

A Survey Conducted on the Janitors (Caretakers) of Anadolu University in Terms of the Cultivating Role of Television

Yrd. Doç. Dr. İzlem K. VURAL

anadolu üniversitesi, iletişim bilimleri fakültesi
basın ve yayın bölümü
ikvural@anadolu.edu.tr

Özet

Türkiye’de özel televizyon yayıncılığının başlamasıyla birlikte haberin gerek içerik, gerekse görüntü olarak farklı habercilik uygulamalarıyla sunulduğunu görmekteyiz. Kuşkusuz bu farklılığın yaratılmasında ticari boyut en üst düzeyde tutulmaktadır. Televizyon haber bültenlerinde özellikle son yıllarda izlenme oranlarını arttırmak ve dolayısıyla ticari getiriye maksimuma çıkartmak adına haberde farklı içerikler oluşturulmuştur. Sözü edilen bu süreçte şiddet içeren görüntü ve haberlerin günden güne arttığı gözlenmektedir. Şiddet haberin izlenmesini çekici kılan ve bu bağlamda en çok izleme oranını sağlayan unsurlardan biri olarak kullanılmaktadır.

Bu çalışmada öncelikle televizyon haber bültenlerinde kullanılan şiddet ögesi Ekme Kuramı çerçevesinde incelenecek, daha sonra denek bir izleyici grubu üzerinde yapılacak olan anket çalışmasıyla izleyicinin haber bültenlerinde gördüğü şiddet öğelerini nasıl algıladığı ve anlamlandırdığı saptanacaktır.

anahtar kelimeler: ekme kuramı, Gerbner, şiddet, televizyon

Résumé

Le contenu et l'image des nouvelles ont change depuis le développement de la télévision privée en Turquie. Il est évident que la dimension commerciale joue un rôle primordiale dans la création de cette différence. Les images et les nouvelles de violences on gagne de jour en jour de l'importance lors de ce processus. La violence est un élément qui attire l'attention et donc de attirer du spectateur.

Dans cet article la violence utilisée dans les nouvelles télévisées sera analysée a partir de la théorie de cultivation puis on tentera de demontrer, a partir d'une anquette réalisée aupres d'un groupe de spectateurs, comment cette violence est reçue et définie.

Abstract

As soon as private television broadcasting came to life in Turkey, news began to be presented in various reporting applications in terms of both the content and the image. It's no doubt that the commercial dimension plays the major role in creating this difference. In recent years, different news content variations have been formed just in favour of increasing ratings and maximizing commercial incomes. The images and news containing violence have been observed to be increasing day by day in this process. Violence has been used as one of the factors that make watching news tempting and therefore ensure the highest rating.

This survey aims to determine the cultivating role of television, the common and frequent use of which puts it in the first place among mass media means, within the framework individuals perceive the world and conceptualize social reality. The survey was conducted on 237 people working as janitors (caretakers) in the faculties offering formal education at Anadolu University. The evaluations concerning the cultivating role were carried out by means of George Gerbner's Cultural Indicators Project. As the theoretical foundation within this framework, the Message System and Institution Process components of the Project were briefly defined and the Cultivation Analysis component was presented in detail. After the findings of the survey were presented, the conclusions were drawn.

keywords: *cultivation theory, Gerbner, violence, television*

Introduction

This survey aims to determine the cultivating role of television, the common and frequent use of which puts it in the first place among mass media means, within the framework individuals perceive the world and conceptualize social reality. The survey was conducted on 237 people working as janitors (caretakers) in the faculties offering formal education at Anadolu University. The evaluations concerning the cultivating role were carried out by means of George Gerbner's Cultural Indicators Project. As the theoretical foundation within this framework, the Message System and Institution Process components of the Project were briefly defined and the Cultivation Analysis component was presented in detail. After the findings of the survey were presented, the conclusions were drawn.

In the research they conducted, George Gerbner and his colleagues compared the reality of television with that of everyday life and within the framework of the results obtained, they determined the cultivating role of television. The Cultural Indicators Project developed by Gerbner is examined upon three fundamental components. In Institution Process Analysis, the first of the Project's fundamental components, the relationship of mass media with institutional organizations in societal life, the formation of message systems, and the general pattern and policies of the process are examined. Through the second component, Message System Analysis, the content analysis of television programs is performed. In other words, frequently repeated messages of television programs are examined. By means of the third component, Cultivation Analysis, social environment perceptions and social reality conceptualizations of television viewers related to exposure to television from different groups are identified (Signorelli, 1993: 318). It can be suggested that the Cultural Indicators Project is based upon Cultivation Theory as researches in the field are, in a general sense, conducted more into Cultivation Analysis.

Cultivation Analysis

Cultivation analysis, developed by George Gerbner and his colleagues, explores the extent to which television viewers' beliefs about the "real world" are shaped by heavy exposure to the most stable, repetitive, and pervasive patterns that television presents, especially in its dramatic entertainment programs. Gerbner and his colleagues claimed that heavy exposure to television was associated with exaggerated beliefs about the amount of violence in society (Audience Research).

