

WCETR 2011

The compliance of educational and cultural programs of television channels, broadcasting in Turkish Republic of Northern Cyprus (TRNC) with the vision, defined trnc ministry of national education and culture

E. Sinem Dursun Kasimoglu ^a*, Mustafa Ufuk Celik ^b

^aNear East University, Faculty of Communication, Near East Boulevard, Nicosia, Turkish Republic of North Cyprus.

^bNear East University, Faculty of Communication, Near East Boulevard, Nicosia, Turkish Republic of North Cyprus.

Abstract

The purpose of this study is to determine the awareness of the television channels for the vision, defined by Ministry of National Education and Culture and to present the efforts of Ministry of National Education and Culture within this framework. In related interviews, questions, sought to be answered are as follows: This study has been performed by using Qualitative Research Method on the general editors or chairmen of the board of directors of a total of 4 television institutions, including 1 state channel, among 7 television institutions, providing continuous national broadcasting in TRNC. In the study, the administrators of television channels have first been asked whether they were involved in any cooperation with the Ministry of National Education and Culture, concerning education programs. In this study, in which the compliance of the educational and cultural programs of the television channels, broadcasting in TRNC with the vision, defined by TRNC Ministry of National Education and Culture, was examined, it is seen that an interaction process, which is close to none, is examined in the production and post-broadcasting phase of the educational programs between the abovementioned institution and the television channels.

© 2011 Published by Elsevier Ltd. Open access under [CC BY-NC-ND license](https://creativecommons.org/licenses/by-nc-nd/4.0/).

Keywords: Vision, education, television, TRNC.

1. Introduction; Problem Status:

In issue 112 of the *Eğitim ve Bilim* journal, Ali Yıldırım states, “As it is known, “qualitative research” is a method of research in which qualitative data collection methods, such as observation, interview and data analysis and in which a qualitative process for the which aims to present the perceptions and incidents in natural environment in a realistic and holistic manner, is pursued.” (Yıldırım, 1999) Within this framework, in this study, the awareness of the television channels, broadcasting in Turkish Republic of Northern Cyprus for the vision of the Ministry of National Education and Culture, and the manner of reflection of this vision in the broadcasting policies have been examined with qualitative research methods.

* E. Sinem Dursun Kasimoglu. Tel.: +90 392 223 64 64 (422); Fax: +90 392 680 20 43

E-mail address: skasimoglu@neu.edu.tr

2. Purpose of the Study, Study Questions:

The purpose of this study is to determine the awareness of the television channels for the vision, defined by Ministry of National Education and Culture and to present the efforts of Ministry of National Education and Culture within this framework. In related interviews, questions, sought to be answered are as follows:

- 1) Are the televisions, broadcasting in TRNC, aware of the vision, defined by TRNC Ministry of National Education and Culture?
- 2) Are the educational and cultural programs of the TRNC television channels, prepared in line with Ministry of National Education and Culture of TRNC?
- 3) What is the effect of the broadcasts in question with respect to the dissemination, transmission and presentation of the goals of National Education?
- 4) Does the Ministry of National Education and Culture cooperate with television channels in the process of realization of its own vision? If yes, what is the method?

3. Research Method

Standardized Open End Interview. According to Patton, "This approach consists of a series of questions, which have been prepared carefully and which have been put into a certain order and these questions are asked to each interviewed individual in the same style and order. (Patton1987, p.112)

Instant attitude and flexibility according to the situation is significantly restricted and since the influence and subjective thoughts of the subjects are minimized with asking the same questions within a systematic order to all subjects in the same manner, the comparison and analysis of the data, provided in this manner, is easier." (Patton, 1987,p.114)

In this study, one state broadcasting channel, three private broadcasting institutions and Ministry Undersecretary, representing the Ministry of National Education has been interviewed in this study.

4. Findings and Results

According to the results of the qualitative study, it has been observed that the television institutions were not aware of national education vision. It has also been concluded that the interaction between the Ministry of National Education and Culture and all broadcasting institutions had almost no interaction with respect to the common vision and cooperation. In addition, the common view of the TV channel administrators was that the educational and cultural broadcasting was among the duties of the official television channel of the state, yet in case of request and financial support by Ministry of National Education, they could make efforts for the dissemination of educational vision.

