



Turkish Media Elites (**)

D. Ali ARSLAN (*)

Abstract

The media is one of the most important institutions in society. It is a reality that media play very substantial role in the production and social distribution of knowledge. In addition to that, mass media provides the greatest communication opportunities to the people. Also, contemporary media provides very distinctive weapons to obtain power, wealth and prestige in the society. If media owners and elites are so powerful, the identification of media elites is of great importance. Hence, this study aims to analyse contemporary Turkish media: A full picture of Turkish media elites in terms of important social, political and demographic indicators will be given in this paper. The managers, editors, influential columnists and reporters of major Turkish media elites are defined as Turkish media elites.

Firstly, the paper will focus on the demographic peculiarities of Turkish media elites. Secondly, the educational background and family structure of Turkish media elites will be examined. Then, social origins and other social characteristics of Contemporary Turkish media elites will be investigated.

Key Words: Elite, Media, Turkish Media, Turkish Media Elites, Communication.

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(*) Assistant Professor D. Ali ARSLAN, Sociologist and Political Scientist. Lecturer at Mersin University in TURKEY. He was born in Ankara. He received his MSc in the department of sociology at the University of Surrey in Social Research Methods (SRM) in 1995. His MSc was about "Turkish Political Elites and the Political Leadership in Turkey during the Republican Era". He completed his PhD entitled "Power Elites and the Power Structure of Contemporary Turkish Society", in the department of sociology at the University of Surrey.

Address: Mersin Üniversitesi, Fen-Edebiyat Fakültesi, Sosyoloji bölümü, Çiftlikköy Kampusu, 33343-Mersin / TÜRKİYE, **Tel:** (0090324) 361 00 01/ 46 83, **Fax:** (0090324) 361 00 46, **GSM:** (0090) 532 270 81 45,

E-Mail: aliarslan@mersin.edu.tr cimderaslan@hotmail.com

Türk Medya Elitlerinin Sosyolojik Analizi

Özet

Teknolojik gelişmelerin, iletişim sektöründe yaygın olarak kullanılmaya başlamasının da etkisiyle, medya, çağdaş toplumların en önemli kurumlarından biri haline gelmiştir. Yaşanan toplumsal değişime paralel olarak, “dördüncü güç” olarak da anılmaya başlanan medya, yalnızca bireylerin değil, toplum ve kültür üzerinde de oldukça etkin bir konuma ulaşmıştır. Bütün bunlara paralel olarak medya elitleri de, toplumsal güç hiyerarşisi içinde, en etkin ve güçlü elit gruplarından biri olarak varlık göstermeye başlamışlardır. Bu saptamalar, günümüz Türk medyası için de geçerlidir.

Çalışmanın amacı, hem bireysel hem de toplumsal açıdan hayati işlevler üstlenen ve günümüz Türk iktidar seçkinlerinin ayrılmaz biri haline dönüşmüş olan, Türk medya elitlerinin (Arslan, 2001) sosyolojik bir analizini yapmaktır. Bu amaç gerçekleştirilirken, elit sosyolojisinin araştırma metot ve tekniklerinden yararlanıldı.

Anahtar Sözcükler: Elit, İletişim, Medya, Türk Medyası, Türk Medya Elitleri.

1. INTRODUCTION

Turkey is one of the most rapidly developing and urbanising countries in the world. The latest technological developments and innovations can be seen in every part of the social fabric of contemporary Turkey. Parallel to this rapid development and urbanisation, Turkey has lived through a very important media revolution through out the 1990s. Several international and hundreds of local and national television channels, and more than a thousand radio stations have been broadcasting in contemporary Turkey.

As in other countries (Curran et al. in Barrett & Braham, 1995: 57-58), usage of high technology has given to the media the opportunity of creating large scale mass audiences in Turkey. Urbanisation and industrialisation created a society that was volatile, unstable, rootless, alienated and innately susceptible to manipulation. Urbanised human beings become relatively defenceless, an easy prey to mass communications since they are no longer anchored in the network of social relations and stable, inherited values that characterise settled, rural communities.