Cultivation is defined as the process in which viewers, without realizing or unconsciously, receive the messages coming from the screen and develop

perceptions, behaviors and thoughts within the realities television world presents. Cultivation concept in this context is used to define the contribution of television watching to viewers' social reality conceptualization (qtd. in Perse, 1990: 52). The meaning of cultivation, according to Morgan, is stated as the following: The preeminent ways of cultural production tend to form messages and representations. These messages and representations feed cultural contexts and practices and tendencies, and ideas and ideologies of institutions. In fact, these messages and representations spring from them (qtd. in Özer, 2005: 77)

According to the general perspective of Cultivation Theory, those individuals exposed to television for more durations have a new and different world perception from the repetitive messages coming from television. The theory in this context, examines the role of television in bringing about long-term changes over individuals at attitudinal, behavioral and intellectual levels as result of the realities created and presented by television and different perceptions (Morgan and Shanahan, 1991: 89). Scientific studies focus especially on the long-term role of television over cultural shaping. Due to the fact that the theory focuses on the attitudes of the viewers heavily exposed to television, it does not focus on the people who watch television for short time intervals or who watch very few programs (Signorielli, 1991: 123).

Cultivation Analysis tries to determine viewers' perception and shaping of the frequently repeated messages of the television world in the real world. The significant distinguishing point here is the frequency and duration of exposure to television. In other words, the analysis also tries to put across the fact that the individuals who watch television frequently and for long durations give meaning to the world they live in within the boundaries of the messages pumped from television, which is the source of social reality conceptualization. Besides, some researches on viewers from different groups are conducted through Cultivation Analysis. The variables examined generally are especially different social statuses, income groups, academic background levels, gender, and demographic characteristics. The frequency of exposure to television (light or heavy exposure) and the relationships among these variables possess a unique significance in terms of defining the association among the perception of the television world's messages by various viewer groups in societal life (Morgan and Signorielli, 1990).

A different method is also implemented in field researches to identify the cultivating function of television over viewers. During questionnaire method practice, viewers are indirectly asked the questions concerning television world and its messages; television and reality tendencies are not measured directly. The rationale for this indirect expression in the questions viewers are asked is the effort to seek the answers for questions without manipulating them and

within only their own perception of world reality. To put it another way, it is essential they not know that the questions are actually related to television. The answers obtained are associated depending on the duration of exposure to television this time (Gerbner et al, 1986).

In the associations to be performed in respect to the frequency and amount of exposure to television, viewers are discriminated as "light or heavy" television watchers. In the same way, some other comparisons are carried out in respect to individual differences (such as age, gender and education). Through the findings derived from the studies, it is generally observed that the individuals watching television regularly or much develop their social reality conceptualizations within the boundaries of the messages presented by television (Morgan and Signorielli, 1990: 21). In summary, according to the Cultivation Analysis component of Cultural Indicators Project, it can be suggested that the heavy viewers depend on television in their perceptions to a great extent and their perceptions of the world are in parallel with television answers compared to those with light exposure to television (Signorielli and Morgan, 1996: 119).

Through the process of Making Common Conception, on the other hand, it is aimed to determine that television develops common conception and attitude through the messages it gives; in other words, the reality and validity level of theoretical thought through the measurements conducted on viewers. It is observed that different viewers perceive the intensive messages coming from television on a shared base and, in this context, perceptually and intellectually get closer and give common meanings to the messages. It is no wonder that mass media means play a role in this being common process; the world perceptions of the individuals which are shaped by traditional printed media means and the perceptions of the individuals which are shaped in the world of television could differentiate from each other at this point (Morgan, 1986: 125). Therefore, the television mainstream refers to the common consciousness developed by viewers because it brings the collectivism formed by the messages transferred by television over viewers and the common reflections of values and indicators together. It is possible to suggest that those with light exposure to television and those with heavy exposure possess different perceptions and consciousness, even if they belong to the same group (Gerbner et al, 1986).

The Method of the Survey

In the survey, Analyses of Cultivation and Mainstreaming were carried out in order to determine television's role of cultivating people. The questions employed in the survey were developed with respect to violence. It is a well-known fact as a result of many researches that television channels in Turkey

intensively include violence. A questionnaire conducted in Turkey by RTUK (Radio Television Supreme Council) with 5360 people shows that average time for TV-viewing on a daily basis is 4 hours. 20% of the society watch television for 5 hours daily. Another study was conducted in Turkey into the level of violence in the films which were on during the hours children watched television most. As a result of a 5.600-second viewing of the 80 films broadcasted on 5 private television channels between 09:00 and 21:30 at weekends and between 16:00 and 21:30 on weekdays, it was determined that the level of violence in these films was 33.1% and 13.8% of the total time consisted of physical violence (hitting, hurting, killing), 10.9% consisted of verbal violence and 8.4% consisted of psychological violence. (RTSC Report on Violence, 2005: 20 and Ayrancı et al, 2004)

In some studies in Communication Sciences in our country, Özer (2005a) studied the ratios of the news with violence content in news broadcasts of 5 Major TV channels by using Message System Analysis Technique. While there was no significant difference among television channels, it was determined that this ratio exceeded 30%. It is clear that this ratio is far higher than the level of violence in real life. Based on this analysis, it is possible to suggest that the world of television - in our country as well - is a violence-intensive one. News broadcasts contain almost every kind of violence images. This gives people the message that they live in a dangerous world (Gerbner & Gross, 1976; Gerbner et al, 1994). Although the journalist, the news editor or the broadcaster preparing those news may not aim this directly, this is the impact which the violence from television created on viewers RTSC Report on Violence, 2005: 20 and Özer, 2005a).

