

**Nurat KARA**

Mustafa Kemal University Communication Faculty  
Antakya, Hatay, Turkey  
nkara@mku.edu.tr

**Sedat CERECI**

Mustafa Kemal University Communication Faculty  
Antakya, Hatay, Turkey  
s.cerenci@gmail.com

**Hayri ÖZDEMİR**

Digitürk Bölge Sorumlusu Kule Hizmet ve İşletmecilik A.S.  
Istanbul, Turkey  
hayri.ozdemir34@gmail.com

# Spiritual Matter on Television: Organizational Impacts

**ABSTRACT**

In this study, reflection of impact of opinions of television organizations owners is discussed that the most of television organizations are commercial establishments, and much spiritual impacts of television organizations on broadcast and efforts to dictate ideological opinions of capital owners as a life style is evaluated. Primary purpose of organizations is profit and, as well, to respond some social necessities but beside this there are certain organizations that sometimes intend to convey ideological opinions and spritual approaches and aim to get supporters. Most of television organizations firstly are trying to profit, and then are trying to respond any social necessities in general organization principles; and in broadcast of many television organizations ideological approaches or religious opinions are fore. Television business organizations structure in different forms due to legal or functional dimensions and any individual or any groups at the top of organization are effective on content of broadcasting. Television organization administrators sometimes are planning to profit and, as well, reflect their spritual approaches and opinions on television broadcast and convey their opinions to mass and hope the spectator will support their opinions. This approach removes objective principles of television organization and television broadcasting changes into ideological propaganda if spritual approach of television organization owner is regarded much in broadcasting excessively. It can be discussed objectivity of television organization due to reflection of spiritual approach on broadcasting in television organization and meanwhile the case steers capital owners who are planning to convey their ideological approaches to large masses and to have supporter, to have television organization.

**Key words:** *Television, business, organization, spritual approach, broadcasting.*

**Introduction**

Television is the most common media in modern age and is watched by numerous people in the world everyday. Television has sovereignty on people because of its powerful effects, and conduts people towards a contemporary modern style (Kirkorian and others, 2009, 1354). On one side, television conveys daily news and on the other side television presents people enjoyable productions and many other messages. People mostly watch television without awareness and are not aware of philosophical and spritual messages of television (Foster and Watkins, 2010, 371). This is an earnings way of television: to affect people's spritual approaches and to provide much watching.

Television organizations are established by investors, and policy of television is mostly constituted on spritual approach of the investor base. Those who have television organization intend to gain and also to propagate their opinions and their approaches (Feshbach and Tangney, 2008, 388). Investor intends to gain and also intends to get spritual satisfaction, sharing his/her opinion and getting sovereignty via his/her approaches to people. Television organization owners are mostly capitalists who have much wealth and they need spritual satisfaction more than gain (Hauk and Immordino, 2014, 1052). Spritual satisfaction guides television organization to convey opinions and approaches of television organization owner.

Television organization has a broadcasting policy which is constituted on legal base and which respects national and social values. For legal structure of television organization it is important to be a powerful organization but for investors profit, generally, is more important than legality. Television never ignores values of people and never assaults approaches of people but can guide opinions and behaviors of people (Esteves-Sorenson and Perretti, 2012, 887). Television workers generally use weakness of people and try to affect spectators by addressing to expectations of the spectator. Generally, spectators are watching television for to find their expectations and to spend enjoyable time.

Many people, from director to technician, work for television and almost all of them accomplish directives of employer of television organization. Opinions and spritual approaches of owner of the television organization reflect all productions of television and, naturally, reflect on broadcasting (Djankov and others, 2003, 369). Theoretically television broadcasting must be neutral but it is difficult to find neutral broadcasting because of approaches of television employers.

**Position of Television**

High rtyhm of urban world and problems of contemporary conditions conduct people easy and entertaining life styles in the 21<sup>st</sup> century. Watching television is easier than reading a book and more attractive than to paint or to photograph, therefore, many people in the world

prefer to watch television. Some television programs whose topics include magic are commonly watched recently on television channels in Turkey and children are especially seriously affected because of attractions of these programs (Cereci, 2013, 112). Computer technologies help television to produce such kind of programs via their artifices and take the spectator to a fictional world from the real world. Recently, because of computer technologies, it is easier to build an adventure world.

In some advertising films, men or children fly, animals dance, goods move in the space and many other fantasies, what human imagines, emerge. Television producers gain profits by producing fantasy, and television spectators are relaxing and enjoying watching fantasy on television. Computer technology provides television to produce fantastic images and takes television spectator to a fantasy world via its artifices. *Fantastic images include cultural messages in their existences, and cultural philosophy is conveyed via television* (Tarr and Shay, 2013, 179). People think they are watching television but they are watching messages of culture on television.