As in some other countries, the media are predominantly owned and controlled either by large business groups or the state who dominate economic and political power in Turkey. As stressed by Necati Dogru one of the most effective Turkish columnists, the Turkish media are financially dependent not only on the state but also on the private entrepreneurs who are the owners of large scale capital (Nebiler, 1995: 56-7).

The mass media serves substantial and useful communication services to the people. However, it is not only a tool for communication but an important agent of socialisation. As stressed by Scannell (1992: 13), the press and broadcasting are a part of the system of cultural production. They carry the cultural products into homes and living rooms. Nevertheless, there is the other side of the coin that the mass media may be used as a very powerful tool of propaganda or brainwashing on a mass scale. The owner or controller of the media may bias the news and try to monopolise opinion and meaning (Arslan, 2004-k). Also, the media may be used for cultural domination or as a threat to cultural identity. It may have some effect on the level of national cohesion.

The mass media have a great influence in changing knowledge, beliefs, opinions, attitudes, feelings and behaviour patterns of individuals. Individuals, social groups, organisations, social institutions, the whole society and culture can be affected by mass communications (Arslan, 2004-1). The direction of this change can be either negative or positive. This depends on the conditions and controllers of the media. As McQuail argues (in Barrett & Braham, 1995: 96), in some circumstances the media play the role of the agent of de-socialisation by challenging and disturbing the values held by parents, educators and other agents of social control.

The influence of the two largest media groups in Turkey the “Dogan Group” and “Sabah Group” are worth noting. These two groups exercise control over the most effective print or electronic media in Turkey. In fact more than half of the Turkish population are the audiences or readers of the products of these two media groups. Recently, Dogan Group and Sabah Group have merged their power under the umbrella of BIMAS and as a result have attained enormous power. BIMAS media group played a very substantial role in Turkey in the late 1990s and wield much power over Turkish social and political life.

There are a couple of other relatively effective media institutions and media groups in Turkey. Nevertheless, their power is rather small in comparison with the BIMAS media group. Also, there are about ten local, national and international state owned television and radio stations. Theoretically, all the state television and radio stations are independent and free from pressure by political elites. Nevertheless, the reality is different, and as in most European countries and the USA, they function as the operating arms of the political elites, particularly governmental political elites.

2. METHODOLOGY

The term elite (Jary & Jary, 1991: 188) is of French derivation. It originally derived from the Latin “eligere” which means select and shares a common root with “electa” that means selected (Arslan, 1995: 3). Theoretically, elites can be defined as those people who hold institutionalised power, control the social resources (include not only the wealth, prestige and status but also the personal resources of charisma, time, motivation and energy) and have a serious influence (either actively or potentially) on the decision-making process

(Arslan, 2005; 1999-a). They can realise their own will in spite of opposition (Arslan, 1999-b: 79)..

The multi-method approach was used in this study. Both the “reputational” and “positional” approaches were used for identifying the elites: the positional approach was used to identify the individuals who have a potential for power because of their status and social position within the media organisations; the reputational approach was used to select those respondents who have a reputation for power and influence following the simple random sampling techniques..

There was a plurality and complication existing in the Turkish media: there were a large number of small and large scale media groups which were publishing or broadcasting in Turkey. Several political and ideological group had their audio-visual or written media tools. There were hundreds of local-national-international television channels, more than one thousand radio stations and countless small or large-scale weekly or daily newspapers.

Almost all the powerful groups were active either in written media or visual media, and most of the columnists or journalists were working both for a newspaper and television channels. It is quite difficult to separate newspaper journalism and television journalism in Turkey. The three largest and the most influential Turkish daily newspapers belonging to the BIMAS (United Media Group) were selected. Two of them were known as liberal rightist and one of them was a moderate leftist paper. In addition to them the Cumhuriyet newspaper was chosen as one of the most intellectual newspaper of Turkey, and a daily paper was chosen from the radical Islamist papers. Finally, the well known columnists and editors of these papers were accepted as the most effective Turkish media elites.

