efficiency of the previous one, television's importance have not been diminished.

According to McQuail "Television is still probably the single most potent influence in the accelerating media globalization process, partly because, as with the cinema film, its visual character helps it to pass barriers of language"(2005:247).

In so much so that, people got the opportunity to participate in any television program and are able to leave comments through Facebook and Twitter while they are watching TV. Therefore it can be said that television and internet has started to interact with each other.

Even so, regardless of being faster and have more freedom, internet journalism was not able to replace the television journalism, which has always protected its importance of being more credible than the internet. Not to mention, through television, the audience can both visually see and hear the broadcasting

news, which makes communication more powerful and more credible.

According to McLuhan, television (2005:125) describes a feeling system of a person... through television one not only experience vision, also one gains the ability to actively participate. We gain the sense of “you are there”... Television gives us the opportunity to participate in the event. It is not just a disturbing noise in the background, but it invites you into the program as a viewer.

2.4 Renewal in Television Broadcast Journalism

By the end of the 20th century, important developments started to be seen in a global world. Particularly, neoliberal policies which gained rapid popularity in the late 1970s and information technologies developments paved the way to a global world.

Especially through the increasing of neoliberal policies, government intervention on media sector such as printed media, radio networks and television channels was replaced by advertisers, private entrepreneurs and shareholders (Guyot, J., 2011). There is no doubt that, this new order caused audience concerns. Therefore, the media companies started to attract more audiences.

According to Mattelart (1991,1994), political economic approaches addressed the emerging role of media industry in international relations through the rising of multinational companies (as cited in Guyot, J., 2011).

Appadurai claims that ethnoscapes, mediascapes, technoscapes, financescapes, and ideascapes are the dimensions of global cultural flows. Through

these cultural flows, most people today encounter globalization process (Appadurai, 1990). In that sense, through the developments in international regime, such as decreasing of government intervention and free trade, encourage the television's global expansion and deterritorialization (Bhabha, H, *The Cultural and Political Economies of Hybrid Media Text*, p. 98).

On the other hand, according to Appadurai, Mediascapes and ideoscapes are closely related with each other because these scapes play an essential role for disseminating information (Appadurai, 1990). From this point, it can be said that television is one of the most important actors in a global world. As McLuhan (1964) has used the term “global village” to describe how the world was affected by globalization, through computer, airplane, automobile etc... People started to live together and the neighborliness reformed in new conditions (Appadurai, *Disjuncture* 1990).

Wherever people live, China, Turkey, or USA, they eat in the same restaurant; wear the same clothing brands, even their lifestyles started resembling. By that way, single shaped culture has begun to dominate the world, namely Americanization. If it is said that globalization is a wind blowing from the west, it will not be wrong.

Through the media, expanding of information gained rapidly and cultural flows started to be seen. Eventually, people will start to eat in Mc Donald's or Burger King, wear clothes from brands such as Adidas or Nike, and watch Hollywood movies... because this globalization wind was created in the west and it has whiffled the western culture to the world. That led creation of the single shaped culture, which was promoted mostly by the media flows.

The negative reflections of globalization process on the cultures through the media caused both one shaped culture and cultural degeneration. George Ritzer (as cited in Büyükbakkal, 2008), the sociologist in the USA, came up with the concept of McDonoldization which is defined as the imposing of uniform standards and creativity prevention of a person as well as suspension of the humanitarian relations in a society. According to him, the McDonaldization concept describes us the socio-cultural process which causes the domination of American society in various parts of the world.

In that process, global media institutions also play a significant role. Particularly in media, the format and the content of the television broadcasts look alike surprisingly. For the most parts, program formats which are produced in USA and Europe, are marketing the program formats to the other countries (Büyükbakkal, 2008).

Dissimilarly, Khondker (2004) argues that describing globalization as the expansion of “westernization” is an inaccurate view. Although there has been popularity of western music, movies and “McDonalds”, cultural goods are consumed either without any modification or modified and indigenized in accordance to other cultures.

Some writers view globalization as the worldwide spread of “westernization”. This view is either erroneous or contains only partial truth. From a superficial point of view, various processes outwardly seem that the world is, indeed, becoming westernized. One could see the popularity of the western music, movies, and “McDonalds” as examples of westernization. More and more countries are seeing the opening of McDonalds. More and more countries playing the top chart of the pop

list of USA and Hollywood movies and US-made television serials. However, a closer look will reveal that these cultural goods have different meanings in different societal and cultural contexts with uneven impact on classes and agegroups. Some of the products are consumed without any modification, others are modified and indigenized to suit the local contexts and there are exceptional situations where the intentions are completely inverted (Khondker, 2004:5).

What is more, technological improvements and innovations have overcome time and space restrictions, TV channels started broadcasting across borders instantly. Thereby, when an important event occurs on the other side of the world, audiences all over the globe are able to access the information regarding the event almost simultaneously. When international communication continued its expansion, TV broadcast satellites allowed the worldwide circulation which led to creation of a global audience (Chalaby, 2005).

CNN (Cable News Network) which was founded in 1989 by Ted Turner played an essential role in transformation of TV news production. Being “the first global channel which became available worldwide, 24 hours a day, with transmission on a Soviet satellite to Africa, the Middle East, the Indian sub-continent and Southeast Asia” (Chalaby, 2005:29).

The crucial event that was announced by CNN to the audience all over the world, and was the first channel ever which showed a live broadcast of the bombardment of the Gulf War between Iraq and Kuwait in 1991. For the first time ever in a human history, the audience worldwide had a chance to watch a live battle scene, comfortable from their living rooms. CNN's live broadcasting of important events presented two major points, first, how broadcasting technology developed by

satellites and cable and second, US superiority in this area. Through the improvements of broadcasting technology, the concept of news started to express broadcasting the events that “are being” (happening at the time of broadcasting), not “been finished” (broadcasted after the even has also had happened) (Yolcu, 2008:142).

CNN Türk, which was founded in 1999 with the co-partnership with Doğan Group company and CNN, is a good example. According to the agreement between CNN and CNN Türk, CNN Türk performs broadcasting without contradicting values which CNN represents, such as neutrality, truth and respect of individual rights. According to the agreement, there is a mutual exchange of news between CNN and CNN Türk. CNN Türk may also benefit from the news network that is owned by CNN (Yolcu, 2008:140).

CNN Türk was the second largest foreign investment of CNN then “CNN plus” which emerged in 1999, in Spain, operated in countries where Spanish language is spoken, particularly in Latin America (CNN Türk Kuruluyor, 1999).

This agreement between CNN and CNN Türk shows that CNN Türk was founded following the values and norms of CNN International. That makes CNN Türk a hybrid similar to CNN Mexico, CNN Chile, CNN Arabic and CNN Japan.

CHAPTER 3

British Broadcasting Corporation (BBC)

3.1 Foundation of the BBC

The BBC (British Broadcasting Corporation) which is the broadcasting institution for British public service, was founded in the 1st January 1927. As a matter of fact, it was the continuation of British broadcasting company which was established by a consortium in order to produce radio receiving devices in 1922. In 1927, BBC was re-organized by Royal Charter as a public institution. In the process of re-organization, BBC has been noted to be within a certain distance against to the pressures from both the parliament and the government (Çaplı, Bülent, 2001:58).

Similarly, Hüseyin Sukan who worked for the BBC between the years of 1978 and 2011, also explains that the BBC began as a private enterprise which was established by the coming together of manufacturers of the radio.

According to Sukan:

BBC started as a private establishment in the beginning. When radio was invented, some companies and a few different factories in Great Britain started manufacturing radios. I will have to explain this in a humorous manner because it is not actually like that, but they produced the radios and they started selling them. The people who sold and bought them found out that the radios were sold but there were no radio station broadcasts in them which means, there was nothing to listen to when you switched them on. Thereupon, the manufacturers of the radio came together and they founded British Broadcast Company. And then, they thought that a company they were partners with should make the radio programmes. They appointed John Reith, who was specialized in law, as the head of the company. He was the general director of the company while he was making these programmes (...) (Sukan, H., Personal Communication, November, 2014).

However, because of re-organizing as a public institution, there has been a general misperception about being a state institution of BBC, resulting from confused concepts of public institution and state institution. Unlike this general misperception, BBC is not a state institution, it is a public institution. In this point, Sukan claims that BBC was defined as “a state institution of England”, this is a general misperception about the BBC.

BBC is a very unique establishment in the world as it is not a government entity. This is the most common mistake everybody falls into, since they shortly define BBC as “Britain’s government channel.” In order to rebroadcast the news which has been reported by BBC, Turkish media or the media institutions in other countries begin their sentences with phrases such as “according to Britain’s government channel BBC.” It is not a government channel. BBC is a public broadcaster and its owner is the public, not the government (...) (Sukan, H., Personal Communication, November, 2014).

On the other hand, Cormack (1999) talks about the financing of the BBC. According to Cormack, the BBC is financed by a license fee payment which is paid by television owners from every household.

The legal framework for British television is given by the BBC's Charter and by the various Acts of Parliament which govern commercial television. The BBC was incorporated as a public body in 1927. It is governed by a Royal Charter and Licence and Agreement which together set out its powers and functions. Although strictly speaking coming from the crown, in fact the Charter is granted by the government and its regularly renewed (the most recent renewal being in 1996 for 10 years) the BBC is public service broadcaster financed almost entirely by a licence fee payable by all television owners (Cormack, 1999: 417).

