

A COMPARATIVE STUDY OF NEWS STRUCTURE OF STATE TV NEWS CHANNELS OF IRAN AND TURKEY: CONTENT ANALYSIS OF FOREIGN NEWS

Esmail AFGHAHI

Allameh Tabatabaei University,

Faculty Social Sciences, Media Management

Seyyed Reza Naghib SADAT

Allameh Tabatabaei University

Faculty Social Sciences, Media Management

ABSTRACT

This article intends to compare news structures of news programs broadcasted from two satellite channels of Shabake Khabar (Iran) and TRT Turk (Turkey) using the content analysis approach. The research population was the news broadcast from 5th August to 5th November 2011 (three months duration) on Shabake Khabar and TRT Turk channels. Choosing foreign news broadcasted at 22:00 p.m on Shabake Khabar and 18:30 p.m on TRT Turk, and employing a combinative sampling with two techniques of Multistage & Quota, the needed data was gathered. Results showed that on both channels of Shabake Khabar & TRT Turk, both channels have focused their foreign news broadcast on news from "Middle East". More than half of the news featured on both channels of Shabake Khabar & TRT Turk entails "positive bias", but statistical tests showed meaningful differences to exist between two channels in terms of employing bias when reporting. In general, when broadcasting foreign news, both channels of Shabake Khabar & TRT Turk managed to somewhat observe the diplomatic ties and foreign diplomacy followed by their countries.

Keywords: news structure, Shabake Khabar, TRT Turk, Turkey, content analysis

Introduction

Historical, political, religious and cultural similarities between Iran and Turkey have made it possible for these two countries to always maintain interactions in various areas of cooperation. In addition to their critical role- both at regional and international levels- their mutual ties have affected to a great deal the foreign and diplomatic relations established between them and other countries of the region and western world, too.

Foreign policy principals and practices employed in reporting the related news by media have been the point of focus in many studies done under the name of communication and

political science which in turn, shows the way foreign news is reflected in media and therefore, it is by itself a function of any country's foreign policy. Put another way, a country's foreign relations affect the way foreign news is ordered and presented. On the other hand, news broadcasting, as a matter of fact is coupled with political concerns and biases (Mohammadi Mehr, 2003, p.127). Using the technical terminology of the field, when in process of transmission of an event to a news story, bias seems inevitable and obvious to occur; it is also quite safe to imagine that the world of media is not a real one, a turned-into-media world is a world associated with judgment (Shokrkah, 2010).

Looking at the contemporary ways of communication, it seems that television news programs whether considered in terms of being a communication medium or judged by kinds of messages it conveys, plays a more significant role in shaping audience mental perception of reality. More than anything else, influence and effectiveness of news programs come from people's growing demand for gaining information, particularly through television which is considered to provide the easiest access to favorite programs. News programs are broadcasted several times during the day and night so that audience can become aware of the latest political developments; therefore, news is a good technology for manipulating people's opinion in our desired way. Besides, news has the feature of reality-centeredness that adds to its ' influence. To explain this more, notice that in terms of content, news programs can be grouped into programs with real content and not a fictional one. This is also what people think about news. As such, media owners find television news a suitable tool for influencing public opinion and building desired images in minds of their audience. (Mohammadi Mehr and Samiei, 2002, p. 103-104)

When exploring news structure, we come across components such as: subject signification and subject tendency, newsworthiness, news elements, news-bias and etc. In fact, news policy of any media, as well as the framework within which it is working and its' preferences can all be understood through its news structure. News structure in TV news programs enjoys special audio-visual features which distinguish it from written and press news. In case state or private media corporations fail to pay enough attention to structure of their broadcasted news, this can lead to a lower quality news and naturally, followed by loss of audience who chose to turn to other sources of information & other media.

In this current research, a comparison of Iran and Turkey in terms of their news media and an analysis of information communication methods employed by state –directed news satellite

channels of each countries in broadcasting various regional and global issues is done. Furthermore, examination and comparison of broadcasted foreign news through the satellite channels of two countries helps in understanding whether Turkish and Iranian media follow a same kind of pattern when reporting the international news or not ?whether the media in each country works in line and respects its' diplomatic stance on regional and global levels ? Or is it maintaining an independent position which is mostly in contrast to formal stance of the government?