Mafia television series encourage, and even legalize, illegality and social psychosis by means of the violent images they contain and the open or covered messages they give. Moreover, this kind of series may include scenes promoting smoking, alcohol and drugs/energizers or showing them in an acceptable way. The messages are given very strongly in a repetitive and continuous manner. As a matter of fact, the media made long discussions about some "lads" who hurt or killed some of their friends by imitating the original characters in this kind of television series and who later openly accepted that they had really imitated them (RTSC Report on Violence , 2005: 21)

The field survey for Cultivation Analysis was conducted between April 5 and 7, 2006. All of the janitors (caretakers) in four-year formal education faculties of Anadolu University were delivered questionnaires for the survey. The reason why this sample test group was selected in the questionnaire is that this group included people at different ages, with different genders, educational backgrounds and income levels. However, the analyses were carried out on the 237 returned and valid questionnaire data.

Recoding was done for the analyses. The choices offered by the questions in the questionnaire are "I totally agree, I agree, neither agree nor disagree, I disagree, and I totally disagree". Among these choices, "I totally agree and I agree" reflect the world of television, in other words, those with heavy exposure to television – because they are considered to have perceptions based on television world – are assumed to prefer the choices I totally agree or I agree. During the analysis process, the choices I totally agree and I agree were unified under the choice "I agree" and the choices I totally disagree and I disagree under the choice "I disagree". The choice "neither agree nor disagree" stayed the same. Meanwhile, some categories were developed concerning the strength of the correlation tests yielded. According to that, below $r: 0.25$ was defined as weak, between $r: 0.26 - 0.39$ medium strength, and $r: 0.40$ and above strong correlation.

It would be beneficial to make a note about another point: Gerbner and his colleagues distinguish between light and heavy viewers in terms of the duration of exposure to television. However, they don't provide a certain duration concerning the border between light and heavy notions for this. In the study, those watching television for less than 1 hour (60 minutes and below) were taken as light, those watching for 1-2 hours (between 61 and 120) medium, and those watching for more than 2 hours (121 minutes and above) heavy.

7 questions were asked and evaluated for the Analyses of Cultivation and Mainstreaming. In this way, the distribution of the 7 factors concerning cultivation and Mainstreaming was examined. Tests of mainstreaming were carried out in respect to gender, age and education. Age categories are 19 – 30, 1st group; 31 – 40, 2nd group; and 41 – 54, 3rd group. That the age distribution was 19 – 54 was influential in this division. For education, on the other hand, those under high-school education are the 1st group and those with high-school education and above are the 2nd group. As a result of the test, $p: 0.05$ and below was taken as meaningful. The presentation of the questions prepared and the hypotheses developed for Cultivation Analysis was performed together with the findings.

The Findings

All of the Cultivation tests were included in the study. Of the Mainstreaming tests, on the other hand, only meaningful ones were reported. The reason for this is that the scale of the study would expand.

Before reporting the results of Cultivation analysis, it would be right to present some of the frequency data. Of those participated in the questionnaire, 4 did not state their gender. Among the rest, 108 were female and the remaining 125 were male. The youngest person among those who stated their age was 19 and the oldest was 54. The distribution of the educational

background of the participants is as the following: 1 illiterate person, 96 elementary school, 77 secondary school, 56 high-school, and 4 university graduates. 3 participants did not state their educational background. It is observed that television is the most preferred means with 54% count in terms of the first information source.

Cultivation Analysis results are as the following:

1. "Generally speaking, state to what extent you agree with the statement *we are living in a dangerous world today.*"

H0: The exposure to television intensity counts do not have effect in terms of agreeing or disagreeing with the statement *we are living in a dangerous world today.*

H1: The exposure to television intensity counts do have effect in terms of agreeing or disagreeing with the statement *we are living in a dangerous world today.*

Table 1: The Distribution of the First Cultivation Question

| | | | | | Total |
|--------|-------|---------------|---------|---------|--------|
| | | I don't Agree | N a N d | I Agree | |
| Light | Count | 2 | 6 | 31 | 39 |
| | % | 5,1% | 15,4% | 79,5% | 100,0% |
| Medium | Count | 8 | 3 | 47 | 58 |
| | % | 13,8% | 5,2% | 81,0% | 100,0% |
| Heavy | Count | 13 | 5 | 107 | 125 |
| | % | 10,4% | 4,0% | 85,6% | 100,0% |
| Total | Count | 23 | 14 | 185 | 222 |
| | % | 10,4% | 6,3% | 83,3% | 100,0% |

$$\chi^2 : 8.143 \text{ sd: } 4 \text{ p: } 0.08 \text{ r: } 0.12$$

The distribution of the first cultivation question is presented in Table 1. Therefore, the Null Hypothesis couldn't be refused.