According to Turkish Language Institution; (Fr. Vision), Vizyon: 1. Appearance. 2. Goal. 3. Providence. 4. Cin. And TV Broadcasting. 5. *Met.* **Foresight**

Vision is the concrete view of the desired place in future; It is near enough to see realization, yet far enough to create awe related to structuring for a new reality. Visions are the creation of a situation, which may occur or be created in the future, in present time in thoughts. (Solman and Heinze 1995, 26; Bonstingl 1992, 52).

Vision, that is the image of future, which may be deemed as indispensable for the developing societies, must be defined today with mental imagery. However, the harmonized and synchronized movement of all figures, forming the image, will constitute a basis for finalization of the image.

Visions are tools, which provide organizations to focus on a purpose and direct them to such purpose. (Dr. Tufan Aytaç) Lipton has formulated the vision as follows.

Vision= Mission+ Strategy+ Culture (Lipton 1997, 15-16).

According to such formula of Lipton, the vision is achieved with strategy, mission and culture. In the subject matter of this study, it is certain that the local measures will not be sufficient to achieve the vision. Because of this reason, Ministry of Education and Culture must be involved in a complete and planned cooperation with mass communication tools in order to reach the students, who are indirect factors.

TRNC Ministry of National Education and Culture, has defined the Vision and Mission of New Education System within the framework of Educational Restructuring Project as follows:

Turkish Cypriot educational system with its educational vision, which renews itself constantly, is open for change, emphasizes humanitarian values, aims peaceful and negotiating individual: Aims educate individuals, who are adherent to freedom, democracy, peace, social justice and superiority of law; who have digested scientific thinking and working; who know how to use computer technologies; who can constantly renew himself; who may freely communicate thoughts; who questions, researches and knows how to reach information; who has adopted the peaceful, modern, innovative and secular principles of Atatürk; healthy with respect to body and mind, with developed aesthetic senses, virtuous; and aiming to provide unlimited value to each individual with an understanding, which aims to educate creative generations, compliant with the qualities of 21st century individuals and to provide suitable environment for their multi-dimensional development for them.

TRNC Ministry of National Education and Culture, has defined the vision and mission in this manner in the Educational Restructuring Project, prepared in 2008. On the basis of this main theme, the focus of the broadcasting institutions in TRNC and their awareness of this vision, has become one of the basic issues of this study. Another basic issue is that, the awareness, applicability and cooperation with respect to the vision, defined by Ministry of National Education, has been examined.

4.1. Method

This study has been performed by using Qualitative Research Method on the general editors or chairmen of the board of directors of a total of 4 television institutions, including 1 state channel, among 7 television institutions, providing continuous national broadcasting in TRNC.

According to Bogdan and Biklen, “The most frequently used qualitative method is the interview. Interview is a very strong method, used to present the perspectives, experiences, emotions and perceptions of the people.” (Bogdan and Biklen, 1992)

This interview is the standardized open end interview, since it consists of standard questions, which are asked to all participants.

4.2. Collection of Data

Vis-à-vis interviews have been made with four television channels and Ministry of National Education authority, defined within the framework of the study and these interviews have been recorded. The interviews, made with BRT, Genç TV, ART, Kanal T, have been examined with descriptive analysis.

4.3. Analysis of Data

The data, collected in this study, have been transcribed in original form, respecting the authenticity and originality, without any additions or interpretations. The inductive reasoning method has been used in the analysis of the collected data.

5. Findings

In the study, the administrators of television channels have first been asked whether they were involved in any cooperation with the Ministry of National Education and Culture, concerning education programs.

“Do you establish cooperation with Ministry of National Education when preparing educational programs?”

Was answered as follows: State channel administrator, “I can’t say nothing is made. Things are done. There is cooperation between Ministry of Education and BRT. From time to time, this occurs within the framework of a project. Let me give you an example. For example, he has stated that during the season of 2007-2008, with UNDP funding, a play contest was held for awareness and combating against alcohol in schools,” and therefore there was a strong organic bond between the ministry and their channels, yet this bond was unsound with respect to productivity at some times.