From a theoretical and scientific point of view, it was hoped that this research would result in finding out scientific framework of analyzing the news structure of TV news programs in a comparative way.

Results obtained then can be used in policy-making and management of news production and broadcast and also, identifying strong and weak points in processes of generation, ordering and broadcasting of news.

Lack of any comparative research done on mass media of Turkey and Iran was the prime reason which necessitated doing this research due to the importance of both of these countries, whether looking at their mutual or foreign relations. Thus, gaining information from state- news outlets - especially Turkish ones- can add up to our information and open up research opportunities in front, giving Iranian media managers and professional a chance to identify news patterns used in Turkish televisions' news programs.

From a practical and social perspective, it can be said that this comparative study indicates the position and stance of Islamic Republic of Iran with respect to its' news communication activities amongst other countries, and further, investigates the structure of professional performance of Seda –va-Sima (Iran's State Radio and TV Organization) working in an Islamic venue in contrast to state Radio and TV of Turkey as an Islamic country having a secular code and hopefully, pointing out to structural news principals of both media.

We can refer to Clark and Werder's (2007) after the Cold War They investigated questions on possible decline in using international radios, such as BBC, Voice of America and German Voice, as an embedded tool in their governments' foreign policy and found out that they had maintained their primacy in formation of foreign policy and public diplomacy of Britain , the US and Germany.

Oribe and Gonthe (2007), in their analysis of content of British TV news programs showed that news stories traditionally categorized as "dramatic" did not necessarily bear more emotionally- stimulating features than other kinds of news. Only criminal, and to a lesser degree political reports, included clear indicators of emotionally-driven features of high or low levels. In another research, by Aljanibi (2010), Aljazeera (as an Arabic news agency) and CNN (as a Western one) were compared. In comparison to CNN, Aljazeera could secure its popularity in western world more rapidly and again despite its particular bias, managed to air news of more diversity compared with CNN and other western channels.

In a research by Tyndall (2011), a content analysis of 30 minutes-long evening news programs broadcasted by three state television channels of U.S was done and it was concluded that news on Afghanistan and US military activities were the dominant news items in all of them. Although 100,000 soldiers of US army are based in Iraq, news coverage of Afghanistan was four times more than developments in Iraq. Moreover, despite the economical and strategic importance of Europe and East Asia (except for North Korea), news of these parts of the world like those of the Latin America and Africa were absent from news programs of the selected channels. Tyndal reported that foreign news coverage in year 2009, composed almost one fourth (3,750minutes out of total 15,000minutes) of news content covered by these three channels.

As it was mentioned, no research on the same subject of comparative analysis of Turkish and Iranian news media is done; however, similar analysis on news programs of Iranian first and second state TV channels and radio were done where news structure of Khabar Sarasari (daily broadcast at 14 p.m) and Bist-va-Si (daily broadcast at 20:30 p.m.) were examined and variables such as:

Newsworthiness, news highlighting, news subjects, factors involved in news generation, news elements, location of events and style of news ordering were compared. Although, it should be mentioned that in the aforementioned researches, news broadcasted by several internal channels or internal channels and channels such as BBC were used as a sample of research and news of Turkish channels did not form any base for comparison .

Understanding news structure of state satellite channels of Turkey and Iran, discovering their similarity and differences; and also, determining Turkish and Iranian news programs' similar biases constitutes the main purposes of current paper.

Independent variables used in this research include: news subject, geographical area of news event, content of news, type of it, focal point of news and types of bias. Dependent variable was news structure.

Research Questions:

1. How do TRT Turk and Shabake Khabar differ in terms of distribution of various news subjects' matters?

. How are TRT Turk and Shabake Khabar compared in relation to elements such as: news citation sources and location of news occurrence?

. Is there any difference concerning bias between TRT Turk and Shabake Khabar?

Theoretical Framework

Considering the subject matter and objectives of current research, researcher decided to make use of theories of Gate keeping, Bias and Syntax Highlighting which believed to have many points in common within the scope of this work.

News gate keeping is a process through which selection and manipulation of news is done with the purpose of determining what news shall be transmitted to audience. When selecting news, only reports of value (newsworthiness) that include intended news elements are considered as real news and directed to media outlet. In addition to that, in news gate keeping, gatekeepers must take care of media organization owners' preferences and notice concerns and demands of stakeholders in only letting go of news which satisfies and secures their interests.

