

# Public Broadcasting in The Turkish World Culture: Case of TRT Avaz\*

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## Abstract

With the development of satellite systems, international broadcasting has great advantages, both in terms of making a profit and in reaching a mass of people who have concrete or abstract loyalty to a state itself. Turkey Radio and Television (TRT) aims to reach masses of people who have a sense of concrete or abstract commitment with Turkey, Eurasian and Balkan regions, where Turkic Republics are located. The purpose of this study is to reveal diversity and presentation forms of broadcast services for the Turkish world. In the first stage, the descriptive analysis of existing documents was conducted, in the second stage, content analysis was made for broadcasts, programs and structured questions were asked to 7 (seven) TRT Avaz administrative officials. It has been shown that TRT's broadcasting in the international sense has mostly cultural broadcasts. TRT Avaz, recently established Turkish Council and Joint Turkish Television will make significant contributions to cultural communication.

## Keywords

TRT, Turkish world, international broadcasting, culture, communication.

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## **Introduction**

Before the emergence of international television, they served to build a nation-state approach with the use of satellites in this field and with signals covering countries, broadcasters have the opportunity to broadcast to the desired geography. Thanks to the creation of an unlimited world with international broadcasts and with the elimination of obstacles the channels reached all kinds of ethnic, linguistic, religious, national and international groups and had the opportunity to instill their political ideas. Today's world is completely covered by satellites and networks of television signals through new media that audiences can not only watch national broadcasts, but can also watch international broadcasting channels at any time. In this sense, this study is divided into two parts. In the first part, TRT's broadcasting activities in general and for the Turkish world are given. In the second part, the status of TRT Avaz's contribution to the cultural heritage of the Turkish world in public broadcasting and whether it is sufficient or not is presented in the light of in-depth interviews.

In this sense, this paper has been considered the development of public service broadcasting in general and TRT more precisely in Turkey as an important actor for cultural industries by drawing attention to the significance of particular television in dissemination of the culture of the state in the 1960s and aftermath. TRT Avaz as in the center of serving Turkish culture for the cultural industries, but also mobilize the differentiated Turkish culture in broad geography which might be understood as the unity of modern Turkish nation. In this way, this paper try to criticize that the designation of the Turkish culture imposed from the top down and how TRT Avaz serve the Turkish culture in broad geography in what form, in what space to sustain its existence.

## **Conceptual Framework**

The Role of TRT and its services to the Turkish World

Sending the signals of radio or television broadcasts outside the borders of the country is referred to as transnational broadcasting in international literature and as international broadcasting in Turkish. The purpose of this

type of broadcasting is to cross the borders of the state and broadcast in other countries via satellites. With the help of the technological developments in the world, the possibility of transmitting broadcasts to different parts of the world through satellite has emerged, and thus at the same time it is true to say that international television broadcasting has emerged. Many imperialist states have begun international television broadcasting activities to impose and introduce their cultures and languages on other communities.

In addition, states approached their communities who settled down outside the borders by engaging in international television to influence them. This activities includes cultural and linguistic expansion, propaganda and political communication, ethnic and religious elements (Demirkıran 326). International broadcasts are sometimes regional, such as Pan European channels, whereas they are often global. While TRT stands out in international broadcasting in Turkey, some of the international broadcasting organizations worldwide are as follows: BBC, CNN, MTV and TV5 MONDE.

TRT was set up in 1964 as an independent state institution as envisaged by Article 121 of the 1961 Constitution, which defined radio and television broadcasting activities as a state monopoly to be run by an independent organization. TRT started television broadcasting first in Ankara, the Turkish capital, in 1968, by means of a 5 kW transmitter given by the German government. In the early days, the broadcasting space was restricted, with even Istanbul depending on the physical transportation of programme material from Ankara. By the beginning of the 1980s, however, the rate of penetration had progressed significantly, covering more than 60% of the national territory, and reaching over 80% of the Turkish population. The transition to color broadcasting was achieved in 1984, and a second channel was introduced in 1986, this time based in Istanbul, to supplement the main channel with programming devoted to documentaries, art, and high culture (Aksoy and Robins 1940).

Religious, linguistic, cultural, ethnic, political, economic and historical factors determine the basic policy of international broadcasting. Moreover, it is essential to mention that diasporic communities are most important

factor in shaping international television broadcasting policies. For example, there are television channels of ethnic, political, cultural and religious communities that transmit their broadcasting to the Diasporas in the areas covered by satellite broadcasting channels across national borders. These channels are generally accepted as international television in terms of broadcasting policy. In this sense, those who can transmit their broadcasts to different geographies via satellite can be described as international television broadcasts. On the other hand, most of the broadcasts which are technically international broadcasts are not international in terms of content, target and audience. In the bipolar period created by the Cold War in the world, belonging to a nation and a state came to the fore.