Sukan also indicates that the income of the BBC comes from the public in a form of a large fund which is collected from each household owning a television. According to Sukan;

(...)And the public pays for it, for the fact that almost 160 £ (pounds) is brought in from every house with a television if I am not mistaken and this cashes up to a huge fund of 3.5 billion pounds. BBC does its broadcasts with this fund and the people that it is accountable to or is answerable to is not the state or the government, it is the public since they are the ones who are paying for it. It serves the public interest. Therefore, if working for public welfare means criticizing the new law that the government will enact, BBC does not criticize it, but it gives the people who criticize it a chance to speak(...) (Sukan, H., Personal Communication, November, 2014).

Cormack also verifies that license fee was the majority of the BBC's income. However today, it has to provide its income by developing commercial income which is supplied by programme sales and associated commercial activities.

The BBC is still a centrally -financed broadcaster, with the vast majority of its income coming from the licence fee which all television owners must pay. However in recent years it has been pushed by the government more and more towards developing its commercial income through programme sales and associated commercial activities (Cormack, 1999:422).

Undoubtedly, being a public institution has some responsibilities which in fact, constitutes the pillars of the BBC. According to John Reith, who was the first general director of the BBC, public service broadcasting aimed to “inform, educate and entertain” British citizens (as cited in Peter Goodwin, 1998:2).

From this point, when the BBC is considered, it is seen as an institution for British Public Service, it can be said that BBC was founded on three pillars of “inform, educate and entertain”. On the other hand, Stuart Hall (1999) described BBC as a carrier of national culture and great authority in England: its standards, program combinations, pronunciation, music delight, idea about belles letters and fun, broadcasting ethics, it betrayed authoritarian criterions that accounted of public service (as cited in Şermin Tekinalp, 2003:146).

In Britain, as well as in many other countries, particularly in Europe, broadcasting rapidly became a state monopoly, funded by licence fee and operated as a “public service”. In the UK, this notion of public service was particularly bound up with the philosophy of John Reith. Reith was the first general director of the BBC, which was founded in 1922 and which became a public corporation in 1926. His idea of public service broadcasting involved a mission to “inform, educate and entertain” every citizen, to uplift them morally and culturally, and to represent a single national culture (Goodwin,1998:3).

Most countries in the world have a television channel which is state based or a public institution whose duties are to inform and educate citizens. The BBC also undertook such duties.

The significance of broadcasting, and thus its public prominence, was recognised more or less from the beginning of the BBC as a public corporation. The corporation was the result of the deliberations of the Crawford Committee, meeting in 1926, which brought the BBC to be in charge of something of a great educational role and has a social significance. The committee considered that: “We are deeply conscious of the magnitude of the issues involved, not merely in regard to their scientific or

mechanical aspects, but still more in relation to their ultimate impact on the education and temperament of the country (Madge, 1989: 24).

Being public institution of the BBC has given it some duties which lead it to be based on three pillars of “inform, educate and entertain.”As also Madge mentioned (1989) being public institution of the BBC brought it an educational role.

On the other hand, in terms of principles of the BBC, it has become an instance in the world.

3.2 Principles of the BBC

It is the fact that the BBC's accuracy and impartial position is known as a general view. In this point, according to Ahıska (2005:155) all over the world, as well as in Turkey, the BBC is known as a serious, impartial, accurate television news source. She claims that especially during the WW2, BBC emerged as an important actor and it was identified with the “truth”. So much so that, according to the Editorial Guidelines of the BBC, to avoid speculations, in news, cross check method has to be implemented for achieving an information. For that reason, if it is needed, speed became less important than accuracy (BBC, Editorial Guidelines, Section:3, Accuracy).

Additionally, the principle of impartiality is another important character of the BBC. Impartiality became a significant feature which gave the reputation to the BBC. Addition to this point of view, Hüseyin Sükan also mentions this reputation of BBC's impartial broadcasts. According to him, especially in the Second World War

coverage, the BBC broadcasted the news which showed both British troops' victories and losses. In addition to this, Sukan also claims that Great Britain realized that in terms of today, the BBC is one of the important “soft powers”. Therefore it has been decided to be supported in both internal and external broadcasts.

After the deprivatization of BBC, its internal broadcasts as well as broadcasting the king's voice, BBC proved that it could broadcast anywhere in the world. Therefore, the government used it as a means of propaganda but even then, BBC defended the idea that they could broadcast the propaganda messages they chose within certain principles. BBC thought that if they had reported only the news of British troops' victories, nobody would have believed them and thus, they decided to report their losses too, having these principles procured. Therefore, they were reporting the news by showing the two sides of the story even in war-reporting, informing the public about where the British won and lost. BBC gained its prominent reputation during the II. World War which was the beginning of its reputation of unbiased reporting. And today, Great Britain realized that they are very significant as a “soft power”, which is a term that has been used recently. And they have decided to support not only BBC's internal broadcasts but also the external ones (Sukan, H., Personal Communication, November, 2014).

On the other hand, although the BBC is known by its impartiality and its neutrality, sometimes it is criticized for being exposed to pressure and not being objective enough such as in the coverage of the Israel-Palestine conflict.

The BBC would like to be known for its objectivity and high quality journalism. However, it is obvious that it is not impervious to the same pressures found in commercial broadcasting networks, and in the case of the Israel/Palestine issue its coverage has shown a definite bias. It is a dark blot on whatever reputation it claims to have (De Rooij, P. (2002). *Worse than CNN? BBC News & the Mideast*. Retrieved April 14, 2015. From <http://www.counterpunch.org/2002/05/16/bbc-news-the-mideast/>).

From this point, according to Ahiska (2005:158), in written history of the

BBC there has not been much information about BBC World Service. Most informations about BBC World Service is based on the memories of people who have worked in the service. Even then, most of those explanations contain praises about reliable, active and efficient broadcasts of the BBC World Service more than assessments. Therefore, Ahiska also claims that history of BBC World Service is both invisible and stays out of the scope of critical theory (Ahiska, M., 2005:158).

Despite the critiques about the impartiality and accuracy principles of the BBC, obviously, the BBC has an effect on broadcaster institutions and has gain the trust of audiences through these principles.

3.3 The BBC Effect in the World

The BBC has expanded throughout most of the world. Therefore dissemination of its news and programs became inevitable. Today, BBC World Services and its news can be seen on all continents and most countries. “The BBC launched BBC World Service Television in 1991 across Asia and the Middle East. It lanunched in its present form in 1995, broadcasting in Europe, Asia, the Middle East and Africa, and a year later in Latin America” (Dencik, 2013:125).

Through this expansion, BBC's values, norms, type of broadcasts are also implemented despite of the language services in a given country. A lot of journalists in different countries are working those brueaux according to the BBC's norms and values.

In 2004, the BBC's news operation was estimated to be made up of 41 bureaux across the world and about 600 staff, most of whom are journalists. It should be noted, however, that the presence of the BBC goes beyond the 41 bureaux, through the extension of language services and other affiliations (Dencik, 2013:125).

In addition to this, through diffusion of BBC World News, makes the BBC an important actor in global news broadcasting. In that way, BBC journalism has expanded to several countries. For instance, Dencik (2011) claims that;

Currently, BBC World News is one of the biggest players in global news broadcasting and has a comprehensive stake in the global media market in terms of the reach (availability) (285 million homes as of 2009) as well as audience (78 million viewers a week). Both reach and audience is predominantly located within Europe, with large stakes in the Middle East and Asia and a growing audience in America following the Iraq war in 2003. BBC World News defines its audience as predominantly affluent travelling Europeans, "more likely to be in their 30s than in their 50s" (As cited in Dencik, 2013:62).

According to the Economist newspaper (2014, March, 29) which described the BBC World Service as "the most popular and best known of all international broadcasters", Kofi Annan, who was the general secretary of the United Nations between the years of 1997 and 2006, states about the BBC World Service that "it is perhaps Britain's greatest gift to the world" (Foreign Losses. Retrieved May 3, 2015. <http://www.economist.com/news/britain/21599833-sweeping-cuts-have-not-killed-bbc-world-service-steady-neglect-might-foreign-losses>)

3.4 The BBC Effect in Turkey

When the BBC's effect is been taken into account, it should be noted that NTV was not the first institution which has been inspired by the BBC. In fact the BBC entered in Turkey before NTV with BBC Turkish service which was established in 1939. In early times of BBC Turkish Service, it broadcasted only daily 15 minutes news bulletin (Ahıska, 2005: 162).

According to Ahıska (2005:178), programmes, in BBC Turkish Service were announced by Turkish speakers. However, Turkish Service had an English editor. That means, Turkish news speakers started to announce news according to BBC's principle and news form in those times. After that the wind of the BBC would start to blow in Turkey. In so much so that, employees in TRT newsroom took the course from the BBC.

Turkey Radio and Television Institution (TRT) which was the first television channel in Turkey, was founded on the 1st May, 1964. Its monopoly of television broadcasts lasted until 1990, when foundation of commercial television channels began (TRT- Tarihçe. (n.d.). Retrieved May 3, 2015, from <http://www.trt.net.tr/Kurumsal/Tarihce.aspx>). Before the TRT, there were two important steps about the news bulletins; the first one was connecting all radio stations to the Ankara Radio for News Bulletins in 1962. The second one was the preparation of newsletters by a group which depended on Ankara Radio in 1963. Later, this group would constitute TRT newsroom (Aksüt, 2011).

The first trial news bulletin of TRT was broadcasted on the 30th January, 1968. The first news bulletins were made by journalists who took the course of television production from the BBC (Aksüt, 2011).

Later on, TRT continued to be inspired by the BBC. For instance, İbrahim Şahin who was the TRT General Manager, said that “we will make TRT like the BBC” (Dünya Gazetesi, 2009, as cited in Önen, M., Tanyıldızı, N. 2010). The statement made by Şahin shows how TRT was inspired by the BBC and took a model of the BBC.