Kurt Lewin (1943), a psychologist, was the first theoretician who worked on gate keeping theory and studied it from a scientific aspect. Later, David Manning White (1975) also worked on the same subject. White prepared a sample in which four news stories were sent from the main source. When coming to the gate, news items no.1 and 4 were stopped by the gatekeeper and only news items no.2 and 3 had the chance to pass the gate. In addition to aforementioned scholars, Galtung and Ruge (1965) studied news gate keeping and presented their own model. In their model, based on the stance of media professional towards an event, first gate is deciding on whether the particular news story is worthy of reporting or not? Coming to the second gate, it is time to select according to a series of 1 to 9 criteria. A few years later, Westley and Maclean (1976) stated the initial point of communication process could be a person or an event.

Therefore, taking the Newcomb's model (1953) into account, they started to add a large number of opinions, people, objects and events as news or events to the model. Then, they put gatekeeper (playing an independent role) in between communicator and target and produced the reflection (Werner & Tankard, 2004).

News of media, particularly television news programs, is gatekept in three stages. First stage is gate keeping news citation sources. Each news citation sources has an inner organization or hierarchy of decision-making and decision makers work as gatekeepers to control the flow of information. At second stage, there are news groups which if ready in location of news development, can gather information needed based on observations done. Critical criteria which are of prime importance to news groups when gatekeeping are: objectivity, newsworthiness, avoiding bias and observing norms of target society. Third stage is gate keeping inside the news room. Professional news groups are organized in news editorial based on news subject matters and a group of news editors, news staff, translators, graphic artists, editors, and other supporting staff do gate keeping on received news under the supervision of news room director.

Decisions on featuring normal news stories are taken by editors in chief of news broadcasting, news that matter more are published after final decision is taken by media officials of higher rank and finally, critical and sensitive news are only broadcasted after coordination is done between news organization and power centers outside.

One of the theories which has greatly influenced the news structure is called "Theory of Bias" when selecting and presenting news. Longs were amongst the first scholars who noticed the importance of bias and orientation in television news programs. In their study, they defined a process through which TV airs ceremonies conducted on MacArthur Day and manipulates the reality it was supposed to reflect and predicts it in a quite different way. They believed both images and even the recorded sounds were to some extent suffering from ideological diversion. Such diversion is such that when producing and broadcasting television news programs, some measures like choosing special angles for camera and picking up words or pictures to divert public attention are taken to affect the reality which was supposed to be reported. Richard Paul (1993) believed that "national bias is one of the varieties of social bias in which most people have a common idea about themselves, their country and universe."

In news orientation, role of news organization /corporation and preferences of stakeholders and owners are way too important than the gatekept news or content highlighted. There are

some factors based on which every news organization chooses its bias and in some cases remains neutral when broadcasting news and information: organization's goals and mission, stakeholders' social and political preferences and specially, reliance on power centers outside the organization.

Highlighting part of content or news is also one of the critical issues discussed in news structure. In fact, highlighting is an operation which is done over content of news. Scholars of highlighting theories believe that, objective of news media is to dictate what public shall think about when news is presented. Mc Combs and Shaw (1972) did the first systematic study on highlighting syntax theory. They studied the phenomenon in presidential campaign of 1968 and based on that, developed a theory which states news media determine preferences of political campaigns and this way, affect opinions on political agenda.

Media Tenor Institute did a number of studies which finally proved the idea that media, especially indirectly can shape public opinion. Also, subjects which are not much discussed in media are of less or no importance to public as well.

Throughout the process of highlighting, social communication media put more emphasis on some events or activities and make them bold. Considering the fact that different type and amount of the media coverage is needed to highlight various issues, in this process events and activities intended must be put inside a framework or given a range of meanings to become understandable.

News structure is composed of concepts such as: news subject matter, news value (newsworthiness), news elements, bias, and location of news occurrence and duration of news. In fact, same concepts are shaping news structure and determining its orientation. Sample Iranian research projects show that fame and social conduct (Abdullah 2009) and reference to significant personalities and consistency (KheirAbadi, 2006) were more frequently mentioned as composing concepts of news structure featured in news programs of the country. Also, news element of "who" was more emphasized in news programs (Abdullah 2009) which can be an indication of personality-driven nature of domestic news and an explanation of inclination of Iranian news programs towards intentional featuring of problems and unrest in western world. Analyzing news samples in study showed the location of most news occurrences to be Tehran which indicated a double emphasize on capital city. Moreover, domestic news duration was more than foreign news. News of nuclear energy was leading other news items and construction news was considered the least important type of news in Iranian media. Moreover, researchers suggested

that the best way to prevent public from labeling the country's news programs as bias-driven was to broadcast news of variety.