Cartoons make an important part of television productions and satisfy imaginations of people via fantastic pictures (Merritt, 2005, 15). Cartoon products are mostly produced on computer by using computer effects. Some felonies and suicides were enrolled in Turkey and reasons were declared as cartoon on television and beside this, cartoons teach many modern behaviors and modern approaches as well (Levine, 2011, 176). People learn components of modern culture via cartoon which looks innocent on television, but most of people are not aware of cartoons' effect.

Television reveals attractive fantastic worlds for its spectators; and spectators always travel to fantasy world of television. People tried to produce many art works or entertainment facilities to reveal fantastic ambiances in their lives because of their fantastic need (Vries, 2001, 110). In 20<sup>th</sup> century, the most fantastic world was constituted by television because of its technological character. *Television is the media of fantastic images which the spectator is watching with adoration* (Cereci, 2001, 14). In digital age, television has numerous facilities to produce innovative fantastic productions to present people attractive worlds.

In television images can be changed from one form to another, from one color to another; television director can easily adorn its images by computer effects. Television producers and directors always try to affect spectators by addressing to their feelings and, by help of computer, to use sentient effects. Generally, spectators want to watch interesting or entertaining images on television and they want to spend enjoyable times with television (Byers, 2002, 73). So, television always tries to produce exciting and entertaining productions.

It is still discussed that digital technology in television productions takes the spectators away from realities to an imaginary world. Television is the media of imaginations and it is the most entertaining media of contemporary life. Facilities of digital technology buttress attractions of television and television constitutes a new world for its spectators via digital technology. High rhythm of urban life and contemporary conditions make people tired and people want to spend enjoyable time with television (Harkins, 2002, 121). Television becomes entertainment media of modern age.

Technology is the most enormous component of 21<sup>st</sup> century, and most of people can not avoid technology because of their business or because of their life styles. Especially young people and students are much interested in technology and its products, and they often use technology in their lives (Sark Yildizi, 2009, 7). Because of this, technology manufacturers produce extraordinary products and get much gain. Television is one of the most popular productions of technology and it also uses technology much.

Recently television productions mostly use computer technologies, and computer technologies help television in shooting and, especially, in assembling process and implements imagination of director (Sezer, 2009, 103). Computer technology is improved day by day and it adopts many artifices and, by its artifices, makes the process of television production easier. Computer technologies arrived at the technological level that can respond contemporary requisition of people. Technology provides to television many facilities to realize almost all imaginations.

Television programs produced by computer technologies affect people by taking them to any fictional world and hold them there for hours. People watch television to find the world they constituted in their imaginations and for to see their expectations in their worlds (Cereci, 2008, 138). Computer has a sublime power to produce fantastic fictional images and to affect spirits and minds of people. Television images on behalf of people and conveys its imaginations to people as image maker and people are interested in television because of its extraordinary images.

With the help of computer technologies television productions can change the concrete world to any legendary world and it can constitute an intensive emotional atmosphere on television. Computer technologies work as a secret worker behind television images and spectators watch attractive fictional places, or dreadful forests, or huge castles and unique creatures on television. It is possible to make everything on television by help of technologies in modern age (Lenz and Lawson, 2011, 583). Television is an illusion media and indebted this to computer.

Practically contemporary computer technologies make easier assembling of television productions. The assembling process is completed in a short time by help of computer technologies, and it causes colorful and attractive images which show people their expectations. Technologies are popular because of their artificial world and they affect people as a magic show. People generally want to live in imaginations and do not want to live in the real world because of its hard problems, so they often watch television.

*Technology can change physical lives of people and it also has sovereignty over cultural lives of people* (Stasser and Titus, 2003, 311). Many people believe that images which are assembled by computer are nonfiction on television and images are concerned with their lives. Obviously computer is the most favorite technological component of people's lives and computer and television change many forms in life together (Vint, 2013, 172). Change got speed after people began to watch television permanently.

### **Television as a Cultural Media**

Culture includes items from language to greeting and from architecture to cuisine, and also spiritual approaches and traditions and, so, culture form social life of people with its variety components. In a way culture is invisible life rules of the society and spiritual values with their concrete results and culture also determines moral and official rules of the society. Culture gathers members of the society on a common point and makes people more familiar and kindly each other (Eliasoph and Lichterman, 2003, 747). Television, naturally, is used to convey cultural approaches. Television always is interested in culture of people because of its attractive components and uses them for its productions.