At the beginning of the research, it was planned that the owners of the most powerful Turkish media groups would be accepted as the media elites. However, after preliminary research it was discovered that almost all the owners of Turkish media groups were operating in many different sectors (from finance to automotive) and they were businessmen much more than journalists. For this reason, they were excluded from the media elites.

No single source of data or data collecting techniques was chosen. The study was operationalised using the multiple methods of observation, documentary analysis and focused interviews (Moyser & Wagstaffe, 1987). The majority of the data which is used in

this study was obtained from field research and documentary sources. Observations helped the researcher to get more detailed and reliable information concerning elites and the existence and operation of elite organisations.

In addition to field research using questionnaires and semi-structured interview schedules, written and printed materials were used for data collecting. The data archives, publications and bulletins of the related private and state institutions were examined. Related studies which had been done by other researchers, biographies and autobiographies of elites, newspapers and journals, internet data sides and personal and institutional web pages on internet were the other important data sources which were used for the study.

As Hertz and Imber argue (1995: 78), semi-structured interviews have a very special importance for elite studies. Following this tradition, these particular types of interview techniques were chosen. The questionnaire will be used for semi-structured interviews to get more detailed and specific data from the field. In addition to completely structured questions, open-ended (unstructured) questions have also been used. In general, semi-structured questionnaires have been widely used in elite studies and have great popularity amongst elite researchers. This particular kind of interview schedule is more suitable and valuable than the fully structured or unstructured questionnaire for realising the major goals of this research. It will be especially helpful in gaining more detailed information about the respondents' social backgrounds, attitudes, beliefs, values, behaviour and roles.

Two different interview schedules were created in both Turkish and English. This highlights one of the dilemmas of bilingual research. Firstly, the questionnaire was created in English. Then, it was translated into Turkish and adapted to Turkish society by taking in to account its peculiarities. A total of 84 questions have been used in the interview schedule.

3. SOCIAL PORTRAIT OF CONTEMPORARY TURKISH MEDIA ELITES

Both the social background characteristics of this elite group will be investigated in terms of major social, political and demographic indicators.

4. DEMOGRAPHIC PECULIARITIES OF TURKISH MEDIA ELITES

4.1 AGE:

Age is one of the most important demographic indicators in contemporary societies. Some age groups monopolise the important influential positions in societies. This situation is generally in favour of old or middle aged people. Young people have traditionally been dominated by the members of these two age groups.

The large majority of Turkish media elites are late middle aged or of advanced age. This can be clearly demonstrated from the figures in **Tables 1** and **2**. According to **Table 1**, the mean age of Turkish media elites is 51. They have a minimum age of 35 and maximum age of 63.

Table 1
Age Description of Turkish Media Elites

Variable	Mean	Minimum	Maximum
AGE	50.53	35	63

The most important and influential positions in the Turkish media are occupied by middle aged people. Almost 73 percent of media elites are middle aged. Young people only make up 7 percent of the Turkish media elites. The number of advanced aged people in the Turkish media is three times more than young people.

Table 2
Age Characteristics of Turkish Media Elites

	Age	
	Count	%
Lowest thro. 39	2	6.7
40-44	8	26.7
45-49	4	13.3
50-54	4	13.3
55-59	6	20
60 and over	6	20

4.2. GENDER

Another important dimension of contemporary societies is gender. As in other Western countries, there is male domination in Turkish media elite: the most powerful positions have been occupied by men. **Table 3** clearly show that, almost 87 percent of the media elite are male. Nevertheless, the proportion of female elites in Turkish media is still higher than the proportion of females in any other elite groups. For example, the proportion of women is only 7 percent in the contemporary Turkish political elite. Moreover, male domination is very assertive in the Turkish labour union elite: the proportion of its female members is only 3 percent.