Research Methodology

For the aim of current study content analysis was employed as the research methodology. Researcher studied the structure of sample news taken from news programs through this method.

Content analysis is a research methodology used for objective, ordered and quantitative analysis of explicit content of communicative messages. In content analysis, it is possible to know external features out of internal ones. Put in other words, content analysis is a method by which more information is gained through analyzing a given message and commentaries regarding an external situation are then given (Naghbolsadat, p. 12-14).

Asa Berger (1991) mentions that content analysis is a research method which is designed based on measuring amount of something (such as violence, percentage of black people, women, various job categories or anything similar) inside a random sample of one of the communication mediums (for example, comic strips, comic series, romantic series and news broadcast). The main assumption in content analysis is that exploration of messages and communication will lead to a deeper understanding of message recipients.

Importance and value of content analysis relies on a researcher's ability to build categories which are namely variables of her research. Categories of this study included: news subject matter, type of image content of image, news elements, news values, duration of news broadcast, location of news occurrence, news citation sources, nature of news, type of news, news focal point, bias and media management systems.

For the purpose of current research, news story was decided as the unit of analysis .In fact, unit of analysis and unit of content are the same and assessment and categorization were the techniques employed. In this study, two satellite news channels of Shabake Khabar of Iran and TRT Turk of Turkey were used for sampling which was taken in three months (from 5th August 2011 to November 5th, 2011). We were going to select a period of three months, so that time war & disturbance in Middle East & other countries peaked up. After studying various news programs in two channels, it was decided to pick up two news programs of foreign news in Shabake Khabar and TRT Turk. Based on evaluation of researcher, two news programs broadcasted at 10.p.m (Tehran local time) and 6:30 p.m. (Ankara local time) were deemed

suitable for sampling. Thus, statistical population of this research is composed of 93 news programs for each channels of TRT Turk and Khabar .Evaluation of sample was done by using the Cochran formula. If $N=93$ then we have $n=75$.Sampling method was a combinative- quota one (supplemented with two techniques of Multi-staged and Quota).

Research coding guideline was made based on purposes, research questions and theoretical framework .Then content of all of the recorded news stories in previously selected dates were transmitted into code sheets based on the said guideline and quality information was turned into quantity information. Analysis and discussion of data was done at two levels of descriptive and explanatory for which tables and diagrams of frequency distribution and percentage and also the Chi-Square test was used.

Validity or reliability of the content analysis is the result of agreement between coders in determining the level of content .This means that, if the measuring process is to be done twice, we should reach at similar conclusions (Rayf et all, 2007, p 120). Since the reliability coefficient is calculated for those variables where the possibility of manipulating the mind of coders was present, in the current research , after determining operational definitions and compiling the coding guidance and initially doing it, four aspects such as news bias, news subject , newsworthiness and content of the news coded was reexamined and the reliability coefficient was obtained by applying the Scot formula .Regarding the aforementioned aspects, both coders agreed on an average of 84% which proves credibility of current research results.

Answer to Research Question No.1

Considering the news subject matter distribution in foreign news of TRT Turk and Shabake Khabar channels, the highest percentage of news subject matter in Shabake Khabar belonged to "political violence "and lowest one belonged to "environmental issues" with zero frequency.

Also, for TRT Turk, highest percentage belonged to "foreign relation" and lowest percentage belonged to subject matters of "religion ".

Noticing diagram, we can say that in Shabake Khabar political violence, foreign, military, defense and economic affairs, human rights and foreign diplomacy are respectively the highly featured subjects , and in TRT Turk , subjects of high frequency are foreign diplomacy, military and defense affairs, human rights , political violence , events and developments, art, culture, entertainment and economy, respectively. There was a meaningful difference between two

channels in terms of broadcasting religious news stories. There was not any significant difference between channels in terms of featuring news of nuclear energy.