2. "Generally speaking, state to what extent you agree with the *statement people cannot be trusted nowadays.*"

H0: The exposure to television intensity counts do not have effect in terms of agreeing or disagreeing with the *statement people cannot be trusted nowadays.*

H1: The exposure to television intensity counts do have effect in terms of agreeing or disagreeing with the *statement people cannot be trusted nowadays.*

Table 2: The Distribution of the Second Cultivation Question

| | | I Don't Agree | N a N d | I Agree | Total |
|--------|-------|---------------|---------|---------|--------|
| Light | Count | 9 | 5 | 26 | 40 |
| | % | 22,5% | 12,5% | 65,0% | 100,0% |
| Medium | Count | 6 | 10 | 42 | 58 |
| | % | 10,3% | 17,2% | 72,4% | 100,0% |
| Heavy | Count | 17 | 13 | 96 | 126 |
| | % | 13,5% | 10,3% | 76,2% | 100,0% |
| Total | Count | 32 | 28 | 164 | 224 |
| | % | 14,3% | 12,5% | 73,2% | 100,0% |

χ^2 : 4.625 sd: 4 p: 0.3 r: 0.15

The distribution of the second cultivation question is presented in Table 2. The test of this question didn't prove to be meaningful, either, and therefore, the Null Hypothesis couldn't be refused.

3. "Generally speaking, state to what extent you agree with the statement *when they get the chance, many people try to make use of you instead of being honest.*"

H0: The exposure to television intensity counts do not have effect in terms of agreeing or disagreeing with the statement *when they get the chance, many people try to make use of you instead of being honest.*

H1: The exposure to television intensity counts do have effect in terms of agreeing or disagreeing with the statement *when they get the chance, many people try to make use of you instead of being honest.*

Table 3: The Distribution of the Third Cultivation Question

| | | I Don't Agree | N a N d | I Agree | Total |
|--------|-------|---------------|---------|---------|--------|
| Light | Count | 4 | 4 | 31 | 39 |
| | % | 10,3% | 10,3% | 79,5% | 100,0% |
| Medium | Count | 3 | 14 | 41 | 58 |
| | % | 5,2% | 24,1% | 70,7% | 100,0% |
| Heavy | Count | 10 | 6 | 109 | 125 |
| | % | 8,0% | 4,8% | 87,2% | 100,0% |
| Total | Count | 17 | 24 | 181 | 222 |
| | % | 7,7% | 10,8% | 81,5% | 100,0% |

χ^2 : 15.897 sd: 4 p: 0.003 r: 0.26

The distribution of the third cultivation question is presented in Table 3. The test proved to be meaningful and therefore, the Null Hypothesis was refused. The 7.7-difference between the counts of heavy viewers and light viewers is the cultivation proof. ($87.2-79.5= 7.7$)

4. "Generally speaking, state to what extent you agree with the statement *people care themselves instead of helping.*"

H0: The exposure to television intensity counts do not have effect in terms of agreeing or disagreeing with the statement *people care themselves instead of helping.*

H1: The exposure to television intensity counts do have effect in terms of agreeing or disagreeing with the statement *people care themselves instead of helping.*

Table 4: The Distribution of the Fourth Cultivation Question

| | | | | | Total |
|--------|-------|---------------|---------|---------|--------|
| | | I Don't Agree | N a N d | I Agree | |
| Light | Count | 3 | 5 | 32 | 40 |
| | % | 7,5% | 12,5% | 80,0% | 100,0% |
| Medium | Count | 8 | 9 | 40 | 57 |
| | % | 14,0% | 15,8% | 70,2% | 100,0% |
| Heavy | Count | 13 | 7 | 106 | 126 |
| | % | 10,3% | 5,6% | 84,1% | 100,0% |
| Total | Count | 24 | 21 | 178 | 223 |
| | % | 10,8% | 9,4% | 79,8% | 100,0% |

χ^2 : 6.80 sd: 4 p: 0.1 r: 0.16

The distribution of the fourth cultivation question is seen in Table 4. Since the result of the test came out to be p: 0.1, the Null Hypothesis couldn't be refused.

5. "Generally speaking, state to what extent you agree with the statement *walking lonely at nights is dangerous.*"

H0: The exposure to television intensity counts do not have effect in terms of agreeing or disagreeing with the statement *walking lonely at nights is dangerous.*

H1: The exposure to television intensity counts do have effect in terms of agreeing or disagreeing with the statement *walking lonely at nights is dangerous.*

Table 5: The Distribution of the Fifth Cultivation Question

| | | | | | Total |
|--------|-------|---------------|---------|---------|--------|
| | | I Don't Agree | N a N d | I Agree | |
| Light | Count | 8 | 4 | 28 | 40 |
| | % | 20,0% | 10,0% | 70,0% | 100,0% |
| Medium | Count | 7 | 5 | 46 | 58 |
| | % | 12,1% | 8,6% | 79,3% | 100,0% |
| Heavy | Count | 22 | 11 | 93 | 126 |
| | % | 17,5% | 8,7% | 73,8% | 100,0% |
| Total | Count | 37 | 20 | 167 | 224 |
| | % | 16,5% | 8,9% | 74,6% | 100,0% |

$$\chi^2 : 1.416 \text{ sd: } 4 \text{ p: } 0.8 \text{ r: } -0.003$$

The distribution of the fifth cultivation question is presented in Table 5. As result of the test, the Null Hypothesis couldn't be refused.