Television conveyed parts of people's lives and there were many cultural components in productions since the beginning of television. Towns of people, and architecture of towns, and clothes of people, and cuisine of regions and believes of people, and languages of people were conveyed by television and so television showed to spectators a culture of people (Boylorn, 2014, 319). Spectators are mostly interested in different cultures and their own culture as well, and want to watch them on television. *The spectator learnt many different cultures and ap-*

*proaches and styles via television and is naturally affected by many cultural components and approaches* (Sroka, 2012, 24). Television sometimes became media of culture but it is generally media of joy.

Television is the most popular component of technologies and the most common media in the world and always conducts agenda of the world and daily life of people because of its power. Many people believe that television is inescapable component of their lives, and they feel themselves in social life via television, and they learn events in the world via television, and they plan their lives via television, too (Atkins, 2007, 280). Television teaches people numerous news and informations, and warns them about dangers, and shows them different cultures, and has many impacts. Beside negative impacts of television, people know global agenda via television, and learn modern trends, and know new technologies and new approaches via television. Television provides people to catch contemporary conditions and contemporary approaches, and provides people to catch civilization conditions via its productions (Burns, 2012, 21). Television shows people new technologies and scientific agriculture and contemporary art which provide people to be aware of life.

Books and newspapers are out of necessity things, and going to cinema and theatre is ignored in underdeveloped societies, and television is the most popular and the most valuable instrument for underdeveloped people (Dave, 2010, 23). People watch television every day and believe in what it shows, and their behaviors begin to resemble behaviors on television. Many people try to buy goods which they watched on television; and they want to live in houses which they watch on television; and they talk about television's agenda. Television's impacts cause a new culture, and television culture is admitted easily because of its attraction (Tsuji, 2001, 45). Modern culture is accepted by numerous people in the world because of television.

To protect traditional values and humanistic rules is not necessary in underdeveloped societies; and living easy and entertainment and consuming are more important for underdeveloped people (Marsh, 2008, 817). Underdeveloped people are not aware of quality of culture and to produce quality and universal culture to have a great position in the world. So they do not follow necessities of quality culture and they mostly choose approaches and instruments of attractive and enjoyable modern culture. *Television is the most effective media of modern culture in the world* (Godzic, 2002, 368). Character of modern culture is conveyed by television completely.

### **Effects of Television**

Television is the most popular, and the cheapest, and the most attractive media of the modern age which is mostly full of enjoyable and easy components. Television shows all components of modern age in very attractive ways and conveys people to admit modern culture and to use instruments of capitalism. Television is actually an instrument of a politic-economic approach and carrier of modern culture which is a product of that approach (Cereci, 2002, 59). Those spectators who watch television everyday can not avoid effects of television because of its attractions.

Before the Industrial Revolution, most of people lived in rural areas, farming, and lived in their traditional culture. People were fed by fantastic stories and mythological legends in cultural atmosphere during thousands years in the past. Fantastic stories taught people and also changed their behaviors and their life styles (Sullivan, 2001, 292). In digital age, television tells fantastic stories and shows to people fantastic images and affects them via its fantasy atmosphere.

Watching television has significance for social relations that many social behaviors, like violence or like cultural assimilation, are related to television watching. Especially violence in the society can be related by television programs (Jackman, 2002, 396). Television can teach cultivation values by showing rules and experiences. Beside television is an entertainment media, it also teaches its spectators who they will be (King, 2000, 239). Some people say that they prefer to watch television instead of reading books for to spend their time because of television's attraction (Juster a.o., 2003, 47). Especially in underdeveloped countries television is the most important reference of life and the most believable instrument in the social life.

Television directors communicate with spectators in their own style and try to influence spectators via engaging images (Tomasulo, 2004, 9). Experienced directors usually choose topic of programs from life of their spectators, among a great number of topics on the earth. But the most important think of directors is to prepare colorful and enjoyable programs for spectators to provide them a unique joy.

Television director is generally inspired from daily life and shows sophisticated images of daily life by commenting in his own viewpoint (MacDonald and Brakhage, 2003, 10). Every director has a message to convey to spectators and he wants to convey his message in philosophical and aesthetic way, and there is, naturally a cultural message in way of director, he plans or not.

Spectators are privileged in relation to the characters in a television program which they watch (Haenni, 1998, 89). Characters on television naturally affect spectators by conveying them some opinions or some decisions about life. Spectators generally regards what characters on television tell or do. People mostly find their images on television characters which they can not find in the real life.