In addition to this, it is seen that the Third World is located separately from these opposites, and the general political atmosphere is shaped in a way that encourages belonging to one side and impersonating that side as well. During these years, there were strict limits in the world, and communication was stuck within these limits. In other words, the media is also within certain limitations by keeping up with general politics. Nowadays, it is observed that the media has assumed the duty of spreading the idea that the world has become a single region (Mutlu 17). Today, the world has become a globalized and production relations are intertwined. Therefore the television cross the borders via satellite supports the unipolar discourse. In other words, satellite systems have become the tools of a single *global village*, not political parties (McLuhan). In the last quarter of the 20<sup>th</sup> century due to the effect of developing satellite technology, the idea of a *global village* has gained weight, and the first international television broadcasts have started.

Twenty-four-hour news channel CNN that Ted Turner created in the United States in 1980 sets an example as the first international broadcasting channel. Furthermore, aforementioned first channel was commercial. These broadcasts have influenced Europe as well in time and led to the transition to international television broadcasting. MTV, an example of international television broadcasting, which has begun broadcasting in 1981. Following years MTV started broadcasting in Europe; the TV5 channel was established in France in 1984 and began broadcasting internationally. Lately, MTV

joined the European broadcasting industry in 1987. Under the leadership of these channels, many Pan-European televisions started broadcasting in the 1990s (Chalaby 188). International television broadcasting in the United States as a result of commercial broadcasting idea has followed a different path in Europe. European international television broadcasting is seen as public broadcasting rather than commercial form. While public broadcasting was prominent in Europe, commercial broadcasting came to the forefront under the leadership of ITV in England, and thus a mixed system was formed (Flanagan 133).

In Turkey on the other hand, TRT's first international television experience in international broadcasting was with TV-5. Entering the international television market with TV-5, TRT established TRT INT in 1990 for Turkish citizens who are living in different part of the Europe. With the dissolution of the Soviet Union in 1991, broadcasts for Central Asia and Caucasus region which have historical, cultural and linguistic unity with Turkey started, and TRTINT channel was converted to TRT-INT Eurasia.

A little later, TRT3 was inaugurated as a channel for youth (1989), and TRT4 began to distribute educational material for students (1990), though in both cases it was only for a limited part of the day. A further service was added in 1989, with TRT's GAP TV become the first and only example of regional public broadcasting, intended to support the objectives of the Southern Anatolia Project (*Güney Dogu Anadolu Projesi*) to bring economic, educational and cultural resources to the undeveloped (and, we should note, predominantly Kurdish) provinces of the East and South East (Aksoy and Robins 1941).

TRT INT and TRT Eurasia were re-divided. TRT Eurasia was active until 2001 and was later replaced by TRT-Türk. TRT-Türk channel, which continued to broadcast until 2009, has transferred all its followers and contents to TRT-Avaz channel. The purpose of the establishment of TRT-Avaz channel was to create a common platform of the Turkish world directly (Akarcalı). TRT Avaz gained an identity that makes news and cultural broadcasts. Another example of TRT's international television life is TRT ETTÜRKİYE (Arabic) channel, which was established in 2010

with the aim to promote links and establish relations with the Arab world. In addition, this channel became the first channel of TRT to broadcast in Turkish. Currently, TRT's national and international television channels are as follows in Table 1.

**Table 1**

National and International Channels Broadcasted by TRT

|                                   |  |
|-----------------------------------|--|
| <b>TRT 1</b>                      | It broadcasts education, culture, drama, music, entertainment, sports and news in family channel format.   |
| <b>TRT World</b>                  | It broadcasts all over the world in English.   |
| <b>TRT Haber (News)</b>           | It broadcasts current news, politics, analysis, discussions and documentaries.   |
| <b>TRT Spor (Sport)</b>           | It broadcasts all national and international sports competitions live or on tape.  |
| <b>TRT Avaz</b>                   | It broadcasts to eight different countries including Uzbekistan, Kazakhstan, Kyrgyzstan, Turkmenistan, Azerbaijan, Bosnia and Herzegovina, Albania and Turkey. It aims to establish language and thought union between Turkey and other Turkish Republics. |
| <b>TRT Çocuk (Child)</b>          | It broadcasts for children within pedagogical norms.   |
| <b>TRT Belgesel (Documentary)</b> | It broadcasts in Turkish, English, German, French and Russian. It broadcasts documentary programs in the fields of history, society, nature, environment, sports, culture-art, science and technology.   |
| <b>TRT Müzik (Music)</b>          | It broadcasts mainly on Turkish Folk Music and Turkish Art Music, but also includes various music programs.  |
| <b>TRT Arabi (Arabic)</b>         | It was established in order to contribute positively to TRT's relations with international and especially regional states. It broadcasts in 22 Arabic-speaking countries.  |
| <b>TRT Türk (Turkish)</b>         | It broadcasts in Turkish for Turkish cognates living abroad.   |
| <b>TRT Kurdi (Kurdish)</b>        | It broadcasts in Kurdish.  |
| <b>TRT Okul (School)</b>          | It broadcasts course programs prepared by Anadolu University and offers various programs within the scope of education and culture.  |
| <b>TRT 3</b>                      | It broadcasts from the Turkish Parliament.   |

Source: (TRT) <https://www.trt.net.tr/Kurumsal/TelevizyonTanitim.aspx>

According to the Law No. 1984 on the Establishment and Broadcasting of Radio and Television Broadcasts, the mission of TRT is to promote the state in every field in broadcasts to be made abroad, and help maintain relations of

the Turkish citizens living abroad with the Republic of Turkey (TRT, "Genel" 7). The basic principles that TRT takes into consideration in the broadcasts of Turkish citizens living abroad are as follows in Table 2 (TRT, "2008").