Table 3
Gender Characteristics of Turkish Media Elites

	Gender	
	Count	%
Female	4	13.3
Male	26	86.7

5. EDUCATIONAL CHARACTERISTICS OF TURKISH MEDIA ELITES

Turkish media elites possess a high level and high quality of education. The vast majority of Turkish media elites have at least one university degree. Only a small proportion of them have only high school education. The proportion of university educated Turkish media elites is higher than 93 percent. Also, their fathers' educational level is fairly high in comparison with the general educational level of Turkish people and educational level of other Turkish elites' fathers. **Table 4** shows that, more than 60 percent of Turkish media elites' fathers have at least a high school education. In addition, almost 43 percent of them have a university education.

Table 4
Education Levels of Turkish Media Elites, Their Spouses and Their Fathers

	Educational Level (%)				
	University	High School	J. Hig. School	Primary School	No Sc. Education
Respondent	93.3	6.7	-	-	-
Respondent' Father	43.3	20	3.3	23.3	10
Respondent's Spouses	80	13.3	3.3	3.3	-

The spouses of Turkish media elites have a very high level of education in comparison with the spouses of other Turkish elites. Almost 80 percent of their spouses have

at least one university degree. If these findings are compared with the actual size of university educated people in contemporary Turkish society, the numbers became more meaningful and clear: approximately 9 percent of entire Turkish population have a university degree.

Table 5
School Types of Turkish Media Elites and Their Children

	School Types (%)			
	Mostly State Normal	Mostly State Prestigious	Mostly Private College	Not Applicable
Respondents	40	20	40	-
Respondents' Children	6.7	-	83.3	10

Turkish media elites have experienced a high quality of education. A large majority of them have been educated in prestigious (both private and state owned) schools. As can be seen in **Table 5**, only 40 percent of Turkish media elites graduated from normal state schools. In accordance with their high social and economic positions, the majority of their children have the opportunity to attend privately owned prestigious schools. **Table 5** shows that, more than 83 percent of their children are educated in private colleges.

Table 6
Education Types of Turkish Media Elites and Their Fathers'

Education Types	Respondents (%)	Respondents' Fathers (%)
Social Sciences-Politics	30	-
Law	13.3	23.3
Technical Sciences	10	3.3
Economy	13.3	-
Education	10	6.7
Philology	3.3	-
Journalism	13.3	-
Medical Sciences	-	6.7
Military	-	3.3
Not Applicable	6.7	56.7
Total	100	100

Turkish media elites have a pluralist appearance according to their types of education. Whereas the largest proportion of Turkish media elites have studied the social

sciences and politics, only 13 percent of them have been educated in a department of journalism. As can be seen from **Table 6**, those people who graduated from the departments of social sciences and politics, economy, law, technical sciences, education and journalism have more opportunity to obtain an elite position in the Turkish media.

On the other hand, a large proportion of university educated fathers of Turkish media elites graduated from the faculty of law. Engineering, medicine, education and military education are the other popular educational subjects among the fathers.

Table 7
School Names of Turkish Media Elites

School Names	Proportion (%)
Ankara University	36.7
Istanbul University	20
Istanbul Technical University	6.7
Gazi University	3.3
METU-ODTU	3.3
Bogazici University	6.7
Others	16.6
Not Applicable	6.7
Total	100

Table 7 gives a very accurate idea about elite schools in Turkey. As mentioned earlier, the most influential and most prestigious elite school in Turkey is Ankara University, particularly the faculty of political sciences (SBF). A large proportion of the most powerful positions in social and political life in Turkey are occupied by SBF graduates. The graduates of Ankara University, Faculty of Political Sciences have a strong clique character. They possess a strong group consensus and highly effective group solidarity.