Figure 1: Frequency distribution of news subject matters in channels under study

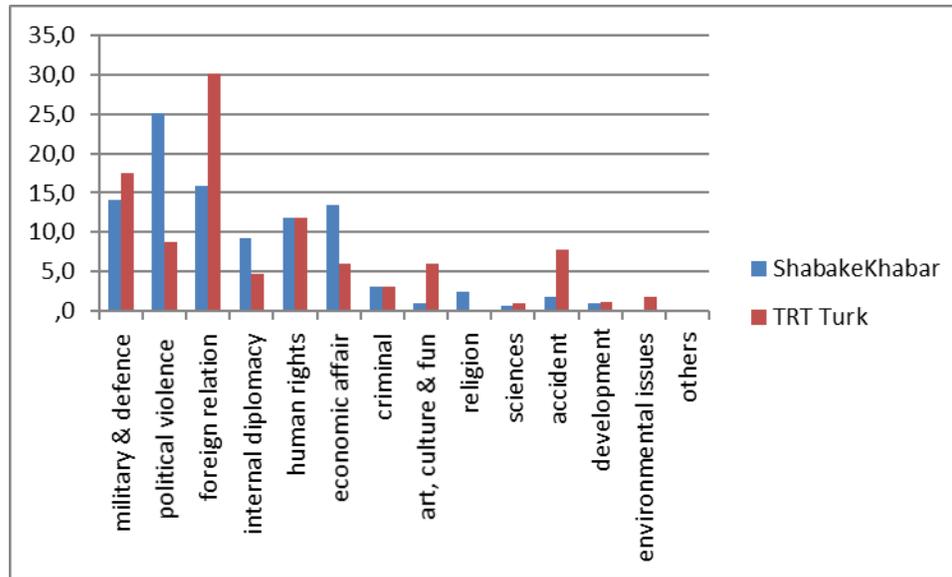


Table 1. Results for Chi-Square test performed on frequencies of news subject matter in two channels of Shabake Khabar and TRT Turk

Test type	Amount	Degree of freedom	Significance level
Chi-square	126.575	14	0.01

Results obtained by performing chi-Square test show a meaningful relation between two variables of news channel and news subject matter. Looking at table, it can be found out that highest percentage of featured news stories were categorized under foreign news in TRT Turk channel and lowest percentage of news featured on the same channel belonged to environmental issues which were also broadcasted from TRT Turk.

Answer to Research Question No. :

Table . Frequency distribution and percentage of news citation sources employed by Shabake Khabar and TRT Turk

Channel News citation source	Shabake Khabar		TRT Turk	
	Frequency	Percentage	Frequency	Percentage
Shabake Khabar	165	37	0	0
TRT Turk	0	0	287	63.1
Vahed-e-markazi Khabar	107	24	0	0
Local media	3	07	8	1.8
Governmental organizations	8	1.8	15	3.3
International organizations	11	2.5	18	4
Related officials	34	7.6	48	10.5
News media	3	07	7	1,5
Western news media	3	07	5	1,1
Unknown	112	25.1	67	14.7
Total	446	100	455	100

Considering the frequency distribution in Table , regarding the news citation sources on channels under study, highest percentage belonged to "Shabake Khabar" with %37 or 165 cases and "TRT Turk "lacks any frequency in this regard.

Also, in case of "TRT", the highest percentage belonged to "TRT Turk" with %63.1 or 287 cases while "Shabake Khabar" and "Vahed-e-Markazi Khabar" lacked any news.

Table . Frequency distribution and percentage of location of news occurrence for Shabake Khabar and TRT Turk

Channel News location	Shabake Khabar		TRT Turk	
	Frequency	Percentage	Frequency	Percentage
Iran	36	8.1	9	2
Turkey	23	5.2	75	16.5
Middle-east	122	27.4	83	18.2
Asia	21	4.7	21	4.6
Africa	73	16.4	60	13.2
Australia & Oceania	1	0.2	2	0.4
North America	47	10.5	45	9.9
South America	1	0.2	8	1.8
Central America	3	0.7	1	0.2
Western Europe	70	15.7	51	13.0
Eastern Europe	18	4	55	12.1
International organizations	28	6.3	40	8.8
Other	3	0.7	5	1.1
Total	446	100	455	100

Considering the frequency distribution Table 3, regarding the location of news occurrence of foreign news of channels under study, in Shabake Khabar, highest percentage belonged to "Middle-East" with %27.4 or 122 cases and lowest percentage belonged to "Latin America", "Australia and Oceania" with %0.2 or 1 case.