The promotion of cultural content TRT apparently in the programming output of the state monopoly broadcaster, which has objective to create modernized and westernized outlook (Aksoy and Robins 1941). To seek this achievement TRT provides cultural materials such as pure Turkish musical idiom with authentic rural melodies (Stokes 25). Moreover, according to Cankaya (*Türk*), TRT is an organization that continues to seek moral tones and ideals in outputs. To illustrate this, Cankaya (*Türk*) gives an example of a series broadcast in 1974 called as *Masterpieces of World Literature* to fill up cultural void in country, which literacy rate comparatively is still low.

**Table 2**  
Basic Principles of TRT International Broadcasts

| Number | Basic Principles of TRT International Broadcasts   |
|--------|--|
| 1      | To encourage citizens to have information about people around them and Turkish history.  |
| 2      | To avoid didacticism in programs, to pay attention to aesthetics and quality.  |
| 3      | To highlight similar aspects that make it easier for citizens to adapt to the society in which they live different cultural environments.  |
| 4      | To cooperate with the countries where citizens live as much as possible during the preparation of the programs.  |
| 5      | To ensure the participation of citizens abroad in the programs.  |
| 6      | To organize programs that brings community leaders together over time.   |
| 7      | To make the citizens feel that they are not alone and that the state stands by them at all times in every matter.  |
| 8      | To avoid any broadcast that could damage the image of modern Turkey.   |
| 9      | To inform the citizens of Turkey living abroad about the unrealistic and damaging propaganda against the country, and prevent the deterioration of the morale of the citizens of Turkey. |
| 10     | To encourage Turkish citizens to engage in activities that are positive and empowering the outlook of the country.   |

Source: TRT, "2008 Faaliyet Raporu".

In addition to these principles, it is seen that encouraging and directing broadcasts are organized for Turkish citizens living abroad to protect their Turkish identity, national unity and solidarity, to adapt to the country they

live in, to create economic initiatives, lobbying, and to select prominent occupations (Cankaya, *Bir Kitle*). TRT has programs not only for citizens living abroad but also broadcasting policies specific to the regions where the Turkish people predominantly in the Caucasus, Central Asia and the Balkans. These broadcasting policies can be seen in the 2008 general plan of TRT. Issues covered in the context of broadcasting policy are as follows in Table 3 (TRT, "2008").

**Table 3**

Topics covered in TRT International Broadcast Policy

| Item | Topics covered in TRT International Broadcast Policy   |
|------|--|
| 1    | Important events taking place in country and in the Turkish world; political, diplomatic and military developments taking place in international arena.  |
| 2    | The policies that Turkey creates for the developments in the Turkish speaking Central Asia, Middle East, Eastern Europe and the Balkans; the effects of these developments on the Turkish world and Turkey.                                    |
| 3    | The initiatives of prominent institutions, organizations and companies of Turkish Republic for the Turkish world.  |
| 4    | Turkey's efforts to rebuild and reconstruct Bosnia-Herzegovina, Somalia and Afghanistan within the scope of humanitarian assistance.   |
| 5    | Measures against some negative broadcasts from various countries about Turkish population.   |
| 6    | The difficulties that Turkish population all over the world face and new developments.   |
| 7    | Provide citizens living in the Turkish-speaking countries and in Turkey with mutual acquaintance.  |
| 8    | Highlighting famous Turkish-Islamic science, art and literature people, writers, thinkers and heroes who have a role in strengthening the cultural ties of the Turkish world, who enshrine in people's hearts and who have marked their times. |
| 9    | The rich history, development, sound and structure features and problems, dialects, common issues of Turkish language; correct use of Turkish language; teaching of Turkish; introducing Turkish writers and their works.                      |
| 10   | Reflecting the important military and political events throughout Turkish history  |
| 11   | Processing the errors in the struggles that Turkish-origin societies engaged in with one another throughout the history and their consequences.  |

Source: TRT, "2008 Faaliyet Raporu".

In line with these objectives, TRT has initiated various channels to reach the Turkish world. TRT Avaz is one of those channels that has effective today's world.

## **Methodology**

The main purpose of the study is to examine the broadcasts and broadcasting policies of TRT Avaz, the TRT's broadcasting organization for Turkish Republics, during the last 1 (one) year. In this context, in the first stage of the study, descriptive information about the broadcasts and the information obtained from the TRT were collected. In the second stage, content analysis was conducted for the official website of TRT Avaz. In this way, it is aimed to describe the contents of the programs made to Turkish Republics through these broadcasts. The limited number of studies conducted in TRT Avaz and the lack of international broadcasts and broadcasts made to the Turkish Republics reveals the originality of this study and its contribution to the literature.