Istanbul University is also another highly influential elite university. It has a long history and it was the first modern university in the Turkish Republic. Almost 20 percent of Turkish media elites graduated from Istanbul University. Also, Istanbul Technical University, Bogazici University, Middle East Technical University (METU) and Gazi University can be counted among the important elites schools in Turkey.

Foreign language ability is an inseparable component of high quality education in the contemporary world. This ability is also one of the most important indicators that has

important affects on the elite circulation process. In accordance with high level and high quality education, almost 90 percent of the Turkish media elite knows at least one foreign language. In addition to that, nearly half of them have the ability to speak two or more foreign languages.

Table 8

Foreign Language Abilities and Foreign Language Types of Contemporary Turkish Media Elites

Foreign Language Ability		Foreign Language Types	
Number of For. Lan.	Proportion (%)	Name of Foreign Lang.	Proportion (%)
No	10	Not Applicable	10
One	43.3	English	20
Two	40	French	6.7
Three and More	6.7	German	6.7
		English-French	26.7
		English-German	10
		Arabic-European	10
Others	10		
Total	100	Total	100

As in the world generally and in the other Turkish elite groups (Arslan 2004-a; 2004-b; 2004-c; 2004-d; 2004-e; 2004-f; 2004-g; 2004-h; 2004-i), the most popular foreign language among Turkish media elites is English. **Table 8** clearly shows that, other European languages, such as German and French, also have an important influence. This predominance of European languages is associated with the domination of Western European culture and values on a world-scale.

6. OCCUPATIONAL BACKGROUNDS OF TURKISH MEDIA ELITES

The large majority of Turkish media elites worked as journalists at the beginning of their occupational career. As can be seen in **Table 9**, an important proportion (57 percent) have not worked in any other sector except journalism in their occupational life. A large proportion of Turkish media elites have some degree of previous job experience in the sectors of education (especially lectureships in universities) and public administration. Some of them are also originally lawyers, engineers and managers.

Table 9

Occupational Background of Turkish Media Elites, Their Fathers' and Their Spouses' Fathers' Occupations and Favourite Occupations in Their Adolescence

Occupations	Proportion (%)			
	Respondent	Respondents' Fathers	Respondents' Spou.' Fathers	Favourite Oc. of Respondents
Tradesman-Artisan-Merchant	-	26.7	30	-
Public Administration	10	16.7	10	6.7
Medicine-Medical Sciences	-	6.7	6.7	13.3
Farmer	-	6.7	3.3	-
Worker	-	6.7	3.3	-
Civil Servant	-	6.7	3.3	-
Law	3.3	10	6.7	13.3
Soldier-Police	-	3.3	3.3	-
Politics-Diplomacy	-	-	3.3	20
Education	20	6.7	3.3	10
Businessman	-	3.3	16.7	-
Fine Arts	-	-	-	3.3
Engineer-Archit.	3.3	-	-	10
Other Professions	3.3	-	6.7	-
Manager (Priv.)	3.3	-	-	-
Philosophy	-	-	-	3.3
Journalism	56.7	6.7	3.3	20
Total	100	100	100	100

Fathers of Turkish media elites have substantially different kind of occupations. Nevertheless, the largest proportion of them are tradesmen, merchants and artisans. The second largest proportion of the fathers are public administrators. Lawyers are in third place among Turkish media elites' fathers. In addition, journalists, educators, doctors, farmers, workers and civil servants have exactly the same proportion among their fathers. It can be outlined from the findings that, a large majority of Turkish media elites come from white collar and semi-white collar families in terms of their fathers' occupations.

The spouses of Turkish media elites possess a better family background in terms of the occupations of their family. Table 9 shows that, fathers of the spouses of Turkish media elites mostly have white collar occupations.

On the other hand, journalism and politics were their most popular occupations when the members of Turkish media elites were children and adolescents. Medicine, law, engineering,

education and public administration were also among their favourite occupations when they were young.