Moreover, in TRT Turk, highest percentage in terms of the location of news occurrence belonged to "Middle –East" with % 18.2 or 83 cases and "Central America" with %0.2 or 1 case, had the lowest percentage.

Answer to Research Question No.

Table . Frequency distribution and percentage of bias in channels of Shabake Khabar and TRT Turk

Channel Bias	Shabake Khabar		TRT Turk	
	Frequency	Percentage	Frequency	Percentage
Positive	247	55.4	242	53.2
Negative	163	36.5	91	20
Double- standard	0	0	6	1.3
Neutral	36	8.1	116	25.5
Total	446	100	455	100

Considering the frequency distribution in table , regarding the news bias on intended news channels, in Shabake Khabar with %55.4 or 247 cases "positive bias" was more observable and "double standard bias" had no frequency at all. Also, for TRT Turk, the highest percentage of bias belonged to "positive bias "with % 53.2 or 242 cases and lowest percentage belonged to "double standard bias" with % 1.3 or 6 cases.

Table . Results for Chi-Square test performed on frequencies of news bias in two channels of Shabake Khabar and TRT Turk

Test type	Number	Degree of freedom	Significance level
Chi-test	68.483	3	0.01

More than half (%50) of foreign news programs on both channels entailed positive bias. "Negative bias" was mostly presented in Shabake Khabar than TRT Turk and "neutral bias" was

more a case in TRT Turk than in Khabar channel. Furthermore, In TRT Turk neutral bias was more obvious than negative bias, while in Shabake Khabar the later was true.

Results obtained by performing chi-Square test performed, there is a relation between two variables of news channel and bias. Looking at table, it can be stated that highest percentage of news stories of Shabake Khabar under study for finding out about possible cases of bias, showed "positive bias "while lowest percentage of news under study for news bias entailed "double standard bias "and belonged to TRT Turk.

Discussion

As stated in highlighting theory, media can shape audience preferences by emphasizing and bolding special news and subjects. As regards, Kohn (1963) for example states that communication mediums cannot tell us how to think, rather they can tell what to think about .Regarding the content of broadcasted news, Shabake Khabar has mostly featured news with subject matter of "political violence" which is consistent with previous research findings (Pakdehi, 1997; Khorshidi, 2012) while on TRT Turk, subject matter with the highest frequency turned out to be "foreign relations". It should be noted that audience get their perception and feelings about other countries mostly from mass media ; and as stated by Holsti (2006), people's mental image about other countries is more a product of news they receive and not their direct experience. While Khabar channel's foreign news tends to cover such subjects as public demonstrations, clashes between the police and protesters, bombings and economic and social problems, TRT Turk has tried to mostly focus on news of economic, cultural and political ties between Turkey and Western, Asian and Middle-Eastern countries. Another interesting fact is that both news channels have welcomed news related to human rights and crimes and judicial affairs and broadcasted fairly the same amount of related news stories. These two examples show that Iran and Turkey seek their rights at the international level: Turkey due to terror attacks, P.K.K operations, Armenian genocide charges and Iran due to misuse and manipulation of human rights issue by the western countries as a mean to put more pressure on it. Additionally, we can see that in Khabar news channel there is more highlight put on financial crisis and economic problems of European and the U.S (for example, in case of Wall Street Movement) compared to TRT Turk. Results also show that in Khabar news channel, "religion" is more discussed and TRT Turk, on the contrary, tends to feature news of "events", "art, culture and

entertainment" more frequently. News of movie stars professionals and private lives of them, specially Hollywood artists, are reported more in TRT Turk.

This approach shows that in Shabake Khabar , more emphasis is put on people's beliefs and practices, which is especially true in case of protesters, while in TRT Turk ,mostly speeches, decisions and reactions by politicians and statesmen have been highlighted. According to McQuail's (2010) Attention Theory, grabbing the attention of audience and maintaining it is the main factor in communication process and activity. Of course it is not to say that he believes in central activities of mass media being consisted of transmission of meaning to others or using media as a platform for development and dispersion of political opinion , expression of beliefs or expansion of shared ceremony, but the mission of media and its ' target is attracting more audience (Begdikian, 2004). It seems that the said theory holds true for TRT Turk, but not for Shabake Khabar. Considering the results obtained from this research, TRT Turk is a personality-oriented channel covering social and cultural subjects as well attracting audience, while Shabake Khabar is rather ideology-oriented and not much concerned with audience.