6. "Generally speaking, state to what extent you agree with the statement *people cannot be feeling secure*."

H0: The exposure to television intensity counts do not have effect in terms of agreeing or disagreeing with the statement *people cannot be feeling secure*.

H1: The exposure to television intensity counts do have effect in terms of agreeing or disagreeing with the statement *people cannot be feeling secure*.

Table 6: The Distribution of the Sixth Cultivation Question

| | | | | | Total |
|--------|-------|---------------|---------|---------|--------|
| | | I Don't Agree | N a N d | I Agree | |
| Light | Count | 8 | 8 | 24 | 40 |
| | % | 20,0% | 20,0% | 60,0% | 100,0% |
| Medium | Count | 8 | 8 | 42 | 58 |
| | % | 13,8% | 13,8% | 72,4% | 100,0% |
| Heavy | Count | 20 | 12 | 94 | 126 |
| | % | 15,9% | 9,5% | 74,6% | 100,0% |
| Total | Count | 36 | 28 | 160 | 224 |
| | % | 16,1% | 12,5% | 71,4% | 100,0% |

$$\chi^2 : 4.262 \text{ sd: } 4 \text{ p: } 0.4 \text{ r: } -0.15$$

The distribution of the sixth cultivation question is presented in Table 6. While the test did not prove to be meaningful, the Null Hypothesis couldn't be refused.

7. "Generally speaking, state to what extent you agree with the statement *people make use of violence to solve their problems.*"

H0: The exposure to television intensity counts do not have effect in terms of agreeing or disagreeing with the statement *people make use of violence to solve their problems.*

H1: The exposure to television intensity counts do have effect in terms of agreeing or disagreeing with the statement *people make use of violence to solve their problems.*

Table 7: The Distribution of the Seventh Cultivation Question

| | | | | | Total |
|--------|-------|---------------|---------|---------|--------|
| | | I Don't Agree | N a N d | I Agree | |
| Light | Count | 7 | 8 | 25 | 40 |
| | % | 17,5% | 20,0% | 62,5% | 100,0% |
| Medium | Count | 9 | 12 | 38 | 59 |
| | % | 15,3% | 20,3% | 64,4% | 100,0% |
| Heavy | Count | 18 | 12 | 96 | 126 |
| | % | 14,3% | 9,5% | 76,2% | 100,0% |
| Total | Count | 34 | 32 | 159 | 225 |
| | % | 15,1% | 14,2% | 70,7% | 100,0% |

$$x^2: 5.904 \quad \text{sd: } 4 \quad \text{p: } 0.2 \quad \text{r: } -0.20$$

The distribution of the seventh cultivation question is presented in Table 7. As a result of the test, the Null Hypothesis couldn't be refused.

The results of the Mainstreaming test that proved to be meaningful are as the following:

1. "Generally speaking, state to what extent you agree with the statement *when they get the chance, many people try to make use of you instead of being honest.*"

H0: The exposure to television intensity counts do not have effect in respect to gender in terms of agreeing or disagreeing with the statement *when they get the chance, many people try to make use of you instead of being honest.*

H1: The exposure to television intensity counts do have effect in respect to gender in terms of agreeing or disagreeing with the statement *when they get the chance, many people try to make use of you instead of being honest.*

Table 8: 1. Test Result Which Proved to be Meaningful in Respect to Gender

| Gender | | | | | | Total |
|--------|--------|-------|---------------|---------|---------|--------|
| | | | I Don't Agree | N a N d | I Agree | |
| Women | Light | Count | 3 | 2 | 19 | 24 |
| | | % | 12,5% | 8,3% | 79,2% | 100,0% |
| | Medium | Count | 0 | 6 | 22 | 28 |
| | | % | 0% | 21,4% | 78,6% | 100,0% |
| Heavy | Count | 4 | 0 | 47 | 51 | |
| | % | 78% | 0% | 92,2% | 100,0% | |
| Total | | Count | 7 | 8 | 88 | 103 |
| | % | 68% | 14,2% | 85,4% | 100,0% | |
| Men | Light | Count | 1 | 2 | 11 | 14 |
| | | % | 71% | 14,3% | 78,6% | 100,0% |
| | Medium | Count | 3 | 8 | 19 | 30 |
| | | % | 10,0% | 26,7% | 63,3% | 100,0% |
| Heavy | Count | 6 | 6 | 59 | 71 | |
| | % | 8,5% | 8,5% | 83,1% | 100,0% | |
| Total | | Count | 10 | 16 | 89 | 115 |
| | % | 8,7% | 13,9% | 77,4% | 100,0% | |

χ^2 : 14.575 sd: 4 p: 0.006 r: 0.35

The result of the mainstreaming test concerning *when they get the chance, many people try to make use of you instead of being honest* is seen in Table 8. According to the result obtained, the Null Theory was refused.