In addition to this, after the foundation of TRT World in March, 2015, Şenol Göka who is the current TRT General Manager, said that “TRT World does not aim to be like the BBC, CNN, or Al Jazeera. They can be only competitors of TRT World”.

3.5 CNN vs. BBC

When international television news channels and its affects are considered, despite their daily increasement, such as Al Jazeera, Sky News, etc. superiority of two significant institutions comes to our minds; BBC and CNN. There is no doubt that both news channels have gained a significant ethic and a great understanding of journalism in the world.

It is known that those transnational television channels accelerated getting information from all around the world. Inevitably, their concept of publishing, ethics, and publishing formats have effected local and national channels. From this point,

Chalaby (2005) emphasizes that, "Many transnational TV channels are produced in more than one place. CNN has eight production centers across the world that the network can link at any time" (Chalaby, J., (2005), Towards an Understanding of Media Transnationalism, In Chalaby, J. (Ed), Transnational Television Worldwide: Towards a new media order (pp. 1-13), I.B. Tauris & Co. Ltd). For that reason, through this spread of media organizations provided the much hearing of the concept of globalization. For instance;

Media organizations are becoming increasingly global. Multinational companies own media outlets in multiple countries. Ownership ultimately has an impact on journalism. In World War 2 and in Vietnam for the most part U.S citizens covered the war and reported on it in U.S media for U.S consumers. Other countries rely on various systems for gaining information. Some of that information was U.S based, such as international news broadcasts by Voice of America, the government-owned information service. Today, however, CNN employs news reporters from around the world. They may or may not be U.S citizens (Folkerts, Stephen, 2004:49).

If how CNN brought a new form of journalism was considered, Gulf War in 1991 comes to our minds. CNN broke a record by uninterruptedly broadcasted the war news to the whole world. Therewithal, it also was criticized and became a subject to a lot of researches by the reason of broadcasting sided and edited news (Tekinalp, 2003:140).

On the other hand, BBC is inspired by television systems from several countries. Even USA made research on BBC stage in development of public television. BBC was recognized by providing impartial, accurate and fast news. On the other hand, In England, television broadcasting is different from the USA's and

the other European countries' radio and television systems. England is the one the most important proponents that national improvement, cultural integrity and education can be provided by mass media. It advocated the autonomy of radio and television broadcasting (Tekinalp, 2003:150).

When broadcasts are compared in USA and Britain, along with similarities, noticeable differences can be seen as well. For instance; in Britain television broadcasting is different from the USA's and the other European countries' radio and television systems. Britain is one the most important proponents for the national improvement, cultural integrity, what is more, education is provided by mass media as well. It advocated the autonomy of radio and television broadcasting (Tekinalp, Ş., 2003:146).

The main aim of commercial television is to gain as much audience as possible. The money earned from advertisers is directly proportional with the number of audiences. For that reason television programs have been prepared according to audiences' common interests. Consequently, there are several pay-TV networks which broadcast only one type of a channel, such as political, cultural, educational, religious, economical programs, movies, cartoon, music, sport, news and broadcasts etc., namely CBN (Christian Broadcasting Network), PTL (People That Love), CNN (Cable News Network), Nickelodeon, Disney Channel, BEN (Black Entertainment Network), SIN-TV (Spanish International Network) (Tekinalp, Ş., 2003:139).

FCC (Federal Communication Commission) was founded in 1934, USA, played an effective role in places in communication area. FCC was consisted of 5

members which were appointed by president of state. Allowing publication to the radio and television stations, those numbers are more than 15 thousand in the USA, limiting of monopoly, protecting the interests of the public are the most important tasks of FCC. However, FCC cannot use these tasks effectively, so communication industry broadcasts in as much as possible free medium (Tekinalp, Ş., 2003:142).

Independent television commission which was founded by 1990 regulation, consists of a chief executive, a vice-chairman and the members whose numbers are not less than 8 and more than 10 and three of them have to represent Scotland, Wales, and Northern Ireland. All of the 12 members are appointed to be responsible for publishing culture, media and sport minister since 2000. On the other hand, BCC (Broadcasting Complaints Commission) has eight regional advisory council. It examines the complaints which are about the broadcasts and announces them to the public opinion as monthly reports. However, because of not having any enforcement, BCC has not much affects on the public opinion and media organizations. (Tekinalp, 2003:159)

CHAPTER 4

INTERACTIONS BETWEEN BBC AND NTV

In this part, I will try to provide the answers to some of the questions regarding the evolution of NTV news channel in Turkey. Some of these questions are, “How NTV channel was established”, “How NTV became one of the most important news channel on television in Turkey”, “The relationship between BBC and NTV”, “BBC's importance on NTV”, which were explained by the people working on NTV channel.

As mentioned in the previous parts in this thesis, even though NTV is not the first commercial channel in Turkey, it is Turkey's first television news channel. As other television news channels such as CNN Türk, Habertürk, Sky 360, etc... emerged after the establishment of NTV news channel which makes NTV the starting point.

For the purposes of this research, 11 people associated with the NTV, were interviewed. All the interviews were recorded, with an exception of Ergün Güven's interview, which was recorded and disclosed in an email. These records last on average between 20 to 25 minutes. While some participants no longer work for NTV channel, other participants, such as Hüseyin Sükan, Mete Çubukçu, Erdoğan Durna, Fehmi Gürdallı and Yağız Şenkal continue to work for this TV channel news institution. Some information about the participants;

- Nuri Çolakoğlu took part in establishment of NTV in 1996. He worked for BBC 7 years before NTV's foundation;
- Cem Aydın also worked for NTV during its foundation. Firstly he worked as an executive director, then he became the CEO of NTV;
- Hilmi Hacaloğlu was a correspondent for NTV from 1996 to 2009.
- Mustafa Alp Dağıstanlı worked for NTV as a Foreign News Manager between the years of 2002 and 2011. He was also the Foreign news editor until 2005.
- Hüseyin Sükan worked for BBC between the years of 1978 and 2011. Between the years of 1997 and 2011 he was the Manager of the BBC Turkish service.
- Ergün Güven was the correspondent of NTV between the years of 1996 and 2013,
- Mehmet Veli İbrahimhakkıoğlu has worked for many years for NTV as a producer.
- Mete Çubukçu the former NTVs news director, is making foreign news program "Pasaport" on NTV,
- Erdoğan Durna who is the intelligence chief, worked for NTV for 17 years.
- Fehmi Gürdallı is the Foreign News Manager of NTV.
- Yağız Şenkal is the correspondent of NTV since 2011.

Briefly, the in-depth interviewees show that there have been various relations between BBC and NTV. Although other international channels, such as Newyork one and CNN, were taken as models as well, the BBC has been more effective and had

bigger influence on NTV than other news channels.

4.1 Foundation of NTV: The First News Channel and Doubts about its Future

I observed that, one of the important finding drawn from this interviews, was that there was a general doubt for being television news concept in Turkey. While some of the participants in this in-depth interview consider NTV as solution to resolve a need of television news channel in Turkey, others think that it showed a lack of television news channels in Turkey. According to this last point of view, before NTV appeared, there was no need for such a television news channel, however NTV defined the concept of television news channel and this need emerged. As Hilmi Hacaloğlu mentioned, there have been many television news channels in Turkey and before the NTV emerged, there was not such a medium. According to Hacaloğlu;

NTV did not fill a gap, when we look at it today, every channel starting from 37th channel in Digiturk to 47-48th channel defines itself as a news channel: Tv net, Kanal 24, NTV, CNN Türk, 360, Habertürk, TGRT Haber, Samanyolu Haber, and to some extent Halk TV. There is no such thing, there is no such sector, such area. NTV identified this and labelled it. There is a thing called a news channel and this could work. I mean, when we first started working on NTV, everybody was estimating a life span of this channel will last for 3 months, or this channel may last for 6 months but as the channel continued lasting, it also gave birth to a lot of smaller ones. And now when we look at it, I mean for example NTV Sports and sports channels, you know what they say, Russian literature has all came out of Gogol's *Overcoat*, I mean news broadcasting in Turkey came out of NTV's *Overcoat* (Hacaloğlu, H., Personal Communication, November, 2014).

Mehmet Veli İbrahimhakkiođlu agrees with Hilmi Hacalođlu, İbrahimhakkiođlu also thinks that NTV took no notice of people who envisage the failure of such a television format which constitutes on 24 hours news broadcasts.

“NTV managed to adapt the news and spread it into life by expanding it to 24 hours as it has never been done before. In that sense, a lot of minds which thought that broadcasting cannot be made out of simply just news, were wrong. Today, many people can sit right across their televisions with merely NTV on when they are watching TV.” (İbrahimhakkiođlu, M.V, Personal Communication, November, 2014)

As stated by Hacalođlu and İbrahimhakkiođlu, when NTV was established, most people in Turkey thought that it would be a shortlived television channel because Turkey was not suitable for such a television news channel which broadcasts 24 hours news. Instead there were a lot of entertainment channels which broadcasted television series, entertainment programs or prime time news which took people's attention in tabloid news styles. Taking this point into account, Mustafa Alp Dađistanlı claims that the news was deformed before the emergence of NTV. Dađistanlı says that;

Other entertainment based channels had news bulletins until NTV was founded. Some of those bulletins were also prepared by experienced journalists but in the end, these news were deformed by interposing pieces and other footages as well as displaying archived videos and the public was not informed that these were all archived footages. Also, frames from some of the movies were placed in the presentation of the news. There were too many repetitions. The tragic news were presented in an extended and overly emotional way to reduce the public to tears. Therefore, there was such a need for a more unadorned news channel which would be contented with informing the public without weighing on their minds (Dađistanlı, M.A, Personal Communication, November, 2014).