One of the highly important factors in highlighting is gatekeeping of news which includes selecting and filtering news stories. Since a large chunk of news prepared for Shabake Khabar is already in line with tendency and reporting approach of central state-media organization and lesser gatekeeping is needed, little manipulation of news stories is necessary to direct public opinion in a predetermined path.

Framing is a process during which media focus its attention on some of the stories and events of interest and then put them in a special framework of meaning .Results obtained through this research proves this theory to be correct. For example, both Khabar and TRT Turk report on Syrian crisis and, based on news coverage approach and previous experiences, each channel puts the same development in a meaning framework approved by their media organization. Put in another words, this theory works as a supplement to highlighting theory ; the former states it is media which tells audience what to think about ,while the second theory of Framing put a step forward and dictates audience how to think about various issues.

In majority of cases, both channels of TRT Turk and Khabar have been the source of announced news .The high number of "unknown" sources, which can harm the news credibility in both channels, is noticeable. In Either channel minimum reference to local, arabic and western media has been done; however, recently the trend has changed and more number of featuring

news with quoted sources can be observed in TRT Turk. Therefore, it can be concluded that both these channels either do not quote international news agencies like CNN, RussiaToday, Aljazeera.etc., or simply do not cite them as their source of news when broadcasting.

Moreover, in both channels a large part of foreign news is dedicated to covering news stories of "Middle-east". News from regions such as "Africa", "Western Europe" and "Northern America" is also remarkable; although, in contrast to Shabake Khabar, foreign news covered by TRT Turk is mostly related to "Eastern Europe" the reason for which could be common geographical boundaries between Turkey and these countries.

Although foreign news bias was positive in both channels, TRT Turk differed in that it also employed double standard bias by presenting its audience with various aspects of same news story. Bias shows that regardless of natural importance of any news story, it is opinion and demands of media organization which is critical in news selection. In fact bias is done based on demands of media organization owners. All these result point out to theory of Glasgow school, where it is maintained that reporting developing events is mostly affected not by internal value of the event, but complicated criteria of news selection which play the main part.

Richard Paul states that general logic of communication based on seeking national interests, relies on four factors: emphasizing on friends' positive aspects, hiding negative aspects of ourselves and our friends, accentuating negative points about our foes and their friends and devaluating positive points of foes. The same approach was adopted by both news channels.

As stated by McQuail (2010) in his theory of news bias, news tend not to deal with those who are lacking political importance or considered non-significant. Although this kind of bias in news reporting is obvious in TRT Turk, apparently in Shabake Khabar such news will be omitted when it comes to gate keeping stage.

Findings of current research are highly similar to another research titled " Reporting Global Developments in State TV of Islamic Republic of Iran's Foreign News Programs: Content of Foreign News Broadcasted at 10.p.m, Channel Six". Some of the final result similarities of both researches are as follows: in Iranian state TV foreign news programs, Asian news have the highest frequency. People's opinion and orientations are often expressed when they speak against their governments. Most of the time, news broadcasted are violence-oriented. There is a meaningful relation between content of the images used in news and the main news content (nation or state) featured as images of protests, military activities and clashes are nation –

centered rather than state-centered. Positive news of U.S is at the minimum and the maximum positive news belongs to Asia .People are mostly depicted as opposing their governments (Khorshidi,2012).

In conclusion, both TRT Turk and Khabar channels have broadcasted news in line with diplomatic codes and foreign policy of their countries. For example, approaches taken in news broadcasted for the U.S and some of the European countries such as UK and also Israeli-Palestinian conflict and even Persian Gulf countries clearly points out to consistency between foreign news broadcasted by Shabake Khabar and foreign policy stance of Iranian government. On the other hand, approaches taken by TRT Turk towards picturing developments in EU, the U.S and Islamic countries, demonstrate the coordination existing between news channel's performance and Turkish foreign policy apparatus as well. However, it should be noted that in some cases, TRT Turk is not much in line with diplomatic moves of the country's ministry of foreign affairs , as time to time it happens that different aspects of one news story and contradictory comments by groups involved are also communicated which are rather indicating a different point of view from this channel . Example of such news coverage could be seen when reporting military news and analyzing military strategies opted for in front of P.K.K or highlighting commentary and decisions by Israeli officials in case of Marmara invasion .