The other 3 television channels made almost same statements concerning our question above, related to cooperation and have stated that no such cooperation proposal or planning had been received from Ministry of National Education and even they had proposed cooperation to Ministry of National Education for educational programs in their respective channels, yet these had proven fruitless. For example, a TV channel wished to prepare a child program in cooperation with Ministry of National Education, yet the Ministry authorities have underlined the sponsor of the program and have not supported this project on concerns of being an actor in advertisement.

“Are the evaluations of Ministry of National Education concerning broadcasted programs, delivered to you?”

The general and common response to this question was that no evaluation or directions concerning educational and cultural programs, which are few, were received from Ministry of National Education.

“Do you know the vision of TRNC Ministry of National Education?”

The first concrete question for the determination of the awareness of the broadcasting institutions concerned the level of awareness. A television institution, as response to this question, has stated that they were aware that Ministry of National Education had a serious vision, yet the Ministry had made no efforts to explain the vision to them and to provide efforts in this direction. The channel administrator, saying “Since we are communication means, disseminating information to public, an information bridge had to be established,” and stated that it was not sufficient to restrict the vision dissemination with a short topic in news coverage, he said “I think it is insufficient to say ‘we request the topics concerning our visions to be broadcasted in new bulletins.’ This may be achieved by the formation of a inter-institutional information platform and the perception of the outline of the vision and performance of due actions by each institution within their own operating field. It is possible to note these as deficiencies.”

Other administrators have stated that they did not believe that the Ministry of National Education had any vision and even if it existed, they were not informed concerning this.

“What is vision?”

Another question was focused only on the meaning of “vision” word, outside of the vision of Ministry of National Education. “Vision is a word of foreign origin. I wish we used the Turkish counterparts of such terms...

Can we call it ufuk (horizon)? I don't know if ufuk fits in vision. It would be better if ufuk was used instead of vision. Anyway, it is in the literature. Vision must explain a certain perspective, a pack of opinions, in which the persons, who are candidates for restructuring, the authorities, governments, related institutions, the public, the country, and people express their needs on a certain issue, and in this case, the education," the answers to this question prove that the dictionary meaning of the word vision was not known and perceived sufficiently.

“What is the role of your television channel in the perception of the vision, defined by Ministry of National Education by pre-university students?”

This question has been answered negatively by all channel administrators. The administrators of private channels have stated that the duty of dissemination of vision belonged to the state channel and the mission of the state channel was to educate the public and the private channels, who have concerns of rating and advertisement had to broadcast entertainment programs.

“Do you use modern educational applications in the programs, made in your channel?” has been responded by the channel administrators, with complaints of lack of qualified personnel and financial hardships, “We do not have qualified personnel. Persons with fine looks and voice get on air and talk. However, the persons, who lack the knowledge talk on certain issues. This is our weakness. Ministry of Education has to educate TVs first. It has to teach how to talk. It has to teach how to use Turkish. We also have problem. We do not know anything.” Another administrator, by saying, “We experience problems ourselves. I can tell you that the situation is disastrous and I am pessimistic for the future. Because although protocols are made in the modern sense, concerning the modern requirements of education, where do we come from and where are we going with respect to education, not only the Ministry of Education, but also between universities and other institutions, these are just displays," he has expressed concerns.

Following the talks, held with television channels, a talk with a high ranking office from Ministry of National Education and culture has been interviewed as the second aspect of the problem. In the interview, the authority of Ministry of National Education has stated that they were involved in exchange of views with televisions channels with respect to programs, such as contests, yet, no programs containing vision and goals, related to education, were prepared.

The authority of Ministry of National Education, claiming that the educational and cultural programs could not achieve desired abundance and variety and they made studies from time to time concerning educational programs, yet it was impossible to deem these sufficient.

As a response to the question, “Do the television channels know the vision of TRNC Ministry of National Education?” the authority of the Ministry of National Education has stated that he did not think they possessed sufficient information and added that although the majority of the channels offered news programs, he did not believe that any programs or information was disseminated concerning Vision.

Complaining from rarity of educational programs and their thin content, the authority of the Ministry also emphasized the necessity of participation of academicians, as well as the authorities of the Ministry in the programs. In addition, the authority of the Ministry has stated that the announcements concerning vision, must also be included in the news bulletins.