### **Aim of the study and method**

Since the study aims to examine the broadcasts of TRT Avaz, the TRT's broadcasting organization for Turkish Republics, during the last 1 (one) year, a qualitative research method was applied. Qualitative research can be defined as a research method in which qualitative data collection methods such as observation, interview, and document analysis are used; and as a study in which a qualitative process is carried out to present perceptions and events in a realistic and holistic manner in the natural environment (Yıldırım et al.). Both document review and case study were conducted within the scope of this qualitative research. Document analysis includes written or visual materials containing information about the targeted cases. Opinions of TRT Avaz administrative officials regarding the content of the publications were determined within the case study.

### **Sample, data Collection and data coding procedure**

The study was conducted in two stages. The broadcasts of TRT Avaz were examined in the first stage. In the second stage, interviews were held with TRT Avaz administrative officials. The universe of the first stage of the study consists of all TRT Avaz publications. Among these publications purposive sampling methods were used and all publications in the last 1 year were included in the sample of this study. The information and coding

of the interviewed participants regarding their interview dates are shown in the Table 4.

**Table 4**

Information on in-depth semi-structured interviews with TRT Avaz officials

| <b>Interviewee</b> | <b>Institution of Interviewee</b> | <b>Date of Interview</b> |
|--------------------|-----------------------------------|--------------------------|
| Person 1           | TRT Avaz                          | 15.06.2019               |
| Person 2           | TRT Avaz                          | 17.06.2019               |
| Person 3           | TRT Avaz                          | 17.06.2019               |
| Person 4           | TRT Avaz                          | 23.06.2019               |
| Person 5           | TRT Avaz                          | 23.06.2019               |
| Person 6           | TRT Avaz                          | 25.06.2019               |
| Person 7           | TRT Avaz                          | 29.06.2019               |

The broadcasts related to the last 1 (one) year required for document analysis were accessed from the website of TRT Avaz. A semi-structured interview form including 8 (eight) questions was prepared in order to get the opinions of TRT Avaz administrative officials who is in charge of the broadcasting contents. It is aimed to get the opinions of the officials within the framework of TRT Avaz's broadcasts and its services to the Turkish world and its contribution to culture. Accordingly, questions were created and two expert opinions were collected for the reliability of the questions. The data collection tool was finalized by making corrections on the questions in accordance with expert opinions. In this context, the semi-structured interview questions are as follows:

***Semi-structured Interview Questions***

1. Do you think that TRT Avaz serves the Turkish world with its cultural programs?
2. Do you think these services are successful?
3. Are there any issues you prioritize in terms of serving the Turkish world? If so, can you explain these issues?
4. Which of the cultures of the Turkish world are given more space in TRT Avaz's program and documentary structures in general?
5. Does it have a specific policy or mission?
6. Do you think that TRT Avaz provides products that will contribute to cultural heritage?

7. Which of the Turkish Republics has Turkey established more comprehensive relations until now?
8. Are there any new projects that will contribute to the culture of Turkish world in the future? If so, which issues should be given priority?

The data obtained from both documents and interviews of this research were analyzed through content analysis. Content analysis can be defined as analyzing a written or verbal text or symbol and converting it into figures, to go over the interpretation of these figures. In other words converting the figures back into words. The data summarized and interpreted in the descriptive analysis is subjected to a deeper process in the content analysis and the concepts and themes that cannot be noticed in a descriptive approach can be discovered. The data is tried to be defined and the facts that may be hidden in the data are tried to be revealed. The fundamental process in content analysis is to bring together and interpret similar data within the framework of certain concepts and themes. The aim is to reach the concepts and relationships that can explain the collected data. To this extent, the data should first be conceptualized, then arranged logically according to the emerging concepts and the themes explaining the data should be determined accordingly (Yıldırım vd.).