2. "Generally speaking, state to what extent you agree with the statement *walking lonely at nights is dangerous.*"

H0: The exposure to television intensity counts do not have effect in respect to gender in terms of agreeing or disagreeing with the statement *walking lonely at nights is dangerous.*

H1: The exposure to television intensity counts do have effect in respect to gender in terms of agreeing or disagreeing with the statement *walking lonely at nights is dangerous.*

Table 9: 2. Test Result Which Proved to be Meaningful in Respect to Gender

| Crosstab | | | | | | |
|----------|--------|------------|---------------|-------------|-------------|---------------|
| Gender | | | | | | Total |
| | | | I Don't Agree | N a N d | I Agree | |
| Women | Light | Count % | 3 12,0% | 2 8,0% | 20 80,0% | 25 100,0% |
| | Medium | Count % | 2 71% | 4 14,3% | 22 78,6% | 28 100,0% |
| | Heavy | Count % | 7 13,5% | 4 7,7% | 41 78,8% | 52 100,0% |
| | Total | Count % | 12 11,4% | 10 9,5% | 83 79,0% | 105 100,0% |
| Men | Light | Count % | 5 35,7% | 6 42,9% | 3 21,4% | 14 100,0% |
| | Medium | Count % | 6 20,0% | 4 13,3% | 20 66,7% | 30 100,0% |
| | Heavy | Count % | 13 18,3% | 7 9,9% | 51 71,8% | 71 100,0% |
| | Total | Count % | 24 20,9% | 17 14,8% | 74 64,3% | 115 100,0% |

χ^2 : 15.034 sd: 4 p: 0.005 r: 0.36

The result of the mainstreaming test concerning *walking lonely at nights is dangerous* is seen in Table 9. According to the result obtained, the Null Theory was refused.

3. 1. "Generally speaking, state to what extent you agree with the statement *when they get the chance, many people try to make use of you instead of being honest.*"

H0: The exposure to television intensity counts do not have effect in respect to age in terms of agreeing or disagreeing with the statement *when they get the chance, many people try to make use of you instead of being honest.*

H1: The exposure to television intensity counts do have effect in respect to age in terms of agreeing or disagreeing with the statement *when they get the chance, many people try to make use of you instead of being honest.*

Table 10: 1. Test Result Which Proved to be Meaningful in Respect to Income

| Age | | | I Don't Agree | N a N d | I Agree | Total |
|-------|--------|-------|---------------|---------|---------|--------|
| 1.00 | Light | Count | 0 | 2 | 6 | 8 |
| | | % | 0% | 25,0% | 75,0% | 100,0% |
| | Medium | Count | 0 | 3 | 12 | 15 |
| | | % | 0% | 20,0% | 80,0% | 100,0% |
| Heavy | Count | 2 | 1 | 25 | 28 | |
| | % | 7,1% | 3,6% | 89,3% | 100,0% | |
| Total | | Count | 2 | 6 | 43 | 51 |
| | % | 3,9% | 11,8% | 84,3% | 100,0% | |
| 2.00 | Light | Count | 2 | 1 | 19 | 22 |
| | | % | 9,1% | 4,5% | 86,4% | 100,0% |
| | Medium | Count | 2 | 8 | 9 | 19 |
| | | % | 10,5% | 42,1% | 47,4% | 100,0% |
| Heavy | Count | 5 | 5 | 53 | 63 | |
| | % | 7,9% | 7,9% | 84,1% | 100,0% | |
| Total | | Count | 9 | 14 | 81 | 104 |
| | % | 8,7% | 13,5% | 77,9% | 100,0% | |
| 3.00 | Light | Count | 2 | 1 | 6 | 9 |
| | | % | 22,2% | 11,1% | 66,7% | 100,0% |
| | Medium | Count | 1 | 3 | 20 | 24 |
| | | % | 4,2% | 12,5% | 83,3% | 100,0% |
| Heavy | Count | 2 | 0 | 30 | 65 | |
| | % | 6,3% | 0% | 93,8% | 100,0% | |
| Total | | Count | 5 | 4 | 56 | 65 |
| | % | 7,7% | 6,2% | 86,2% | 100,0% | |

χ^2 : 17.217 sd: 4 p: 0.002 r: 0.18

The result of the mainstreaming test in respect to income concerning *when they get the chance, many people try to make use of you instead of being honest* is seen in Table 10. According to the result obtained, the Null Theory was refused.

4. "Generally speaking, state to what extent you agree with the statement *people make use of violence to solve their problems.*"

H0: The exposure to television intensity counts do not have effect in respect to age in terms of agreeing or disagreeing with the statement *people make use of violence to solve their problems.*

H1: The exposure to television intensity counts do have effect in respect to age in terms of agreeing or disagreeing with the statement *people make use of violence to solve their problems.*

Table 11: 2. Test Result Which Proved to be Meaningful in Respect to Income

| Age | | | | | | Total |
|------|--------|------------|---------------|-------------|-------------|---------------|
| | | | I Don't Agree | N a N d | I Agree | |
| 1.00 | Light | Count % | 3 37,5% | 4 50,0% | 1 12,5% | 8 100,0% |
| | Medium | Count % | 2 13,3% | 2 13,3% | 11 73,3% | 15 100,0% |
| | Heavy | Count % | 6 21,4% | 4 14,3 | 18 64,3% | 28 100,0% |
| | Total | Count % | 11 21,6% | 10 19,6% | 30 58,8% | 51 100,0% |
| 2.00 | Light | Count % | 2 8,7% | 4 17,4% | 17 73,9% | 23 100,0% |
| | Medium | Count % | 4 21,1% | 3 15,8% | 12 63,2% | 19 100,0% |
| | Heavy | Count % | 9 14,1% | 6 9,4% | 49 76,6% | 64 100,0% |
| | Total | Count % | 15 14,2% | 13 12,3% | 78 73,6% | 106 100,0% |
| 3.00 | Light | Count % | 3 33,3% | 0 0% | 6 66,7% | 9 100,0% |
| | Medium | Count % | 2 8,3% | 3 12,5% | 19 79,2% | 24 100,0% |
| | Heavy | Count % | 5 15,6% | 2 6,3% | 25 78,1% | 32 100,0% |
| | Total | Count % | 10 15,4% | 5 7,7% | 50 76,9% | 65 100,0% |