6. Results and Discussion

In this study, in which the compliance of the educational and cultural programs of the television channels, broadcasting in TRNC with the vision, defined by TRNC Ministry of National Education and Culture, was examined, it is seen that an interaction process, which is close to none, is examined in the production and post-broadcasting phase of the educational programs between the abovementioned institution and the television channels.

This interaction process, which is seen at the minimum level even in educational and cultural programs, the necessity to establish a closer cooperation between the institutions concerning studies related to the "vision," which is expected to play an important role in proper education of young people, who are the most important actors in the planning of future, is inevitable.

However in all interviews, an educational cultural broadcasting policy has not been created, sometimes due to economic reasons and sometimes the failure to comprehend the importance of the issue.

Both in the interviews and also the weekly schedules of television institutions, when the educational, cultural and art programs are considered, it is seen that such programs occupy a very small amount of time (15 percent).

When the contents of the programs, emphasized by the authorities of the institutions as educational programs, are examined, it is seen that while they do not satisfy educational program features, no significant findings could be provided concerning our issue.

Within the framework of all these findings, the state channel seems to have a more effective and scientific approach to cooperation with Ministry of National Education concerning vision.

As a result, as a natural consequence of the comfort of state guarantee in the economic sense and social accountability awareness, it offers more broadcasts concerning education.

However, even if prepared in cooperation with Ministry of National Education, when the contents are examined, no major or indirect contributions to the expression of official vision, are seen.

The results, provided for the problem, "The awareness of the vision, defined by the TRNC Ministry of National Education by the televisions, broadcasting in TRNC," which constitutes the first of Sub Problems, are as follows: Private television channels have stated that they had disseminated the reports from Ministry of National Education workshops in the form of news through their channels, yet they lacked sufficient information in terms of quality.

All channels are willing to perform joint studies with Ministry of National Education in educational programs concerning the vision or the implementation of the vision. However, considering the rating and therefore advertisement and sponsorship relations, the proximity of the issue to the financial satisfaction appears as the most important indicator, preventing this cooperation. In this case, in case Ministry of National Education provides financial support, the emergence of more realistic studies concerning the vision seems more probable.

Concerning the issue, aiming to comprehend whether "The educational programs in TRNC televisions were prepared in line with the goals of the TRNC Ministry of National Education," in the statements of the television administrators, it is said that no recommendations or directions concerning this issue were received from Ministry of National Education and therefore the produced programs did not serve the intended purpose.

Another interview, confirming this observation, has been made with a high ranking authority from Ministry of National Education. The authority has stated that not only they had the problems and neither the channels nor Ministry of National Education had special units assigned for this issue.

As a result of the questions, aiming to understand "How the Ministry of National Education, in the process of realization of its own vision, provided a cooperation with television channels" it was seen that there were units or persons, regulating the relations between the broadcasting institutions and ministry and performing studies to disseminate common cause just like in other countries, yet this did not prove fruitful in this country.

7. Recommendations

The Ministry of National Education must use mass communication tools more effectively and in a planned manner to realize its vision and to reach the students, parents and all education society.

Within the framework of this purpose, the formation of a unit, which will establish sound and efficient relations with mass communication tools and effective studies must be performed with all media branches.

The importance of media in the realization of the vision, defined by Ministry of National Education, must be told to industry administrators and the joint projects must be realized. However, along with the authorized units of Ministry of National Education and media administrators, the opinions of specialists of universities in educational sciences departments and the performance of these projects in cooperation, is required.

Considering the financial conditions of television channels in the current status, the provision of financial support to television channels by the Ministry in question, may prove a useful motivation on the path to the goal.

References

- Elma, C. & Demir, K. *Yönetimde Çağdaş Yaklaşımlar Uygulamalar ve Sorunlar*, (2. baskı), p. 2-3. Ankara: Anı Yayıncılık.
Türk Dil Kurumu, *Büyük Sözlük*. www.tdk.gov.tr
Yıldırım, A (1999). Nitel Araştırma Yöntemlerinin Temel Özellikleri ve Eğitim Araştırmalarındaki Yeri ve Önemi. *Eğitim ve Bilim Dergisi*.
Yıldırım, A. & Şimşek, H (2006). *Sosyal Bilimlerde Nitel Araştırma Yöntemleri*, p. 39, 41, 122, 123. Ankara: Seçkin Yayıncılık.