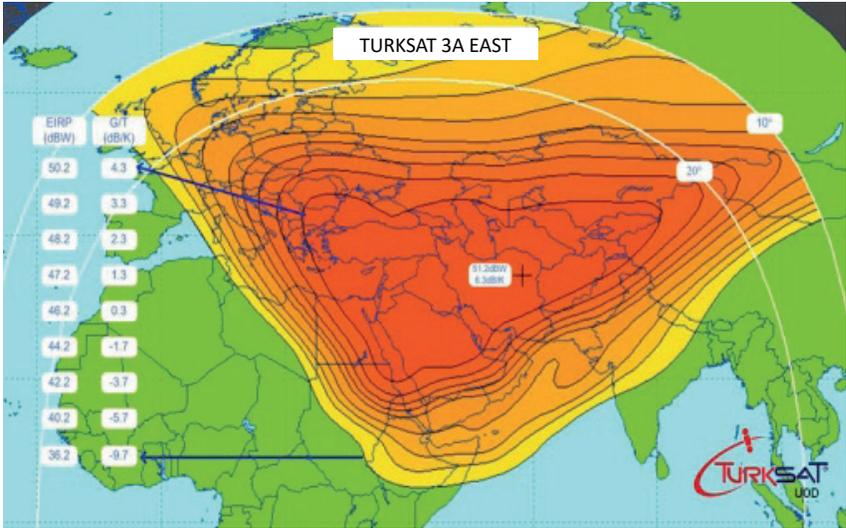
## **Findings**

### Content Analysis of TRT Avaz's Programs

TRT Avaz, which started broadcasting on March 21<sup>st</sup>, 2009 and has broadcasted in Turkish on the Eurasian geography covering Turkey, Central Asia, Russia, Middle East, the Caucasus and the Balkans, is an international channel within TRT. As TRT Avaz started broadcasting, at the screening held at the Anadolu Show and Congress Center President Abdullah Gül announced the opening of TRT Avaz with the announcement "TRT Avaz will call to the whole Turkish world" (*Hürriyet*). This sentence sets forth the goals of TRT Avaz on the Turkish world. *Avaz* means voice in words and TRT Avaz speaks to a population of approximately two hundred and fifty million people including twenty-seven countries and thirteen autonomous republics (Aydemir 370). TRT Avaz aims to reach all the Turkish speaking geographies with its broadcasts in the languages of the regions for 24 hours

uninterrupted. Not only Anatolian Turkish is used in the broadcasts, but also Azerbaijani Turkish, Kazakh, Kyrgyz, Uzbek, Bosnian and Turkmen are used in the broadcasts (Ertekin).

Thus TRT Avaz, as stated in its institutional objectives, has been a bridge between with the Republic of Turkey and Turkish-speaking countries and regions. In addition, TRT Avaz supports the development of bilateral and multicultural interactions and contributes to the creation of new partnership areas as well as its special programs for Turkish and descent societies (TRT Avaz). Highlighting partnerships rather than differences increases the chances of joint action in other areas in the future. It is aimed to eliminate the negativity caused by geographical distances by ensuring that the countries in our broadcasting world are correctly introduced in all aspects (TRT, "2012"). On the other hand, a common broadcasting approach has been adopted in the programs organized by the channel. It organizes art, documentary, cultural and music programs in the context of a common broadcasting understanding with the official radio and television institutions established in broadcasting regions. TRT Avaz addresses a wide range of geography. Figure 1 shows the broadcasting geography of TRT Avaz.



**Figure 1.** Broadcast map of TRT Avaz (TRT Avaz).

When the broadcast map of TRT Avaz is detailed, the countries of broadcasting can be listed as follows. Table 5 summarizes the countries in the broadcasting geography of TRT Avaz.

**Table 5**  
Countries in the Broadcasting Geography of TRT Avaz

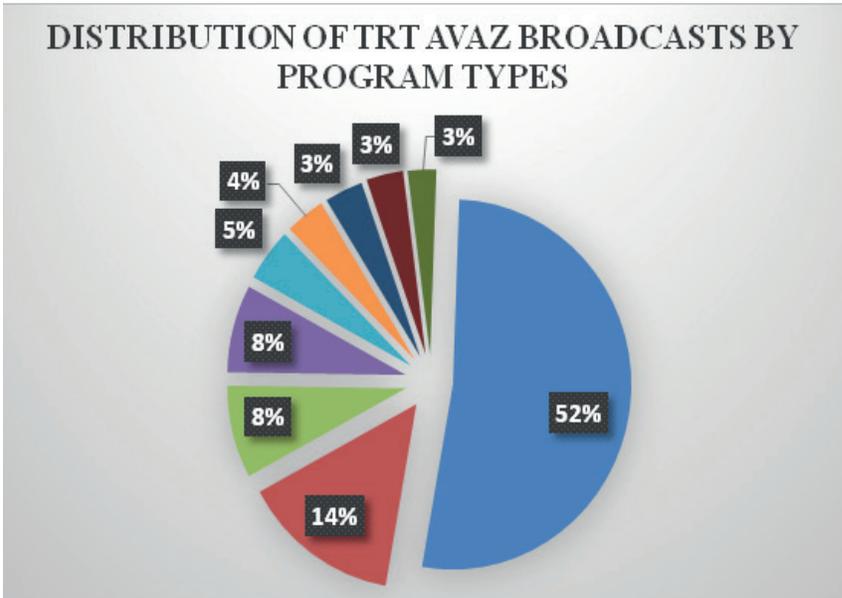
|                                      |  |
|--------------------------------------|--|
| Republic of Azerbaijan               | Turkish Republic of Northern Cyprus        |
| Republic of Kazakhstan               | Republic of Uzbekistan                     |
| Kyrgyz Republic                      | Republic of Tajikistan                     |
| Republic of Uzbekistan               | Mongolia                                   |
| Russian Federation                   | Autonomous Republic of Tatarstan           |
| Autonomous Republic of Bashkortostan | Autonomous Republic of Chuvashish          |
| Autonomous Republic of Saha          | Autonomous Republic of Altay               |
| Autonomous Republic of Tuva          | Autonomous Republic of Khakassia           |
| Autonomous Republic of Dagestan      | Karachay Autonomous Republic of Cherkessia |
| Kabardin Balkar Autonomous Republic  | Autonomous Republic of Crimea in Ukraine   |
| Autonomous Republic of Moldova       | Romania                                    |
| Gagauz Place                         | Georgia                                    |
| People's Republic of China           | Republic of Afghanistan                    |
| Hungary                              | Bulgaria                                   |
| Greece                               | Montenegro                                 |
| Serbia                               | Croatia                                    |
| Albania                              | Macedonia                                  |
| Bosnia and Herzegovina               | Iranian                                    |
| Kosovo                               | Syria                                      |
| Iraq                                 |  |

*Source:* TRT Avaz.