Mete Çubukçu also thinks that although present-day Turkey has more

television news channels than needed, during NTV's first years there were some assumptions about NTV's probable failure. Thus Çubukçu claims that NTV became an example in Turkey. According to Çubukçu;

“When NTV was founded, I was not here. Many people did not believe this fact and assumptions that such a news channel would work in Turkey were discussed. But it turned out that this was not true. Furthermore, news channels exceeding Turkey’s needs are now in action. It was said that it would not work back then, and I personally do not think that Turkey is in need of that many news channels. It really is not but this set an example. It occurred that such a thing could be done and could be possible and that people are in need of such a channel and it pioneered. As a result, while people are watching the day on main-stream, main news bulletins on national televisions, the need for news throughout the day and a medium for people to obtain information which included political, economical, social or crucial progress such as fire, terrorist attacks etc. paved the way for this significant result. Therefore, we can conclude that it pioneered both as in news channel broadcasting and as in training journalists for news channel broadcasting. (Çubukçu, M, Personal Communication, December, 2014)

Erdoğan Durna thinks alike with Mete Çubukçu, according to him, after NTV emerged, concept of television news channel spreaded;

As a matter of fact, NTV was founded as the first news channel. (...) During the foundation of the channel, we had doubts whether this would last or not. We were to give 24 hours to news and this had not been done in Turkey until then. CNN was in the United States, we were going to do something like that but we were suspicious whether it could work as people were watching TV series. We were to put a channel in order without broadcasting movies, series etc. It was successful and it became more and more common” (Durna, E, Personal Communication, December, 2014).

On the other hand, Nuri Çolakoğlu's explanation indicates how NTV's success showed its effects. Çolakoğlu says that ambassador of USA also thinks that

NTV's broadcasting format is more successful than CNN's. According to Çolakoğlu;

“It placed itself as the most reputable TV channel in Turkey. I heard this from all the ambassadors. Moreover, ambassador of United States told me that our format is more successful than CNN's and that it is better as he knows when he will watch whatever he wants to see. He also said that it was disorganised in the States. These weren't words which were spoken out of courtesy, we were close friends and we were speaking frankly” (Çolakoğlu, N., Personal Communication, December, 2014).

According to general view of participants, NTV appealed to most people and it showed an effective success. So much so that it inspired other television news channels. If we think about the reasons of this success, one of the essential answers is undoubtedly, neutrality. From the interviews, we can see that although the news which were broadcasted on television, were plasticized and exaggerated broadcast because of rating concerns, people in Turkey had to follow these news from those entertainment television channels.

In this point, Mustafa Alp Dağıstanlı thinks that people were sickened with these plasticized news on television and group of audiences wanted to learn what a news actually is. Dağıstanlı adds that NTV's long-term success also depends on its neutrality. According to Dağıstanlı;

As a matter of fact, this is how NTV made a splash. As I have previously mentioned, there was an audience which was fed up with what the entertainment channels presented by extending it. Even if everybody was not fed up, there was an audience who actually wanted to understand the content of the news. Also, when NTV was founded in 1996, there were major media groups. There was Sabah Group and Doğan Group, which altogether included almost 80% of the media in general. These groups fulfilled the majority of media's needs including newspapers and televisions. Therefore, NTV came into the picture as a different group apart from these two

major groups which is not a trivial issue at all. (...). Media is not an ethical business now either, but it was dirty back then, too. For instance, there is sometimes a huge difference between reading the news from Doğan Group and reading it from Sabah Group. But the people who founded NTV decided to form a channel which would overcome this issue and present the news as they are and it has lasted for a long time. NTV gained a reputation with its neutrality. It can be argued to what extent they deserved that claim of neutrality in the past but they managed to proceed with that reputation for a long time (...) (Dağıstanlı, M.A, Personal Communication, November, 2014).

Whereas, Çolakoğlu reminds that NTV was not intended for 70 million citizens of Turkey, but particular sector of Turkish society. For that reason, Çolakoğlu claims that 15-20% of Turkey's population has significant importance for NTV because these people are shaping Turkey.

It is because we did not fundamentally form NTV as intended for 70 million people in Turkey as a populist channel, it was for the people who make the political and economical decisions or who have the position of influencing these decisions in Turkey. We thought that 15-20 % of these people are of primary importance as these people are shaping Turkey. The major aim is to reach these people and give them the information they need. This was the idea behind NTV (Çolakoğlu, N., Personal Communication, December, 2014).

As mentioned earlier and as it can be seen from the interviews, before NTV, there were prime time news broadcasts in Turkey. From this point of view, Ergün Güven who was the correspondent of NTV until 2013, claims that NTV reformed the perception of journalism in Turkey. Güven furtheron claims that NTV has shown that people not only follow the interesting news, but also that they are interested in news which contains information. According to Güven;

It changed that dramatically. At least, this news channel was a proof that the country

is not obliged to follow the tabloid press and that people were not only interested in the exciting news but also in the news that contain information. This condition did not surely affect the conduct of the corporations which adapt the idea of unofficial journalism but it played a significant role in shaping the perception of the channels which aimed at constant broadcasting of the news (Güven, E., Personal Communication, November, 2014).

In addition, Güven also talks about the globalization in journalism. He claims that before NTV, TRT was also broadcasting the foreign news. This shows us, that TRT made the first important step towards Global journalism. Güven says that;

Global journalism has been a very controversial process since the beginning. According to whom and what did globalism take shape? What purposes did it serve? What is its main focus? If it is meant that journalism covers a wide geography along with reinforcing the perception of foreign news, TRT was already doing it. The former private channels preferred globalizing at the final sections of their news bulletins or at the middle sections at best whereas the news channels preferred attaching more importance to these issues just as the way NTV did as the first news channel (Güven, E., Personal Communication, November, 2014)

According to Marshall McLuhan (1967, 1969, 1971), by the development of mass media, the world transformed into global village, where people from different parts of the world are able to access information in effortless way. Thus, the world became smaller and people worldwide directly or indirectly depended on each other.

The world was covered with images and messages. For example, people living in the same village were aware of each other and know everyone in the village, thanks to television, people now were similarly instantly been informed about the events occurring around the world (Yaylagül, 2014).

In this way, when we think about Turkey, with the foundation of NTV, people in Turkey were informed about the news as fast as it was possible. Before NTV, people were only able to get the chance of following the news at limited hours in Turkey. Although today there are several news channels and the number of these channels is on a daily rise, we know that, NTV was the first news channels which had launched this race.

Similarly, Güven also assessed that NTV was the first live data bank of Turkey;

I can say that NTV is the first live data bank which shows the Turkish public that news can be watched at all hours of the day and night and that there is a significant need for it. It is also the first news channel which shows that people do not have to be tied up to the hours of the main news and it is also the first one which all the other news channels -that were founded later- follow as an example in every step they take. Just as Hurriyet is seen as the flagship of the printed press, the same can (still!) be stated for NTV in the sense of visual news (Güven, E., Personal Communication, November, 2014).

However, before these discussions there was the main question during NTV's establishing process: Can a news channel in Turkey fight with the entertainment channels? As mentioned earlier, there were doubts about NTV's long-term success. According to İbrahimhakkioğlu, NTV put an end to these discussions.

Mehmet Veli İbrahimhakkioğlu claims that if NTV did not exist, the other television news channel in Turkey such as, CNN Turk also would not exist.

When NTV was founded, we were all working as journalists at ATV news center together with Ali Kirca, Ayşenur Aslan and Mete Çubukçu. At that time, our main concern was whether the news belong to the news channels or whether the national channel which presents the news only one hour a day can struggle with the news channels which present the news 24 hours a day. We were considering to what extent we were taking part in that task, whether they will own the news for the fact that their label is a news channel or whether we were going to be in that game as we were a national channel. NTV put an end to all of this by claiming that the news belong to them. As a matter of fact, if NTV did not exist, CNN Turk would not exist or the Turkish television journalism would not be the way it is today. It led and carried Turkish television to success. NTV is a vitally important establishment in terms of Turkish press and Turkish journalism (İbrahimhakkioğlu, M.V, Personel Communication, November, 2014).

İbrahimhakkioğlu emphasizes that NTV encouraged the foundation of the other television news channels in Turkey. He says that;

If NTV did not exist, neither would anyone have ventured forth a business like this, nor would they have dared to do that. If NTV did not exist, nothing would be the way as it is today. But of course we are talking about the NTV in its first ten-year period which was in the management of Cem Aydın (İbrahimhakkioğlu, M.V, Personel Communication, November, 2014).

On the other hand, Cem Aydın who was the CEO of NTV until 2013, claims that before NTV, people were following the news from the news bulletins of entertainment television channels because of the lack of news television. He thinks that those news bulletins which were broadcasted by the entertainment channels were transformed to a "news show" because of the rating concerns. According to Aydın;

We tried to increase the ratings by drawing the viewer's attention more and more through sound and visual effects as we had the mission of leading a programme up to later. Rating journalism caused the news to shift from the original content,

especially during Reha Muhtar's period. As a matter of fact, the news and the whole work turns into a show. It still has examples but it obviously reached its peak point at that time (Aydın, C., Personal Communication, December, 2014).

He asserted that, for that reason, people could not fully comprehend the content of the news. They were watching the news bulletins as they watched something fun rather than for finding out what was really going on. "There was such a need in Turkey, which is receiving the news the way it is, especially for people in the society who acted according to the news" (Aydın, C., Personal Communication, December, 2014).