Every aspect of television exhibits a reliance on genre. Most texts have some generic identity, fitting into well-entrenched generic categories or incorporating genre mixing. Industries rely on genres in producing programs as well as in other central practices such as self-definition and scheduling. Audiences use genres for to organize fan practices, personal preferences, and everyday conversations and viewing practices. Likewise, academics use generic distinctions to delineate research projects and to organize special topic courses, while journalistic critics locate programs within common frameworks (Mittell, 2003, 3). Spectators are not aware of the characters of genres on television, but they choose program according to their daily necessities.

In past people produced the most useful instruments, and technics, and traditions for humanistic life. Traditional folk stories included many realistic or fantastic episodes and told people parables (Bennett, 1986, 429). Traditional stories and legends have to include parables and vital informations because of their characteristic. Television does not have a necessity to include parable or information, because it is media of entertainment and fantastic stories.

Television is surrounded by all effects of the universe and it conveys all ideas and images from the universe to spectators. It has a different affect against daily affects of life, and people think that they need different affects of television. Television had sovereignty via its affects and television effects caused a modern culture.

### **Spiritual Effects of Television**

Television is an artificial and fictional world and it affects people via its attractive and fantastic stories. All television productions are revealed on the base of an opinion and television productions contain many different approaches beside main stories. Interesting stories affect

spectators and approaches in productions place in minds of people from child to adults (Demers and others, 2013, 599). Television is a natural revolutionary via its productions which contains many opinions and approaches of owner.

Owner of any television organization is an investor who intends to gain and to responds some necessities of people. Investor aims to gain many and also intends to be satisfied in spiritual dimension (Garling and others, 2009, 29). Owner of television organization researches condition in the market and evaluates expectations of people, and discusses input-output balance, and tries to address much people to gain much and to be satisfied much. Investor also uses television organization for his/her future goals and reveals his/her opinions and life style via television (Wong and others, 2011, 1481). People are naturally affected by different and attractive approaches in television production and often changes their opinions and life styles due to television productions.

Content of television consists on interesting ideas to attract people and ideas are changed into attractive stories on television. Stories on television are not only ordinary events but include many different philosophies and approaches (Bulck and Donders, 2014, 457). Television productions are produced to take people to fantastic worlds where people forget their problems and relax. People who intend to leave contemporary problems in high tension towns watch television much and try to relax in fictive stories of television (Karppinen and Moe, 2014, 336). Television makes people relax but confuses their minds and conveys many modern approaches and styles to mind of spectators.

Opinions and approaches of the owner of television organization is primary factor on television production and approach of the owner is embedded all production of television. In a way, television organization works to convey approaches of the owner and more spectators are tried to reached (Bugs and Crusafon, 2014, 3834). Television productions can change opinions of spectators, and life styles of spectators, and messages of television can conduct lives of people.

Television organizations always work hard to prepare productions for 24 hours everyday, and organizations have to attract spectators with fantastic productions to gain. Employees in television organization try to respond expectations of spectators and beside this, regard approaches of employer and policy of organization which is constituted on approaches of employer (Shen and Liu, 2009, 565). Thus, opinions and approaches of employer and television organization naturally affect the television productions and are conveyed to spectators via television.

## Conclusion

In modern age technology and technological products are favorite components of contemporary life and people never give up technology in the world. Attraction of technology attracts people via its enormous products like computer or like television, and people especially front technological instruments to relax in high tension modern life. Visual media are the most popular instruments which people are interested in much because of their attractive and charming contents. Television is the most common media of modern age and television conveys numerous messages via its productions everyday.

Television broadcasts many attractive productions from television organizations which are mostly commercial organizations and firstly intend to gain money. Television constitutes fictional worlds for to take people from problems of thier life to fantastic worlds where spectators can relax. In fantastic stories of television people learn many actual knowledge and many different approaches, and adopt some of them. Investor who intends to have a television organization evaluates character of television and aims to gain and to have spiritual satisfaction via television.

Television organizations have policies which include legal rules and social principles and also approaches and opinion of owner of the organization. Opinions and approaches of the owner are always powerful impacts on television productions because of intends of the owner. Owner generally intends to convey his/her opinions to people and wants to be satisfied in spiritual dimension. Idea and approach become principles of television organization and reflect on television via productions.

Television organizations produce fictional stories and also philosophical and spiritual approaches and convey them spectators via broadcasting. Theoretically television broadcasting must be neutral but it is almost impossible to meet neutral television organization in modern age. Owners of television organizations generally use television organization for to propagate their opinions and approaches and to be satisfied via broadcasting.

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