After examining all these tables showing the flow of broadcasting, the statements of TRT-AVAZ on the corporate web page of TRT; “TRT-AVAZ launched in March 2009, Uzbekistan, Kazakhstan, Kyrgyzstan, Turkmenistan, Azerbaijan, Bosnia and Herzegovina, including Albania and Turkey from 8 countries and country-specific in 8 languages, living in a region extending to the Far East to the Balkans Turkish broadcasting to the world channel, Turkey and other Turkish Republics in establishing unity of thought and language. AVAZ, which means SES in many Turkish dialects, addresses the geography of approximately 250 million people in 27

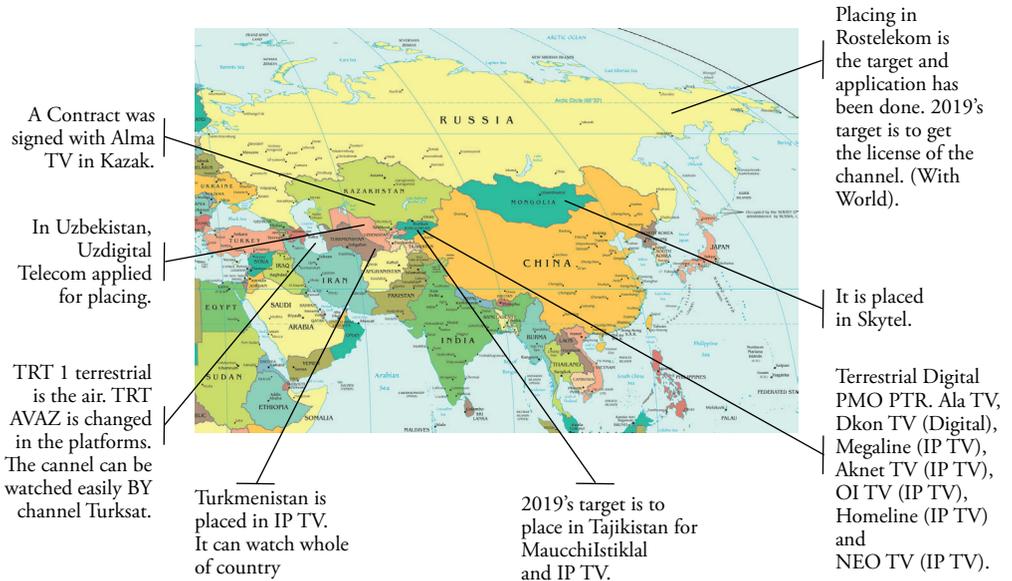
countries and 13 republics from Middle East to Caucasus as the common voice of Turkish Republics (Ertekin 339).

TRT Avaz contributes to the promotion of the geographies it broadcasts and to announcement of the developments in these geographies. In this way, it is aimed to increase the communication and interaction between the states and societies in the geography where broadcasting is performed. TRT Avaz's broadcasting center is in Ankara. TRT Uzbekistan Tashkent Representative, Azerbaijan Baku Representative and Turkmenistan Ashgabat Representative also contribute to the contents of the broadcasts since the broad audience of the channel is generally from these countries. Considering its broadcasting policy, it can be seen that TRT Avaz has broadcasted programs that introduce both Turkey and the countries for which it broadcasts focusing on friendship and brotherhood. Figure 2 shows the distribution of topics that TRT Avaz broadcasts.



**Figure 2.** Distribution of TRT Avaz broadcasts by program types (Yıldız 128).

As can be seen from the figure above, the program type of TRT Avaz is in the field of culture with a rate of 52%. Culture is followed by drama with a rate of 14%. Music programs follow drama with 8%. In other words, TRT Avaz's programs generally consist of culture, drama and music programs. Apart from these three prominent topics are news, cinema, entertainment, education, sports and other fields. When evaluated in general terms, it is seen that TRT broadcasts on the Turkish world through various channels and it establishes connections with its citizens living abroad and can exchange culture and information. In this way, citizens and cognates living outside the country. In addition to all this information, some details about TRT Avaz's broadcast route are given in Figure 3.



**Figure 3.** Some information about TRT Avaz broadcast route

The activities carried out in the distribution of the channel are arranged in order of priority. TRT Avaz has been moved to 14 (fourteen) platforms where it has not been previously, and an official application has been made for 25 (twenty-five) channels to be included. In this context, TRT Avaz is carrying out a wide infrastructure work for the countries, including the Russian Federation, People's Republic of China and the Islamic Republic of Iran,

where many audiences existed. Communication has been established with institutions, organizations and people who can facilitate the distribution of the channel, and the plan for the years 2019 and beyond has been prepared (TRT Avaz).