Although there were general doubts about NTV's long-term success, with the long-term survival as the television news channel in Turkey, it also gave a new definition such a "television news channel" to Turkey. After a short time, the other television news channel started to emerge in Turkey. Their number increased to such an extent that most of the interviewees think there have been a lot of television news channels in Turkey more than needed. The truth is, as stated by the general view of participants, NTV re-defined the news and rescued Turkey from the tabloid news styles of the entertainment television channels. While the entertainment television channels, as Cem Aydın depicted, were broadcasting news as "a news show", NTV broke this habit and started to broadcast the news as it actually was.

4.2. NTV's Establishment and its Models

In this passage, I am going to explain how NTV was effected and inspired by international news broadcasts, and implemented their principles during its foundation period as it continues to do till today. To continue, firstly, I would like to mention the

globalization process and its effects. While communication technologies were developing, communication and interaction between people or institutions became easier and faster. As I have explained in the first chapter, every innovation and development in communication, brings us one step closer to the global world.

On the part of, some cultural dimensions which global order brought were emergent with local order. An important aspect of globalization is that it can be hold in both homogenization and heterogenization. Both homogenization and heterogenization provided by media goods and services (Foster, R., 1991).

If we think about these effects on television channels, we became aware of several examples. NTV is also one such an example. As most of us know that although NTV's full name is "Nergis Television", it enterprice with the name of "NTV" which is spelled and pronounced with the British characters. This is an important point which shows that NTV is a hybrid channel.

Not only through its brand name, but also through its models which have been taken in the area of principles, editorial guideline and broadcasting format shows how NTV was affected.

In that way, as it will be further shown through the interviews, there have been some transnational interactions between these model institutions, especially between BBC and NTV. "Hannerz has used the term "global ecumene" to describe these transnational interactions, this "world of movement and mixture"(as cited in Foster R., 1991).

As a result drawn from the interviews in this thesis, it is obvious that the interactions between the BBC and the NTV have been more conclusive than the interactions amongst NTV and other media institutions.

The other important question is dealing with the NTV's establishment process and its models. Regarding this point, some essential questions were answered by participants of in-depth interview. Besides the questions about NTV's establishment and principles, the second fundamental question, which is also one of the main research questions of this thesis study, was "Which television news channels were taken as a model for NTV?" Within the framework of these questions, principles of NTV, training programs, and joined broadcasts show the interactions of NTV and BBC.

However, when NTV canceled the broadcasting of the World Agenda program after Gezi Park movement, BBC has suspended the partnership with NTV for joined broadcasts in 2013 on the grounds of intervention of broadcast. (The BBC has suspended its partnership with NTV. (2013, June 14). Retrieved April17,2015.from http://www.bbc.com/turkce/haberler/2013/06/130614_bbc_ntv_peter_horrock).

On the other hand, the BBC has still cooperation between Hürriyet, Mynet, Karnaval, and Habertürk. According to this cooperation, news which are broadcasted on BBC Turkish, also will be broadcasted on those institutions' websites (BBC Turkish collaborating organizations, 2014)

As stated earlier, three important people played a significant role in establishment of NTV; Tayfun Ertan, Nuri Çolakoğlu and Cem Aydın. Nuri Çolakoğlu discloses the story of NTV's establishment as follows;

Here is how the establishment of NTV started, Cavit Çağlar made me an offer. He asked me whether I could make a news channel out of Olay TV in Bursa. I told him that a news channel could not come into existence in Bursa as the fundamental material for news are people, therefore it has to be in a place where people could easily come and go. We bought Olay TV in Bursa and we transformed it into one of the best local channels in Turkey and it still is one of the best. We also made NTV from scratch. As we were starting from scratch, we bought a channel called as Satel 2 and its frequency which belonged to Dinç Bilgin and we founded NTV on this frequency. We opened a head office in İstanbul and another office in Ankara as Ankara is the source of all political news in Turkey. This is how we started broadcasting, Cavit Çağlar invested a serious amount of money into this business and thanks to him, we installed broadcasting transmitters in 256 spots in Turkey in a short period of 6 months. (Çolakoğlu, N., Personal Communication, December, 2014)

Çolakoğlu expresses that been a serious television news channel of NTV gave credibility because in that period, people in Turkey needed to get serious news instead of other television channels' tabloid news. According to Çolakoğlu;

It was the right time where everybody was in need of neutral, objective and serious news. After all, there were people who were fighting at the entrance of the court, people who were crying, yelling and slapping psychics in the main news bulletins on other channels. This caused our channel to gain credibility and thanks to that, it managed to come to the point where it is today (Çolakoğlu, N., Personal Communication, December, 2014).

As mentioned earlier, NTV would enterprice as a television channel which

would broadcast news 24 hours a day. In those times there were two important examples, BBC and CNN. Although CNN had the power to take under its influence, unusually, NTV was affected more by the BBC than the CNN. Aydın says that;

Nuri Çolakoğlu and Tayfun Ertan called to ask me whether I would want to participate in such an organization. I was really excited and we started working. We had BBC and CNN as our examples and there was also an American local channel called the NewYork One. BBC was closer to our expectations. CNN was quicker and more efficient in terms of reporting but we needed to adopt principles just like BBC so that the audience would not have doubts about us. People with different points of view should be able to watch us (Aydın, C., Personal Communicartion, December, 2014).

When the channels which NTV has taken as a model while it was established asked, Çolakoğlu says that BBC's broadcasting concept became as a model for NTV, on the other hand, he also mentions about Newyork one (NY1) which is a local television channel in Newyork, depends on Time Warner Cable. NY1 was founded as on September 8, 1992 (New York One, (n.d). Retrieved on March, 10, 2015, from http://www.ny1.com/content/about_ny1/station_info/433/why-ny1-is-the-only-local-news-worth-watching/).

With regard to this point, it appears that not only global television channels, but also local channels can be inspirer for a television channel. According to Çolakoğlu;

“First of all, BBC’s concept of broadcasting shed light on this issue. Second, there is a channel in United States, New York, called as NewYork One, which broadcasts city news 24 hours a day. Its structure gave the way for us because the idea was that the people who live in big cities and people who work intensively do not have time to

follow the news lengthily. The information that is needed should be given as intensively and shortly as possible. Also, broadcasting is a kind of appointment. You tell your audience that you will hourly let them know in fifteen minutes about what is going on every day or you will summarize it in five minutes in every half an hour. This concept of appointment is one of the things that I admire the most. It really started at the promised time and it ended at the promised time. The discussion programmes were supposed to last 50 minutes so we were cutting them at the 51st minute. They should say whatever they want to and they should keep the rest inside, therefore we were respecting the time. We literally adapted NewYork One's method of treating time in a systematic way. We were broadcasting 15 minutes of news and then letting them know about what was happening in the city. The thing that influences your life are books and movies so we were broadcasting them too. Later on, we were having a news bulletin for 5 minutes and economy news and finally, weather forecast two minutes before every hour. People were watching NTV before going out as we knew how to present weather forecast very well." (Çolakoğlu, N., Personal Communication, December, 2014)

On the other hand, Mustafa Alp Dağıstanlı adds the CNN in to these models for NTV. According to Dağıstanlı, CNN and BBC became common models for NTV. Dağıstanlı says that;

"Also, CNN International came into the picture and became famous. These two examples, which included the rise of CNN as a private channel and BBC as a probable public enterprise, set common models." (Dağıstanlı, M.A, Personal Communication, November, 2014)

Fehmi Gürdallı also thinks that there were two significant samples, BBC and CNN and according to him, NTV instanced both of these television channels. Although BBC was instanced more than CNN; on the other hand, in terms of reactions to the news and developments, he thinks that CNN is closer to NTV in that respect. Gürdallı claims that;

“We can mention only two international televisions that are taken as models in the world: one is BBC and the other one is CNN. These are the two establishments which accomplished news broadcasting on television and we took them as models. In fact, I believe that BBC is slower so I think NTV adopts a policy closer to that of CNN’s in terms of reacting to the news and progression as it is reacting more instantly.” (Gurdal, F, Personal Communication, April, 2014)

From these interviews, although CNNint seem to be more superior, it is seen that NTV was inspired by BBC and modeled after the BBC more than other international channels. One of the important reason of BBC’s influence on NTV is, according to Tayfun Ertan and Nuri Çolakoğlu who took place in NTV's establishment, was that of BBC’s origin. In that point, Mustafa Alp Dağıstanlı who worked the first years at NTV, claims that BBC and CNNint constituted a common example for NTV. According to Dağıstanlı;

There was a model of BBC. One of the first founders of NTV, Nuri Çolakoğlu is an experienced journalist who had been trained according to BBC’s principles. There were also people who came directly from BBC, amongst the crew. Tayfun Ertan, for instance, was one of them (Dağıstanlı, M.A., Personal Communication, November, 2014).

4.3 Influence of BBC on NTV

Principle of the BBC, staff training and broadcasting cooperations are the areas which the BBC and NTV has interacted each other and NTV has inspired from the BBC.

4.3.1 Principles

Ergün Güven who was the former correspondent of NTV, thinks that BBC's editorial Guidline was taken directly as a model in establishment of NTV. According to Guven;

“During the foundation phase of NTV, BBC’s broadcasting principles were taken directly as a model. These can already be interpreted as universal principles. Therefore, the most obvious similarity between these two establishments is the adopted principles. There are similarities in terms of technical equipments and broadcasting the news. (...)” (Güven, E, Personal Communication, November, 2014)

According to Cem Aydın, NTV has benefited from the basic principles of BBC. He claims that, the fundamental of NTV's editorial guidelines belongs to the BBC. Aydın explains how NTV benefited from BBC;

We benefited from the basic principles of BBC in terms of journalism. We read the guidelines of BBC. We published it under the title of editorial guidelines whose grounding came from BBC. We also benefited from BBC this way: we organized internship programmes with Hüseyin Sükan through our friendship as he had been in BBC before. After he left, we started training programmes in order to enter that culture and somehow, BBC’s journalism and broadcasting has been a starting point for us (Aydın, C. Personal Communication, December, 2014).