A large majority of Turkish media elites' mothers and mothers of their spouses are housewives. Nevertheless, the proportion of those media elites whose mothers have paid work is slightly higher than the proportion in the political and labour union elite. The media elites present a slightly liberal appearance in terms of their spouses occupation in comparison with other Turkish elite groups, such as media and politics. As can be seen from Table 10, a substantial majority of the spouses of Turkish media elites, that is 80 percent, work in a paid job. Most of them are teachers, public administrators and journalists.

Table 10

Occupational Backgrounds of Turkish Media Elites, Mothers, Spouses and Spouses' Mothers

Occupations	Proportion (%)		
	Respondents' Mothers	Respondents' Spouses	Respondents' Spouses' Mothers
Housewife	86.7	20	73.3
Teacher	3.3	30	10
Social Scientist	-	3.3	-
Journalist	-	13.3	-
Painter (Artist)	-	6.7	-
Public Administrator	-	23.3	-
Engineer	3.3	-	-
Others	3.3	3.3	-
Hostes	-	-	3.3
Civil Servant	3.3	-	13.3
Total	100	100	100

Resulting from its high status, journalism is one of the well paid occupations in contemporary Turkey. Nevertheless, as the result of Ozalist politics, its close relations with politicians since the mid 1980s and monopolisation in the media sector has damaged its good reputation. More than 20 percent of Turkish media elites repeatedly mentioned occupational corruption in their sectors and stressed the bad reputation of their occupation in the wider society. Although most Turkish journalists are not very happy with this unpleasant situation, there is a high degree of occupational satisfaction among Turkish media elites. As seen from **Table 11**, more than 93 percent of them are satisfied with their occupational and social positions. Also, a large majority of them argue that, if they had a chance to change their occupation they would still choose journalism.

Table 11

Occupational Satisfaction and Occupational Satisfaction Rate Among Turkish Media Elites

Occupational Satisfaction	Proportion (%)	Occupational Satisfaction Rate	Proportion (%)
Prefer Present Job	76.7	Very Satisfied	70
Do not Prefer Present Job	23.3	Satisfied	23.3
		Unsatisfied	6.7
Total	100	Total	100

The rate of elite circulation is very low in the Turkish media. Young people need to make enormous efforts to obtain an elite position in the Turkish media sector. Table 12 clearly shows that, almost 90 percent of Turkish media elites have been occupying their position more than 10 years and 87 percent of them wanted to continue to occupy that position in the future. Also, exactly the same proportion, that is 6.7 percent of Turkish media elites argued that they are planing to work as a lecturer in a university or want to enter active politics.

Table 12

Occupational Tenures and Future Occupational Plans of Turkish Media Elites

Future Occupational Plans	Proportion (%)	Occupational Tenure	Proportion (%)
Continue to Work in Media	86.7	One-Five Years	3.3
University Lectureship	6.7	Six-Ten Years	6.7
		Eleven-Fifteen Years	16.7
		Sixteen and Over	73.3
Attendance to Politics	6.7		
Total	100	Total	100

7. FINDINGS ON SOCIAL ORIGINS AND ACTUAL SOCIAL STATUS

OF TURKISH MEDIA ELITES

Turkish media elites have the highest level of class consciousness among all Turkish elites. In addition, they have a high level of education, and occupy high social and economic positions. As a result of all these factors, almost 97 percent of Turkish media elites have reported that they are the members of the upper class. As displayed in **Table 13**, only 3 percent of them have middle class status.

Unlike other Turkish elite groups, Turkish media elites have higher social origins: a large majority of them have middle class backgrounds. In addition to that, almost 40 percent of them have an upper-middle and upper class family background. Turkish media elites have similar social class backgrounds. In addition, none of their spouses have a lower class

background. This means that, no members of Turkish media elite are married to people from the lower class.