#### Findings for in-depth interview with TRT Avaz officials

In the interviews, the common findings obtained from the answers given to above listed 8 (eight) questions are listed as follows:

- Language unity that TRT has in a wide range of area is the basis of its broadcasts for citizens and cognates living abroad.
- Language unity provides an important advantage for television broadcasting.
- In order to use this advantage effectively, TRT has increased its activities in the recent period and undersigned many innovations in the history of Turkish broadcasting that have not been tried before and which present serious difficulties.
- Given the feedback received from the wide geography to which its broadcasts reached. It is seen that a significant gap was filled and its existing potential is in a parallel development process of the role of Turkey.
- The use of Turkish language has been expanded in the Balkans, Black Sea and Central Asian Turkish Republics through Turkey-based broadcasts.
- In addition, it is aimed with the use of Turkish subtitle in the broadcasts in Azerbaijani Turkish, Kyrgyz, Kazakh, Turkmen and Uzbek that Turkish language can be learned and known by the addressed audiences.
- TRT Avaz channel emphasizes the common values of Turkish-speaking cognates who are scattered throughout the world and acts as a cultural bridge between Turkish-origin societies.
- The fact that emphasis is made on the partnerships rather than differences, increases concrete cooperation opportunities in other

areas in the future, and ensures that all aspects of the Republic of Turkey is introduced correctly in these regions.

- TRT Avaz has completed the necessary preparation process in order to make Turkey (and the societies that define themselves as Turkish) more noticeable in thought, art, literature, economics, science and sports and to clarify the common aspirations of the Turkish world.
- TRT Avaz highlights the common desire of the Turkish world, in thought, art, literature, economics, science, and sports in Turkey and has completed the required preparatory process to make it more noticeable the existence of communities identified as Turks.
- TRT Avaz reinforces the current image of Turkey with its new broadcasting policy that is based on culture, national and moral values and nationalism.

### **Discussion and Conclusion**

One of the most important means of communication age is indisputably television. Although the new media field is gaining strength day by day, television is still important among the mass media. It is a fact that television will contribute to the achievement of the goals set in the local and global context in the coming years and will continue to affect the perception world of the societies and individuals, its formation process and accumulation. Therefore, TRT Avaz's broadcasts policy help Turkey protect their ties with the Turkish world, strengthen these ties, take a stand together with the Turkish world in the same goal, and have solidarity in the face of every problem in the ongoing global change and transformation in the second millennium.

Turkey found the opportunity after the collapse of the Soviet Union to meet closely with the nations the names of which we only heard and which we didn't have any information about but have ties of affection. The dialects and traditions, even if they come from the same ancestry and culture, are sufficiently similar to understand only the words. In fact, the Turkish-speaking Turk and the Kazakh speaking person have to speak Russian because they have difficulty in understanding each other. In such a period,

TRT started to introduce the culture of the Turkish world one another through the local correspondents in the Turkish states and communities, as well as with the representative offices in Uzbekistan, Turkmenistan and Kazakhstan. While the TRT does this, there is no other media organization that has representatives in the Turkish world rather than Anadolu Agency. After the TRT started to operate at the representative level, the cooperation with the television organizations of those countries, joint broadcasts and productions followed each other. These collaborations have strengthened cooperation and solidarity between countries.

Celebrating its 10<sup>th</sup> anniversary, TRT Avaz continues to be the first and only example of its kind continuing its broadcasting life. The channel continues to provide a major contribution through its programs and broadcasts to the cultural dimension of the strong institutional and inter-communal relations between Turkish Republics and the Republic of Turkey. The fact that TRT Avaz has prioritized issues in broadcasting and that these issues are especially related to common history and culture reveals its stance in terms of public broadcasting. Even the determination of the name of TRT AVAZ shows how successful these services are. The word AVAZ is used in all Turkish dialects in the same sense. Joint broadcasts through TRT Avaz made it possible that Kyrgyz people learned that Manas epic in the national epics and taught in schools in Turkey, that Turkmens learned Ertugrul Gazi and Sultan Alparslan whose huge statues are located in the capital Ashgabat, and the Dede Korkut are also valued similarly in Turkey, that Uyghurs learned that Kaşgarlı Mahmut and Yusuf Has Hacıp considered an ancestors in Turkey, and that Kazakhstan Turks learned that national poets which are also known in Anatolia.

The Ulugh Turkistan geography which cannot be reached by books and newspapers found a better opportunity to learn bonds of language, culture and ancestor with Turkey through these broadcasts. These broadcasts are almost non-existent in the media other than TRT. TRT did not expect a profit while carrying out this service. Therefore, the programs do not aim to generate advertising revenue but come to the forefront by addressing issues that will strengthen common values. With these broadcasts, it is learned

that the words starting with Y in Turkish can be understood by replacing J in Kazakh and Bashkurt and J in other Kipchak tribes (such as Yılan-Jılan-Cılan and Yüz-Jüz-Cüz). The programs such as The Seljuks in Anatolia, the Crimea, between the Swastika and the Red Star, the Asia behind Kaf Mountain, the Kandil of Asia can be given as examples.