χ^2 : 9.485 sd: 4 p: 0.05 r: 0.28

The result of the mainstreaming test in respect to age concerning *people make use of violence to solve their problems* is seen in Table 11. According to the result obtained, the Null Theory was refused.

5.1. "Generally speaking, state to what extent you agree with the statement *when they get the chance, many people try to make use of you instead of being honest.*"

H0: The exposure to television intensity counts do not have effect in respect to education in terms of agreeing or disagreeing with the statement *when they get the chance, many people try to make use of you instead of being honest.*

H1: The exposure to television intensity counts do have effect in respect to education in terms of agreeing or disagreeing with the statement *when they get the chance, many people try to make use of you instead of being honest.*

Table 12: 1. Test Result Which Proved to be Meaningful in Respect to Education

| Education | | | I Don't Agree | N a N d | I Agree | Total |
|-----------|--------|-------|---------------|---------|---------|--------|
| 1 | Light | Count | 4 | 3 | 23 | 30 |
| | | % | 13,3% | 10,0% | 76,7% | 100,0% |
| | Medium | Count | 3 | 7 | 32 | 42 |
| | | % | 7,1% | 16,7% | 76,2% | 100,0% |
| Heavy | Count | 6 | 3 | 81 | 90 | |
| | % | 6,7% | 3,3% | 90,0% | 100,0% | |
| Total | | Count | 13 | 13 | 136 | 162 |
| | | % | 8,0% | 8,0% | 84,0% | 100,0% |
| 2 | Light | Count | 0 | 1 | 7 | 8 |
| | | % | 0% | 12,5% | 87,5% | 100,0% |
| | Medium | Count | 0 | 7 | 9 | 16 |
| | | % | 0% | 43,8% | 56,3% | 100,0% |
| Heavy | Count | 4 | 3 | 26 | 33 | |
| | % | 12,1% | 9,1% | 78,8% | 100,0% | |
| Total | | Count | 4 | 11 | 42 | 57 |
| | | % | 7,0% | 19,3% | 73,3% | 100,0% |

$$\chi^2: 10.823 \quad \text{sd: } 4 \quad \text{p: } 0.02 \quad \text{r: } 0.05$$

The result of the mainstreaming test in respect to education concerning *when they get the chance, many people try to make use of you instead of being honest* is seen in Table 12. According to the result obtained, the Null Theory was refused.

6. 2. "Generally speaking, state to what extent you agree with the statement *people cannot be feeling secure*."

H0: The exposure to television intensity counts do not have effect in respect to education in terms of agreeing or disagreeing with the statement *people cannot be feeling secure*.

H1: The exposure to television intensity counts do have effect in respect to education in terms of agreeing or disagreeing with the statement *people cannot be feeling secure*.

Table 13: 2. Test Result Which Proved to be Meaningful in Respect to Education

| Education | | | I Don't Agree | N a N d | I Agree | Total |
|-----------|--------|------------|---------------|-------------|--------------|---------------|
| 1 | Light | Count % | 6 19,4% | 3 12,9% | 21 67,7% | 31 100,0% |
| | Medium | Count % | 6 14,3% | 6 14,3% | 30 71,4% | 42 100,0% |
| | Heavy | Count % | 12 13,2% | 10 11,0% | 69 75,8% | 91 100,0% |
| | Total | Count % | 24 14,6% | 20 12,2% | 120 73,2% | 164 100,0% |
| 2 | Light | Count % | 2 25,0% | 4 50,0% | 2 25,0% | 8 100,0% |
| | Medium | Count % | 2 12,5% | 2 6,1% | 12 75,0% | 16 100,0% |
| | Heavy | Count % | 8 24,2% | 2 6,1% | 23 69,7% | 33 100,0% |
| | Total | Count % | 12 21,1% | 8 14,0% | 37 64,9% | 57 100,0% |

$$\chi^2 : 12.0 \quad sd : 4 \quad p : 0.01 \quad r : 0.21$$

The result of the mainstreaming test in respect to education concerning *people cannot be feeling secure* is seen in Table 13. According to the result obtained, the Null Theory was refused.

Considering the tests, it is seen that one of the Cultivation tests and two of the Mainstreaming tests conducted in respect to gender, age and education proved to be meaningful. That the role of cultivating and Mainstreaming emerged in different questions is very significant in terms of cultivation analysis. As a matter fact, this puts across the presence of cultivation.