Hüseyin Sukan also thinks that NTV benefited from BBC's editorial guideline. According to Sukan;

If I am not mistaken, we translated BBC’s editorial guidelines into Turkish in 2006 for BBC Turkish and we distributed it with a promotion at Bilgi University to the establishments and media corporations in Turkey which would be interested but we also published it on the website of BBC Turkish and it is still there. NTV benefited from it as it has benefited before. As I have previously stated, our friends who had

worked at BBC participated in the foundation phase of NTV. It probably is not as extensive as that of BBC's but they made use of it, they adopted the fundamental points (Sukan, H., Personal Communication, November, 2014).

Huseyin Sukan also thinks that NTV adopted some principles of BBC. He claims that one of the important principles of journalism is not to direct to audiences while they are watching, listening or reading a news. He said that NTV also make simple news as far as he can see. According to Sukan;

As far as I can see today, NTV presents the news in a plain way. I mean, it is a very prominent principle of journalism: not to divert the audience and to reflect the reality of life leaving the comment to the audience. It also includes presenting the two sides of the story or three if there are three sides of it as well as introducing the critical people, the reactions and the supporters if there are any. So it is basically about giving plain news and not including comments from NTV itself. As far as I know, NTV is fulfilling this now so we can say that it is different from other channels in this aspect as I believe that the news presenters on other channels influence the audience in the introduction part, probably unintentionally, no matter what the news is. They say "now we will give you a bad news" or they say "now we will give you a good news." They also say "now a terrible accident", "a huge accident" or "a huge incident" so they influence the audience in this kind of way. But we can present the news in a plain way. The viewers are people who have the capacity to interpret it themselves. These commentaries sound like a way of helping the audience because they would not understand. We should not do that. "Reflecting the news as it is" is one of BBC's prominent principles in journalism. In fact, it does not only go for journalism but also goes for the whole content (Sukan, H., Personal Communication, November, 2014).

Nuri Çolakoğlu agrees with Huseyin Sukan about one of the significant principles of NTV which is the simple reporting. According to Çolakoğlu, simple reporting is one of the principles which was adopted from BBC;

First of all, I worked for BBC for 7 years. BBC's concept of journalism is to give as

much information as needed. It also includes verifying the news with at least two or three sources, avoiding taking sides in news, not using certain adjectives and verbs. We never used “he alleged” for anyone, we used neutral sentences such as “he said, he told”... We avoided using two adjectives. It is foolish to say “14 people died in the tragic traffic accident that happened in the highway of Manisa and İzmir” because if 14 people dies, it is absolutely tragic. To put it simply, we did not belittle or degrade the intelligence of our audience. We never thought that we should tell them the news in a specific way, otherwise they would not understand. We presented the incident and the reality as it is and we said that something like this happened there and some other thing happened here. We never said this person said such a thing, but in fact he meant something else. The audience is clever enough to understand that. If you are able to vote and elect a political party in the elections or if you have the ability to choose which way to go on the street, then you should also be able to choose this but not act according to the assumptions (Çolakoğlu, N., Personal Communication, December, 2014)

When asked if NTV took BBC as a model, Hilmi Hacaloğlu, who was the correspondent for NTV between 1996 and 2009 answered by giving examples, for instance, he claims that while Nuri Çolakoğlu was the head of news department, there were some issues on Turkey's agenda such as, murders, politics, etc... he was able to put forward a science news. Hacaloğlu says that;

(...) When Tayfun Ertan was the head of the news department, he could report a science news as the first main news even if there were other things on Turkey's agenda. For instance, when there were lots of murders, some other type of absurdities and politics etc and when everybody was reporting such news, we decided to report a science news as our first and main news, introducing something that was discovered or a vaccine that was invented for a specific disease (...) (Hacaloğlu, H, Personal Communication, November, 2014).

Hacaloğlu also emphasizes that this attitude belongs to BBC because according to him, the third page news and political news are much more important

than other news in Turkey. What's more, Hacaloğlu describes NTV as being beyond the other television channels in Turkey, integrated with the world and Turkey, so that makes it a hybrid;

This is the mindset of BBC, it is not a Turkish mindset. I mean the main focus on television in Turkey was mostly on the third page news and politics. NTV was ahead of the others as it was mostly integrated with the world but they went back quickly. At the end of 90's, NTV was integrated with Turkey and became a hybrid channel. It was neither BBC nor an example of Turkish media, it was right in the middle as it collected from here and there and started a hybrid television journalism (Hacaloğlu, H, Personal Communication, November, 2014).

If we compare the BBC's editorial guidelines and NTV's editorial guidelines, we see that most principles are similar, a significant principle which is the “*Accuracy*”. For instance, according to BBC's principle of Accuracy in which BBC's Editorial Guidelines;

“(...)Accuracy is not simply a matter of getting facts right. If an issue is controversial, relevant opinions as well as facts may need to be considered. When necessary, all the relevant facts and information should also be weighed to get at the truth.

Where appropriate to the output, we should:

gather material using first hand sources wherever possible

check and cross check facts (...)

We must do all we can to ensure due accuracy in all our output.

All BBC output, as appropriate to its subject and nature, must be well sourced, based on sound evidence, thoroughly tested and presented in clear, precise language. We should be honest and open about what we don't know and avoid unfounded speculation. Claims, allegations, material facts and other content that cannot be corroborated should normally be attributed.

The BBC must not knowingly and materially mislead its audiences. We should not distort known facts, present invented material as fact or otherwise undermine our audiences' trust in our content.

We should normally acknowledge serious factual errors and correct them quickly, clearly and appropriately” (BBC. Editorial Guidelines. Section:3, Accuracy. Retrieved on 21 January, 2015, from <http://www.bbc.co.uk/editorialguidelines/guidelines/>).

Similarly, according to Doğuş Yayın Group's (NTV) editorial guidelines, we can see similar principles in the title of Accuracy and Honesty;

1.1 In Doğuş Media Group, only accurate and factual news is reported. Any news that are suspected of accuracy cannot be used. The reliance of the viewer, the listener and the reader is of utmost importance. In the news, maximum effort is shown in order to allow for all sides and factors that constitute the news.

1.2 The righteousness of the means and method that is used in order to obtain the news is as crucial as the news itself. As they obtain the news, the employees of Doğuş Media Group do not use means or methods which contradict with righteousness.

1.3 It should be noted that the news should come from a first hand source. It should be taken into consideration that the information, which is obtained from a second hand source, has the possibility of being incorrect. Therefore, all parties and witnesses should be primarily contacted at first hand concerning the news in question.

1.4 It must certainly be corrected as early as possible if there is a mistake in the news. (Doğuş Media Group Policies and Work Regulations, Doğuş Media Group Guidelines, p.1)

On the other hand, although some titles in BBC's editorial guidelines do not exist in Doğuş Yayın Group's, for instance, “3.1(...) In news and current affairs content, achieving due accuracy is more important than speed.” (BBC, Editorial

Guidelines, Section:3, Accuracy), according to interviews this principle was also implemented on NTV. In that point Hilmi Hacaloğlu claims that the principle of double check was taken from BBC.

Hacaloğlu also said that;

For instance, the thing we call as double-check has been a rule that should be preserved since the beginning. Even in 2014's Turkey today, it is not necessary to verify any type of information in Turkish media. You can easily write an article if you see or hear about something. But in those days, NTV laid down a condition of double-check which is to check the truth of the news two times after you hear of it. It is a global code. But this is something which was brought from BBC by Tayfun Ertan and Nuri Çolakoğlu. Cem Aydın was the third member of the same team and he never made any concessions, either (Hacaloğlu, H, Personal Communication, November, 2014).

Not only Hilmi Hacaloğlu, Mete Çubukçu and Erdoğan Durna also thinks that NTV took the principle of "double check" from BBC. In this point, I would like to remind that, as I have mentioned before, BBC has also a principle regarding this point: "(...) In news and current affairs content, achieving due accuracy is more important than speed." (BBC, Editorial Guidelines, Section:3, Accuracy)". Although this principle does not exist in NTV's, like Çubukçu said that

Çubukçu claims that accuracy is more important than speed for NTV. For instance according to Çubukçu,

In recent years, the ridiculousness of breaking news, which is caused by the rivalry between the news televisions, unfortunately reached up to the reporting of the subjects which cannot be breaking news as well as reducing the whole concept to absurdity. There is something about NTV, presenting the news fast is important but presenting the truth is more important. I mean the objective is to present the truth or

the news that is the closest to the truth in a journalism where the so-called accumulated news without checking it has become very common. There has always been a dilemma for the news channels: should we be the first one to present the news or should we be the one who presents the truth? NTV wants to do both but it gives the priority to the latter one (Çubukçu, M, Personal Communication, December, 2014).

What's more, Erdoğan Durna also claims that the most significant advantage of NTV is the Accuracy because according to him, people in Turkey consider that "if NTV broadcasts a news it is accurate. Durna says that;

If we present the news, everybody believes the accuracy of it. In my opinion this is our greatest advantage because an image, which suggests that if NTV does not present the news, then it is not accurate, is formed. We never present the news before verifying it from the governor, National Education or the director of National Education for instance. If you say that 10 people died and then reduce it to 5, then people will laugh at you and think about how they rose from the dead. But if you say that 3 people died and then increase it to 5, no one will comment this. So we are being cautious and accurate as we do not want to present the news without confirmation (Durna, E. Personal Communication, December, 2014).