References

- Abdullah, A. (2009). A comparative study of the structure and coverage of the Iranian news at national and international websites - (analyzing the political content at websites of IRNA, BBC Persian and VOA Persian- USA). Thesis submitted in partial fulfillment of the requirements for M.A in Social Science. Faculty of Social Sciences of Allameh Tabatabai University.
- Al-Jenabi, B. (2010). The Competition Between Al-Jazeera s Arab News Diversity and US Channels: Content Analysis of Iraq War, *Canadian Social Science*, 6(4): 81-96.
- Bagdikian, B. (2004). *The New Media Monopoly*. Boston, MA: Beacon.
- Berger, A. (1991). *Media USA: process & effects*. London: Longman.
- Clark, A. , Werder,O.(2007). Analyzing international radio stations: a systems approach, *International Communication Gazette*, 69(6): 525-535.
- Cohen, B. (1963). The press and foreign policy. New York: Harcourt.
- Galtung, J. & Ruge M.H.(1965). The structure of foreign news, *Journal of Peace Research*, 2(1): 64-91.
- Holsti, K, j.(2006). *propaganda & softwar* . translated by Parviz Ejlali. Tehran: Burea of media studies & planning.

- Hosseini Pakdehi, A. (1996). Study of structure of news in channel 1 of Islamic Republic of Iran, hopfull, unhopfull & neutral news. Project. Audio- visual organization of Islamic Republic of Iran.
- Kheirabadi , R.(2006). A linguistic study of news selection and writing factors in the Iranian press based on twelve factors of Galtung and Roge ,Thesis submitted in partial fulfillment of the requirements for M.A in General Linguistics.Faculty of Humanities, Tarbiat Modarres University
- Khorshidi, Z. (2012). Reflections of World Developments in Islamic Republic of Iran's Foreign News Programs: Content Analysis of Foreign News Broadcasted at 22.p.m on Sixth Channel of Islamic Republic of Iran's State TV, Thesis submitted in partial fulfillment of the requirements for M.A in Social Science . Faculty of Social Sciences of Allameh Tabatabai University, 2012.
- Lewin K. (1943). Defining the "Field at a Given Time." *Psychological Review*. 50: 292-310. Republished in *Resolving Social Conflicts & Field Theory in Social Science*, Washington, D.C.: American Psychological Association, 1997.
- Manning White D.(1975). *Popular Culture (The Great Contemporary Issues)*, Manchester: Ayer Co Pub.
- Mc Combs, M.E. & Shaw, D.L. (1972). The agenda- setting function of mass media, *Public Opinion Quarterly*. 36: 176-187.
- McQuail, D. (2010). *McQuails's Mass Communication Theory (sixth edition)*. Sage.
- Mohammad Mehr, G.(2003) pictures of friends and enemies in foreign news, *Social Science Journal* , 20: 125-147
- Mohammad Mehr, G. Samiei ,A. (2002). Method of reflecting political developments from news programs of TV (content analysis of news broadcasted at 21 .pm from Islamic Republic of Iran's State TV) , *Social Science Quarterly* , 13, 14: 101-124
- Naqib Al-Sadat , R. (2012). *The design of a practical guide for content analysis* . Tehran : Research Institute of Culture and Education
- Paul, R. W. (1993). *Critical thinking: what every person needs to survive in a rapidly changing world* (J. Willson & A. J. A. Binker, Eds). Santa Rosa, CA: Foundation for Critical Thinking.
- Rayf , D. et all (2007) *Media Message Analysis : The use of quantitative content analysis in research*, Translated by Alavi Boroujerdi, Mahdokht . Tehran : Soroush
- Shokrkah, Y. ; Kamali Chirani, F. (2010). Newspaper coverage of the Iraq war \rightarrow mobile journalism : a case study of Fox News, *Cultural Studies* , 2 (1) : 155-173
- Uribe, R. & Gunter, B. (2007). Are Sensational news stories more likely to trigger vieweremotional than non-sensational news stories? A content analysis of British TV news, *European Journal of Communication*, 22(2): 207-228.
- Werner J. S., & Tankard, J. W. (2004). *Perspectives on Mass Communication Theories*, Polirrom Publishing House, p. 331