Table 13
Social Class Status of Turkish Media Elites, Their Fathers and Their Spouses' Fathers

Social Class Status	Proportion (%)		
	Respondents	Respondents' Fathers	Respondents' Spouses' Fathers
Lower Class	-	6.7	-
Lower Middle Class	-	16.7	13.3
Middle Class	3.3	36.7	43.3
Upper Middle Class	50	33.3	33.3
Upper Class	46.7	6.7	10
Total	100	100	100

8. FAMILY BACKGROUNDS AND FAMILY STRUCTURE OF TURKISH MEDIA ELITES

Turkish media elites represent a slightly more modern appearance than the other Turkish elites in terms of their family structure. As in other Turkish elite groups, marriage is still important. Nevertheless, unlike the other elite groups, almost 7 percent of them are divorced.

Table 14
Family Size of Turkish Media Elites and Their Fathers

Number Of Children	Proportion (%)	
	Respondents	Respondents' Fathers
No Child	6.7	-
One Child	36.7	3.3
Two Children	40	13.3
Three Children	13.3	30
Four Children	3.3	30
Five Children	-	13.3
Seven and More	-	10
Total	100	100

A substantial majority of Turkish media elites have small modern families. As can be seen from Table 15, they have an average of 1.7 children whereas average number of children of their fathers was 4. Furthermore, whereas Turkish elites as a group have maximum of 4 children, their fathers had up to 11. These numbers give a clear idea about the social distance which characterises Turkish media elites: whereas their fathers mostly had medium size and traditional families, they usually have modern nuclear families.

Table 15
Average Number of Children of Turkish Media Elites and Their Fathers

Variable	Mean	Minimum	Maximum
Number of the Children	1.70	0	4
Father's Children Number	4.07	1	11

9. CONCLUSION

As argued by Astiz (1969), the media forms one of the most effective and powerful elite groups. The term media elites comprises the managers, editors, influential columnists and reporters.

Freedom of speech and information are the guardians of the relative autonomy of the media elites and their sub-elites. While freedom of the media is a political and legal right, institutional independence is a function of financial and economic conditions. (Rubin, 1981: 7). As stated by Curran et al. (in Barrett & Braham, 1995: 69), there is a symbiotic interrelationship between media organisations and their environment. Media business is mostly private enterprise and most of the media institutions are economically dependent on their social and political environment (Arslan, 2005-a; 2005-b). This relationship takes its roots not only from economic reasons but also the problem of “raw material”. On the other hand political parties and political elites require media power for expanding their voice to the voters or general public, to become more powerful and influential in the political arena and to be successful in the competition that characterises electoral politics.

Media elites are one of the most powerful elite groups in society and the media plays a substantial role in contemporary politics. Politicians and political parties give priority to media relations. They are usually called the “fourth force” in contemporary democratic societies and sometimes they are as powerful as political elites (Bottomore, 1993; 1991). The media have a crucial impact on individuals’ political attitudes and voting behaviour. Rivers (1982) labelled the American media the “second government” or the “Other Government”. According to him (1982, 213), the news media have the power to shape government policies. He also argues that America has a second government that acts as a check on the first and controls public access to it. The first one is the official government and the “Other Government” is the national news media (Rivers, 1982: 7-20). These findings are also applicable to Turkish society.

The main aim of this study is to generate a social portrait of contemporary Turkish media elites. The social background characteristics of this elite group is investigated in terms of major social and demographic indicators. Another important objective of this study is to highlight the factors and recruitment channels of elite positions in contemporary Turkish society, such as family background, educational and occupational career patterns.

According to the results of the study, there is a high level of social homogeneity among Turkish media elites in terms of basic social indicators. They possess a very high level and high quality of education. Almost 93 percent of them possess at least one university degree. In addition, 90 percent of them know at least one foreign language. Occupational satisfaction is very high among Turkish media elites. A large majority of them occupy upper social class positions.

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