

# Examination of New Year's Entertainment Programs of Turkish Television Channels as Recreative Activity

**Rana ŞAT**

Science Specialist

Balıkesir University Institute of Social Sciences, Balıkesir, Turkey,

[rana\\_sat\\_95@hotmail.com](mailto:rana_sat_95@hotmail.com)

ORCID ID: 0000-0003-0519-5524

**Mehmet SARIOĞLAN**

Prof.Dr.

Balıkesir University Gastronomy and culinary arts department, Balıkesir Turkey

[msarioglan82@gmail.com](mailto:msarioglan82@gmail.com)

ORCID ID: 0000-0003-4343-1225

**Yakup DİNÇ**

Assoc. Prof. Dr.

Balıkesir University, Ayvalık Vocational School, Balıkesir, Turkey,

ORCID ID: 0000-0002-6533-3987

[yakdin@yahoo.com](mailto:yakdin@yahoo.com)

**Ercan KARAÇAR**

Assoc. Prof. Dr.

Sinop University, Recreation Management Department, Sinop Turkey,

[ekaracar@sinop.edu.tr](mailto:ekaracar@sinop.edu.tr)

ORCID ID: 0000-0002-1124-9667

**Fatih SAYDAM**

Giresun University Dereli Vocational School, Giresun Turkey,

[f.saydam@hotmail.com](mailto:f.saydam@hotmail.com)

ORCID ID: 0000-0003-0271-9388

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## **Abstract**

People want to watch television in their free time, and television plays a major role in the cultural social and educational systems of societies. As a tool used for entertainment purposes, the impact of television on societies is quite important. Especially in Turkey, where media consumption is high, television channels offer a wide variety of content and shape the cultural and social perceptions of their viewers. The renewal special broadcast streams of seven popular television channels in Turkey were examined and the entertainment concept of this affordable television, the talents of the audience the types and programs watched were analyzed

**Keywords:** Recreational, Entertainment, Television, Christmas

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## **INTRODUCTION**

Recreation is a process in which people spend their free time outside of their daily lives, generally for the purpose of enjoyment and relaxation, and to re-energize physically or mentally. Entertainment, on the other hand, is mostly enjoyable and relaxing activities that cover most of these types of activities and meet the spiritual and emotional needs of the individual. Recreation and entertainment are social elements that enable the individual to rest, strengthen social ties and carry cultural meanings. Recreation includes activities that aim to provide individuals with both physical and psychological relaxation. These activities can range from sports to social games to nature excursions. Recreation provides personal renewal and balance by removing the individual from social life and the stress of daily life. Taking a walk or watching

a favorite movie isn't just a fun time; It also has an effect that supports the mental health of the individual and makes it easier for him to cope with stress. Entertainment has a very important place in helping individuals relax and find morale. Entertainment, which has existed in every period of human history, has changed shape over time, but has never lost its basic purpose: for individuals to express themselves, establish social bonds and keep their cultural values alive. Today, entertainment appears in many different areas such as television programs, digital games, concerts and cinema. In modern society, entertainment has gone beyond being just an individual need and has become a part of the social structure and cultural norms. The relationship between recreation and entertainment, in a sense, goes beyond individual satisfaction and creates effects at the social level. A sports event attended by a group of people or a group of friends going to the cinema is not only an activity based on individual pleasure, but also creates an environment where social relations are strengthened and social interaction increases. Such social interactions make society stronger and more interconnected (Sayre & King, 2003). Recreation and entertainment are activities that not only provide personal satisfaction, but also play an important role in shaping social life. The ways people use entertainment and recreation are a reflection of cultural values, social norms, and individual needs. The place that television has in the entertainment world has changed over time. Initially, with black-and-white broadcasts and limited programming options, television was a form of media that families watched together and became a social activity (Williams, 2003; Thompson, 2008). Today, with the influence of digitalization, television viewing habits have diversified greatly, and many channel and program options have emerged that appeal to each individual's personal preferences. Different types of content such as entertainment programs, TV series, movies, competitions, music programs and talk shows reveal the diversity of entertainment that television offers. One of the most important features that television offers in entertainment is that it helps viewers relax and get rid of daily stress (Berg, 2017). Popular TV series, comedy programs and music competitions, especially broadcast during prime time, become events that millions of people enjoy together. These programs enable individuals to get away from their daily lives and have a fun experience. Television not only allows people to have fun, but also allows them to think, dream, and sometimes gain awareness about social events (Postman, 2010).

## **THEORETICAL FRAMEWORK**

The word "television" is of Latin origin and means "to see far". This meaning is parallel to the function of television; Because television, as the most advanced stage reached by the sense of sight, presents viewers with distant images and sounds that humans could not reach before. Television provides an experience that transcends the limitations of time and space by connecting with people's visual and auditory senses (Fiske, 2003). This technology not only expands the boundaries of daily life experiences, but also leads to significant changes in the qualitative and quantitative structure of these experiences. In other words, the existence of television has the power to fundamentally transform social interactions, individuals' lifestyles and access to information (Bourdieu, 2000; Mutlu, 2008).