TRT Avaz's broadcasts also highlight the types of programs with emphasis on common history and individuals. The best examples of these are broadcasts are the ones that tell the stories of the Turkish heroes who lived during and before the Soviet period, and literacies, politicians and scientists who defended Turkish culture. Another feature of the Turkestan region is that it inherited us in terms of Islamic history. TRT Avaz pays special attention to broadcasting activities in these regions where there is a rich cultural heritage. At this point, it would be correct to state that the main purpose of TRT Avaz is to contribute to the formation of a common culture and heritage that transcends the borders of the Turkish countries.

As stated by TRT Avaz officials, the main purpose of the channel is to serve as much as possible a unifying and embracing approach to the Turkish world of approximately 300 million spread over the Adriatic Sea to the Great Wall of China. For this reason, the Turkish World Joint Channel project, which has been established in order to further strengthen and increase cultural, social and economic cooperation to the common benefit of the whole Turkish world, is an important breakthrough such as, *Coğrafyalar-Ötüken, İpek Yolu, Vatanım Türkiye, Laleler-Kafkas, İslam Ordusu, Göçen Lezzetler, Kültür Sanat-Avaz, Avrasya Gündemi* etc. are the programs can be given as examples of the programs of TRT Avaz which has been generating many programs since its establishment. Having the highest level of relations with all independent and autonomous Turkish Republics, TRT Avaz plans to continue its broadcasts in full swing in the future. In this sense, TRT Avaz, which plans to implement major projects such as *Imam Maturidi, Tonyukuk, Ahmed Cevad and Emir Timur* in the upcoming period, will continue to give joint momentum and production projects. In addition, since it included the Balkans in the broadcasting region one year ago, TRT AVAZ broadcasts addressing Turkish and related communities living in this geography. Today,

it is observed that non-native speakers of the Balkan countries speak perfect Turkish. Many of them state that they have learned Turkish from television broadcasts. These examples demonstrate the importance of broadcasts. The strategic importance of these and similar broadcasts emerges when it is considered that the borders of the world have been removed with the Internet.

### **Limitations and Suggestions**

The main limitation of the study consists of discussions on a specific example. In order to eliminate this limitation, a two-stage analysis was performed. Document analysis and analysis using in-depth semi-structured interview method will contribute to the analysis. In addition, comparative analyzes might be useful in future studies. Moreover, the studies to be carried out on the socio-economic dimension of the communication is another important issue that emerged in the study, the establishment of the Joint Turkish Television project, will contribute to both political and communication sciences. Last but not the least, it was revealed that the public broadcasting discussions over TRT Avaz in the study will be carried to a different dimension with the researches that will be conducted for the audience of the programs.

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# Türk Dünyası Kültüründe Kamu Yayıncılığı: TRT Avaz Örneği\*

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## Öz

Uydu sistemlerinin gelişmesiyle birlikte, uluslararası yayıncılığın hem kâr etmek hem de bir devletin somut ya da soyut sadakati olan bir kitleye ulaşmak açısından büyük avantajları vardır. Türkiye Radyo ve Televizyonu (TRT), Türk Cumhuriyetlerinin yer aldığı Türkiye, Avrasya ve Balkan bölgeleriyle somut veya soyut taahhüt duygusu olan kitlelere ulaşmayı hedeflemektedir. Bu çalışmanın amacı, Türk dünyası için yayın hizmetlerinin çeşitliliğini ve sunum biçimlerini ortaya koymaktır. İlk aşamada, mevcut belgelerin tanımlayıcı analizi yapılmış, ikinci aşamada yayınlar, programlar ve yapılandırılmış sorular için içerik analizi yapılmıştır. 7 (yedi) TRT Avaz idari yetkilisine sorulmuştur. TRT'nin uluslararası anlamda yayın yapmasının çoğunlukla kültürel yayınlara sahip olduğu gösterilmiştir. Yakın zamanda kurulan Türk Konseyi ve Ortak Türk Televizyonu TRT Avaz kültürel iletişime önemli katkılar sağlayacak.

## Anahtar Kelimeler

TRT, Türk dünyası, uluslararası yayıncılık, kültür, iletişim.

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# Общественное телевидение в сфере культуры тюркского мира: ТРТ Аваз\*

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## Аннотация

С развитием спутниковых систем международное вещание приобретает большие преимущества как с точки зрения получения прибыли, так и с точки зрения охвата массы людей, которые относятся к государству с разной степенью лояльности. Турецкая государственная телерадиокомпания (TRT) ставит своей целью охватить массы людей, которые чувствуют конкретную или абстрактную приверженность к Турции, тюркским республикам в Евразии и на Балканах. Целью данного исследования является выявление разнообразия и формы представления услуг вещания для тюркского мира. На первом этапе был сделан описательный анализ существующих документов, на втором этапе был проведен контент-анализ передач, программ, а также были проинтервьюированы 7 (семь) руководителей ТРТ Аваз. Анализ показал, что международное вещание ТРТ представляет собой преимущественно культурные трансляции. Таким образом, созданный в последние годы Тюркский Совет и Объединенное тюркское телевидение ТРТ Аваз внесут значимый вклад в культурную коммуникацию.

## Ключевые слова

ТРТ, тюркский мир, международное вещание, культура, общение.

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