However Güven offers different perspective; according to Güven, although there are similarities in terms of technical equipment and presentation of the news, some differences between NTV and BBC emerge at this point. Güven claims that the most of BBC's correspondent are expert in certain areas and they can focus on a news and they can work on it for a long time so they can also produce consummate news for their audiences. However in Turkey, correspondents have to broadcast several news in a day. According to Güven;

Even though the way they present the news on television can resemble, I personally believe that their differences emerge at this point. I do not ignore the experience of

NTV correspondents but we can easily talk about the great expertise of most of BBC's correspondents. These people can focus on a certain task for a while and they can work on it for a long time in order to face their audience with a whole and complete news. But their colleagues in Turkey cannot work as meticulous and with such ease as they do. Unfortunately, an NTV reporter needs to present several news throughout the day and he struggles in daily routine despite his great deal of experience. You can watch the same reporter performing live broadcast in three different points during the day. This is not how things work at BBC. This minor difference alone indicates that there is a great difference between these two establishments in terms of presenting the news on television (Güven, E. Personal Communication, November, 2014).

4.3.2 Staff Trainings

Not only in terms of editorial Guideline, news form and principles of BBC, also education trainings on NTV became yet another element of the interaction between NTV and BBC. Hüseyin Sukan also gave courses about news writing, on NTV. When Sukan's history in BBC is considered, after Tayfun Ertan and Nuri Çolakoğlu also has an important part amongst BBC and NTV interactions.

Hüseyin Sukan explains an example of education trainings between NTV and BBC,

We organized bi-weekly courses in 2011 and 2012 and I was the coordinator as I was here. Representatives from the training department paid a visit to NTV since we invited them. We had bi-weekly training courses and then, I continued the training. People who came from BBC provided the training in English so the employees who could speak English attended those courses. I continued the same training programme in Turkish, therefore, we provided a great deal of training (Sukan, H. Personal Communication, November, 2014).

Sukan also claims that sometimes there has been concentrated education trainings; The Department of Human Resources took the lead of organizing it.

We are having intensive courses every now and then. We intensify the training on 1 or 2-week or 3-week programmes. Apart from that, my current responsibility is to continue these courses as 'training while working (Sukan, H. Personal Communication, November, 2014)

When education trainings were questioned to Mete Çubukçu, he talked about accelerated education trainings of BBC on NTV;

It is a matter of mutual broadcasting agreement but I am not sure whether it is still ongoing or not. Within the scope of this agreement, reporters from NTV occasionally undergo a sort of training for a certain period of time at BBC Turkish on condition that it does not take very long. In fact, professional journalists and the other attendees worked together at BBC Turkish. Within the scope of the same agreement, BBC Turkish organized a set of non-systematic training courses for NTV reporters regarding the news and visuals. But this was not something that happened every year systematically, BBC Turkish provided intensive training courses and workshops in every 3 or 5 years, when the need arose. (Çubukçu, M., Personal Communication, December, 2014)

Erdoğan Durna also mentioned about the education trainings, he said that NTV was in a cooperation with the BBC. On the other hand, he also claims that the trust is the most important principle. He says that;

We are also in cooperation with BBC. In fact, our correspondents occasionally went there for training just as they came here with the same purpose. Tayfun Ertan, who participated during the establishment of NTV, has substantial contribution. Our objective was to perform accurate, decent and reliable journalism. That is the most

significant part: “reliable”. If you lose that, nobody believes you (Durna, E., Personal Communication, December, 2014).

Unlike the general view of been in a cooperation with the BBC and NTV regarding an training program, Cem Aydın who was the CEO of NTV until 2013, says that there is not a training agreement between BBC and NTV.

There is no training agreement. I requested Hüseyin Sükan to provide training in journalism, since he left the BBC, and so he did. But I guess he does not do it anymore, he works as an editor on NTV. We do not have a certain agreement with BBC. We had an agreement with BBC Turkish regarding the broadcasting mobilization and we also had an agreement about BBC’s production of television content but I believe they are terminated (Aydın, C., Personal Communication, December, 2014).

However some correspondents went to the BBC for education trainings and Hilmi Hacaloğlu, is one such a correspondent who joined the BBC for education training. He reveals his experiences with BBC;

In 2004 we started our training programmes: me, Heves Atasoy, Zeynep Acar, Elif... We were sent there as four people for a period of 3 months through NTV’s agreement. We worked there for 3 months, we worked at BBC Turkish and in the meantime, we contributed a great deal to the establishment. (...) (Hacaloğlu, H., Personal Communication, November, 2014)

Whereas, while Hacaloğlu says that he did not write any formal report about those training programs, he has implemented what he had learnt;

In the end, after I returned back to İstanbul, I associated what I learned there and found reasonable with my own work as well as my own reporting. I did not make a

formal report about my training but I shared the things I had experienced there as much as possible (Hacaloğlu, H., Personal Communication, November, 2014).

Hacaloğlu also talks about his education experiments at the BBC. He says that he would be radio programmer so he talks about the education training for a radio programmer on the BBC. In addition he mentions about the general principles which were discussed on those education trainings. He explains that;

For example, I was going to be a radio programmer there. Being a radio programmer means being a radio editor in the same breath. When you become a radio programmer at BBC, montage recordings were broadcasted, for the fact that every radio programmer has to do his own montage. There were big tapes in those days, we were recording the sound with them. Then, you cut them in order to splice them together. There was a glue which was glaired onto the tape to make the pieces a whole. So, they were providing the training for editing as well as training as to how BBC makes news. There were times in which we made news with videos. They also taught us the elements of news and checking whether the elements and 5w's and 1 h was included in the news or not. They also examined whether we had gotten everybody's opinion, whether we double-checked or whether we used off the record method (...) (Hacaloğlu, H., Personal Communication, November, 2014).

From this point, we can see an example of globalization, Hacalloğlu also emphasizes that these training programs were attended by the participants coming from different countries and even different continents, such as Latin America, Africa etc. In that way several diverse national institutions worldwide were effected by BBC's principles and were educated according to these principles;

Therefore, there were people in that team who came from Africa as well as Latin America. There was also a team consisting of people from Old Russia and Far East in classes that include 20 people. In those classes, people talk about their own experiences, the journalism in their countries as well as the news they make. So an

experience of integration practices in BBC's reporting was provided there. (Hacaloğlu, H., Personal Communication, November, 2014)

Cem Aydın also confirms that the content of these education trainings consists of main broadcasting principles, especially for radio broadcasts and editorial principles. According to Aydın the content of these education programs was;

Writing the news, reading and articulation, most probably not montaging, as it mostly includes the basic broadcasting principles which are regulated for the radio and a set of editorial key points used while approaching and reflecting the news. It also includes forming short sentences, they still cannot perform such a little thing (Aydın, C., Personal Communication, December, 2014).

Hacaloğlu also explained the differences between the BBC and NTV, for instance according to him one of the important difference is caused due to the intensity of the agenda. Hacaloğlu claimed that;

The reason is because there are more deep-seated structures in BBC or in other foreign channels. It is different in our country, as it is said that the incidents which happen in one day in Turkey and is newsworthy do not happen in Scandinavian countries in one year. I mean, a bomb explodes, 30 workers may die and a financial crisis may occur. They can all happen on the same day. But it takes one year for such countries to experience all these incidents. That is the reason why the news is written slower there and the process to compose the news is longer. It happens quicker in our country (Hacaloğlu, H., Personal Communication, November, 2014).

4.3.3 Broadcasting Cooperation

The other important interaction between the BBC and NTV is the broadcasting cooperation. This means, there was a partnership cooperation with

NTV broadcasting to the BBC's radio programs. By this way, According to Baker (1997, cited in Freedman, 2001,p. 4),

In addition to audiences' preferences for local programs, the entanglement of national and global considerations in another obstacle to television exportation. This snag had been a source of controversy since the 1994 publication of a white paper on the BBC, *Serving the Nation, Competing Worldwide*, which advocated a focus on selling BBC programs worldwide (The Cultural and Political Economies in Hybrid Media Texts, p.103).

Hüseyin Sukan explains the process of the broadcasting cooperation between the BBC and NTV and talks about the reasons of these cooperation. In addition, Sukan also adds that he started education trainings on NTV after he was retired from the BBC;

We constantly kept on track and later on, we cooperated with NTV Radio. In order for our radio programmes to be broadcasted live, we started the television afterwards. We had a partnership and cooperation on television. In my opinion, it is prominent to have NTV as a news channel with all this background because the fundamental duty of BBC Turkish was also reporting. It started like that, they offered me certain positions here on NTV after I retired and left the BBC. First, it started with training and now, I also have a training-based position but it is a training job which is more in the loop (Sukan, H. Personal Communication, November, 2014).