Conclusion

As verified by numerous scientific studies as well, the advantageous qualities of television, caused by its very nature, mark the fact that it is the most favored and most frequently preferred one among mass media. Having eliminated geographical borders, integrated cultures and standardized life styles by means of the technology it possesses, television has gradually gone far beyond its fundamental missions and acquired functions such as forming an opinion, making decisions, approving or manipulating. Since the emergence of private television broadcasting in Turkey, television content, particularly news, television series and tabloid programs have been the issues discussed most in

academic studies. What make up the core of the issues discussed are the changes brought about by the above-mentioned television content in both individual and societal everyday lives.

It is only natural that the capital, which forms the raw-material for private television broadcasting, and rating percentages, which can be seen as an extension of that, have dramatically changed the content types of TRT broadcasting adopted for so many years. Generally speaking, almost all content types have become different with commercial worries in mind. Similarly, although the number of television channels in Turkey is so many in terms of quantity, a general content analysis shows that they noticeably look like each other. In other words, it is evident that presentation patterns are similar. Therefore, viewers are exposed to identical messages from almost all television channels.

Based on the findings by the recent scientific studies conducted in Turkey, it could be argued that violence component is included in many types of television content because of commercial worries and for the sake of rating. Frequently repeated messages, as stated by the studies conducted by Gerbner et al, cause individuals to form "common world view", or in other words, similar opinions and perceptions. The component of violence generally makes up the core of the academic studies conducted into this issue. It could be suggested that the more and more frequently the messages from television are repeated, the more viewers adopt open or secondary meanings in those messages and form real world perceptions on that basis.

By means of a questionnaire, the subjects' perceptions of a dangerous world through the secret component of violence and the influence of television on that was studied and the role of cultivation on their forming these perceptions and opinions was examined. It was observed that, some tests proved meaningful in the study, which was conducted according to Gerbner's analysis method.

In this survey, whether people's perception of a dangerous world and their sensation of insecurity depend on the role of television over them or not was determined. The analysis method developed by Gerbner et al was preferred in order to determine the extent to which viewers are affected by the indicators presented by television world, or in other words, the level television messages are perceived as living views. The results showed that is the case with some tests. According to Cultivation Analysis, all tests do not have to prove to be meaningful in order to suggest that television has a cultivating role. That one test has proved to be meaningful is enough to suggest that cultivating role exists in respect to that test.

This survey does not possess a generalizing quality. However, the study put across that television has role of cultivating and Mainstreaming. Another significant conclusion is that Mainstreaming tests did not prove to be meaningful depending on the cultivation test. The survey was conducted based on George Gerbner's Cultural Indicators Project. Cultivation Analysis component of the project was employed in the study. What needs to be realized in Turkey at once is to generate the researches reflecting the perspective of Cultivation Theory.

Works Cited

- AYRANCI, Unal, Köşgeroğlu, Nedime, Günay, Yasemin. (2004). "Televizyonda Çocukların En Çok Seyrettikleri Saatlerde Gösterilen Filmlerdeki Şiddet Düzeyi". *Anadolu Psikiyatri Dergisi*, 5 (3),133-140.
- GERBNER, George et al (1986). "*Living with Television: The Dynamics of the Cultivation Process*", Perspectives on Media Effects, Ed. Jennings Bryant and Dolf Zillmann, Lawrence Erlbaum: 17-40.
- MORGAN, Michael (1986). "*Television and the Erosion of Regional Diversity*", Journal of Broadcasting and Electronic Media, 30(2): 123-39.
- MORGAN, Michael and Nancy Signorielli (1990). "Cultivation Analysis: Conceptualization and Methodology", Cultivation Analysis: New Directions in *Media Effects Research*, Ed. Nancy Signorielli and Michael Morgan, Sage Publication: 13-34.
- ÖZER, Ömer (2005). "Televizyonun Yetiştirme Rolü: Ankara Çevik Kuvvet Örneği", *G.Ü. İletişim Fakültesi Dergisi*, 20
- ÖZER, Ömer (2005). "Cultivation Theory: A Research Towards to the Ideological Cultural Results of Living with Television" *A. Ü. Sosyal Bilimler Dergisi*, 5 (1): 75-108.
- RTSC Report on Violence (2005). *Radyo ve Televizyon Üst Kurulu (RTUK) Özel Çalışma Grubu Sonuç Raporu: "Televizyon Programlarındaki Şiddet İçeriğinin Müstehcenliğin ve Mahremiyet İhlallerinin İzleyicilerin RUh Sağlığı Üzerindeki Olumsuz Etkileri"*.
- SIGNORIELLI, Nancy (1991). "*Adolescents and Ambivalence Toward Marriage A Cultivation Analysis*", Youth and Society, 23(1): 121-49.
- SIGNORIELLI, Nancy (1993). "*Television and Adolescent' Perceptions About Work*", Youth and Society, 24(3): 314-41.
- SIGNORIELLI, Nancy and Michael Morgan (1996). "*Cultivation Analysis: Research and Practice*", An Integrated Approach to Communication Theory and Research, Ed. Michael B. Salven and D.W. Staks, Lawrence Erlbaum Associates Publishers: 111-26.
- "Audience Research: Cultivation Analysis", <http://www.museum.tv/archives/etv/A/htmlA/audienceresec/audienceresec.htm>, 10.04.2006.