Sukan also disclosed the content of the common broadcasts of BBC and NTV. According to him, these programs were initiated in 2009 by BBC Turkish with a television program for 15 minutes. Then these programs' broadcasting time was changed and lasted 4 years;

We started these broadcasts between BBC and NTV in 2009. BBC introduced its

television programmes with a 15-minute one but it does not exist anymore. It was at 4 p.m. for 15 minutes every day but later on, it was taken to 7.30 p.m. If I am not mistaken, it lasted for 4 years until May, 2013. This cooperation between BBC and NTV was provided with a contract. That contract also included editorial cooperation agreements in other countries with other corporations. In that contract, there is an item which BBC puts an emphasis on: BBC indicates that it is entitled to have the full editorial control and final decision of the programme or its live broadcast. BBC does not want intervention of its own programme or live broadcast. The corporations that are in cooperation with BBC agree to this principle. If it is a live broadcast, they guarantee that they will not intervene with the program during the live performance. If it is a recorded program but not a live performance, then they must broadcast the program in the hour promised. That is the force of the contract. It lasted for 4-5 years without any major problems (Sukan, H., Personal Communication, November, 2014)

4.4 Other Models for NTV

What about the other television news channels that had an influence on NTV as a model? According to Cem Aydın, there have not been many interactions with other television news channel other than BBC.

There aren't many channels when considered from this point of view. For instance, we have a different kind of connection with CNBC-E but we could not bond in that aspect. We have connections and interactions with BBC because of our personal friendships and BBC's training systems that are provided in a sort of governmental institutionalism. But other channels do not have such a quality. You can go there and attend a training programme, it only depends on your skills and eagerness. There was more of a systematic training here. They actually provided our team with the same training which they gave to their own radio staff. (Aydın, C., Personal Communication, December, 2014)

On the other hand, Fehmi Gürdallı claims that NTV has agreement about education trainings between not only BBC also with another international news

channels;

As a matter of fact, it is not limited to BBC only, since the opportunities to cooperate with international media in a global world are a lot more than before. There have been friends of ours who underwent training on BBC about 8-10 years ago. There were also other developments, we had friends who attended the training of Reuters. It has a training course for young reporters in Germany and 5 young German reporters under the age of 35 come to Turkey every year and they are sent to different corporations. 5 reporters from Turkey also go to Germany for two months and they are sent to different corporations, too. 5-6 friends of ours have gone to Germany from NTV by using this opportunity so far. Apart from that, there are occasional training courses given by Reuters and some of our friends utilized this opportunity for training (Gurdalli, F., Personal Communication, April, 2014).

From these interviews, it is seen that people who worked for the BBC before they started working for the NTV, joined principles which taken from the BBC, education trainings between these two institutions and joined programs have created the interactions between them. If we are looking for only one concrete thing which proves that BBC instanced for NTV, we cannot find it; but if we look at all interactions between the two institutions, these show us how it came to be.

Thirdly, although the interactions between the BBC and NTV, the other international news channel also became instance for NTV. For instance, Aydın said that BBC was not the only example for NTV, moreover, CNN also became another example for NTV.

It is not about taking it as a model or copying it. We interacted with CNN, too. We got "Ask NTV" from CNN, the original version is called "Ask CNN" and we were watching CNN. In fact, we also got the expressions, the reflexes and the instant reporting from CNN. Moreover, we got the idea of reflecting the local incidents to

the news on a country-wide scale from NewYork One. So we had a few examples (Aydın, C., Personal Communication, December, 2014).

As a matter of fact, there was one more reason for BBC having a significant role on NTV. Cem Aydın who was the CEO of NTV until 2013, explains BBC's importance for him. Before the foundation of NTV, while Aydın was working in Güneş newspaper, there were censors about the Southeast in the end of the 80s and they could get the news from BBC only.

While we were working for Güneş newspaper, there was a censorship regarding the southeast in the late 80's and we could get the news only from BBC. Therefore, whatever happens in Turkey, BBC manages to have an excellent staff. They recruit people with exams, they have their own training courses and they implement the principles of BBC. I had the idea of continuing that broadcasting. After we dealt with BBC and Ankara, we had to take this issue up to the prime minister who was Mesut Yılmaz at the time and then BBC's broadcasting was reactivated and we started broadcasting BBC's works on NTV radio. Later, we decided to reflect global media on the television by reinforcing BBC. When we look more closely, there were a lot of foreign news services in the countries that were included in BBC's structure. The cooperation between BBC Turkish and NTV was set as an example there. Turkish service managed to carry on although a great number of radios were closed down. (Aydın, C., Personal Communication, December, 2014)

Looking from different perspective, Fehmi Gürdallı thinks that NTV should take SKY News or CNNint as a model in terms of making faster reaction.

When we look at today's broadcasting, we see that there is a great number of other news channels, SKY News for instance. They all have something in common: to give the news as accurate and fast as possible. But when we look at BBC, we notice that being fast is of secondary importance. An experienced journalist came here from BBC for training two years ago. I believe that it would be better to have someone from SKY News rather than BBC in that sense. Because if you decide on

broadcasting completely in BBC's style, you get really slow since BBC will leave you behind. BBC is a very special channel which does a really good job but on the other side, it is a government channel whereas NTV is not. BBC has considerable amount of opportunities. They have the ability to broadcast about the royal family for hours with their own reporters. NTV does not work like that, CNN does not either but in breaking news, CNN International gives a much quicker response than BBC. NTV and SKY News follow the same pattern as they have to be faster and more competitive (Gurdalli, F., Personal Communication, April, 2014)

Furthermore, when the reasons of BBC and Newyork preference instead of CNN int were asked, Çolakoğlu says that;

CNN has a more disorganized pattern of broadcasting. First of all, CNN's style is more North American but we are European. Second; the principles, which Reith introduced after the foundation of BBC, are basic principles that the reporters throughout the world still try to follow, aim at following or claim that they follow. And we really believe that they are solid and prevalent. CNN is a bit more American-oriented channel (Colakoglu, N., Personal Communication, December, 2014).

Although the world was under the influence of CNNint's power, it is obviously seen that NTV has been under the influence of BBC more that CNNint. Even if CNNint was outshined by being the first global television news channel of the world and as Gurdallı's said; CNNint gives faster reaction to the news, however BBC became the most efficient instance for NTV.

CONCLUSION

For the purposes of easier accessibility and faster communication, interactions between international institutions and transmission of broadcasters are increasing on a daily basis. Today, international television news channels such as Al Jazeera, CNN, the BBC, Sky News etc... started to raise their voices. That carries journalism towards the global form. Today, journalism has widely accepted principles, ethics, and broadcasting forms.

Furtheron, Turkey did not have a television news channel until the foundation of NTV, however today when we turn on a television, we have an access to several television news channels such as CNN Türk, Habertürk, A haber, Sky 360, etc.. Taking into account the participants' views of the in-dept interview conducted in this thesis, NTV encouraged these television news channels to be established when it showed its long-term success.

The aim of this thesis is to provide the answers to the research questions regarding the forms of interactions which existed between NTV and the BBC, BBC's inspiration to the NTV during its establishment, and the other international television channels from which NTV was inspired from. To gain satisfactory responses to these questions, the most efficient way is the in-depth interview method. Through this method, several open-ended questions were asked to the participants.

As a result of the in-depth interview, NTV has been influenced by the BBC in terms of editorial guideline, simple news making, principle of accuracy, principle of double-check and making other news except from the third page news and political

news. What's more, the participants shows that there have been interactions between NTV and the BBC such as staff trainings, broadcasting cooperation, and employees who worked for both NTV and the BBC, such as Nuri Çolakoğlu, Tayfun Erten, and Hüseyin Sükan.

Consequently derived as an additional observation of the in- depth interview, was that Turkey in fact was not in a need of a television news channel because before the foundation of NTV, the concept of television news channel was not defined. However, after NTV was established, Turkey saw the need of such a concept. Most people thought that NTV could not guarantee a success in Turkey, because of the country's structure. Television channels had rating concerns, even though they were broadcasting the news. Because of that, television channels were broadcasting news as in a tabloid news style to grab people's attention. Before the foundation of NTV, news was deformed and was away from ethics while they were broadcasting. Granting all this, NTV made it through the long-term survival through its different forms of broadcasts which were inspired by the international television news channels. What's more, by being the first thematic television channel of Turkey, NTV also gave a new definition namely a "television news channel".

In general observations, NTV was more inspired by the BBC than CNN. In that point, Aydın (2014, personal communication) explains that although CNN was more efficient and faster, NTV needed to adapt according to the principles similar to that of the BBC's, to gain audiences's trust.

At this point, Hüseyin Sükan (2014, personal communication) who was was

the manager of the BBC Turkish Service between the years of 1997 and 2011, claims that making simple news was one of the important principles of journalism.

According to him, people should not be directed while they are watching, listening or reading news. NTV also makes news without leaving any comment. Additionally, Çolakoğlu (2014, personal communication) claims that simple news making was adopted from the BBC.

One of the most unusual consequences of this research is that despite of the global television news channels such as CNN and the BBC, there was a local television news channel from which NTV was inspired by; Newyork One. It was established in Newyork, in 1992. According to Çolakoğlu (2014, personal communication), NTV was inspired by NY1 in the structure of broadcasting. For people who live in big cities and do not have enough time to follow the news, the short news bulletins were prepared by broadcasting hourly, fifteen minutes bulletins and five minutes bulletins in every half-hour, daily. That shows that local television channels can also be a model for another television channel, even if it is in another country.

Despite the general point of view, according Dağıstanlı (2014, personal communication) both the BBC and CNN have been common models for NTV because CNN became popular as a commercial television channel. In addition to this, Gürdallı (2014, personal communication) claims that CNN reacts faster when it reacts to news and developments. Therefore, at this point, NTV is closer to CNN than the BBC.

In conclusion, according to the results of the in-depth interview, NTV has been mostly inspired by the BBC, despite the popularity of the other international televisions news broadcasts, such as CNN and Sky News. Especially, it can be clearly seen that NTV was mostly inspired by the BBC's principles. Additionally, there have been areas where NTV and the BBC have interacted with each other; such as, staff training and broadcasting corporation.

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