Television, with its feature of being a universal tool, is a media that can freely fulfill its educational function. This freedom feeds people's imagination and enriches their experiences. This contribution, especially made by television through dramas, offers a depth and scope that cinema and radio cannot reach. Television has helped viewers reach a higher intellectual and emotional level by providing a universal enhancement through dramas. In addition, television has been described as a kind of "rising standard" in society. This process has encouraged a trend towards closer convergence between different socioeconomic strata of society (high, middle and low). Through this interaction, television has the potential to bring together different segments of society and create common experiences (Groombridge, 2006).

Television is the most powerful mass media tool that has a great impact on societies today. It plays an important role in both delivering serious public content and providing entertainment and imaginary content to meet the emotional needs of society (Cardwell, 2007). Türkiye is one of the countries that has experienced this effect and power of television. Turkish society devotes a great deal of time to watching TV, and television has become the main media tool that shapes the society's agenda (Şeker, 2016).

Television, which served as a public service in Turkey until a certain year, has transitioned to a different dimension over time with the opening of private television channels. Private television broadcasts, content, presentation technique and language offered a very different approach from what is known. In Turkey, especially private channels such as Show TV, brought Turkish films that were previously kept away from the audience due to the censorship applied by TRT, offered a different understanding of programming with the formats of competition programs taken from abroad, and Reality Shows and "Reality Shows" that the Turkish audience had not known before. It reached large audiences with the news programs presented by "Anchormanlar" (Çolakoğlu, 1996; Dikmen, 2017). Private television channels, which attract attention especially with their live broadcasts, have adopted an entertainment-oriented broadcasting approach. This trend is a reflection of the entertainment-oriented broadcast approach seen in US television broadcasting and has been largely adopted by private television channels. Most of the broadcasts were filled with entertaining programs, and content such as music from other countries, shows and competitions came to the fore. This has been a part of private televisions' strategies to attract viewers and appeal to large audiences (Çelenk, 2005).

Many studies reveal the time Turkish society spends watching television (Çakır & Çakır, 2010). Television viewers especially follow news and other serious events on television due to their low reading habits. In addition, he meets his entertainment needs through television. This makes television an important tool that affects the social structure. The broadcast content of television channels is of great importance, especially for the Turkish society (Dicle, 2021). The extent to which popular television channels cover public events, their effectiveness in setting the agenda, and the framework they provide are not just a media problem, but also gain a critical dimension in terms of the development of the democratic structure of the country. At this point, the most discussed issue is the predominance of entertainment in television broadcasts. With commercial concerns, entertainment-oriented programs are presented that the audience can easily adopt. It is known that entertaining content dominates, especially in the "prime time" period when TV is most followed. This reveals the impact of television on the social and cultural structure, as well as its reflection on the daily lives and intellectual structure of individuals.

Until the 2000s, television could only be watched in fixed locations with certain devices, but today, access to television broadcasts has become location-independent, thanks to digital devices such as mobile phones, computers and tablets. This transformation allowed television to continue without losing its connection with daily life (Roberts, 2006). However, while television still maintains its existence as a powerful mass media tool, it is also a matter of debate with its many negative features. Although the impact of media on people's feelings and thoughts is often debated, it cannot be denied that media tools have a significant impact on the audience. Although people are reluctant to admit how influenced they are by what they watch, hear or read, media has always been influential. Media providers often claim that the content they offer serves the public interest and addresses the needs of society (Laughey, 2010). Although the positive effects of the media include functions such as informing, entertaining and educating, television maintains its place on the agenda, especially as a time thief and manipulative tool.

In today's fast-paced and multi-tasking lifestyle, television viewers not only watch television but also combine it with a number of other daily tasks and activities (Eco, 2012). People have to turn on the television in the background while performing various daily routines such as preparing the table, eating, drinking, going to the toilet, talking on the phone, chatting, taking care of children, organizing the family budget, planning the next day, and doing homework (Çelenk, 2005). This shows that while television was previously an activity that required attention and focus on its own, it has now become a media tool consumed in parallel with other activities. According to a study conducted by the US government, people spend more than half of their free time in front of television, although it varies depending on education level and some other factors (Roberts, 2006). This is a striking finding that shows how ingrained television has become in daily life and how people spend their time on this media tool.

As a fundamental part of human existence, it covers a field of different practices and activities. While these practices include obligations such as working, sleeping and shopping, entertainment is also an important element of this framework. Entertainment, beyond being an activity that emerges to meet people's spiritual, psychological and social needs, also plays a decisive role in shaping the social structure

and the relationships of individuals. The historical dimension of entertainment can be an important indicator of human interaction with business life, family relations and social order. For example, forms of entertainment in different historical periods are directly related to the economic, cultural and political structures of societies. However, the limited number of studies on entertainment in social sciences shows that this phenomenon has still not been fully examined. Entertainment has an important function not only in helping individuals relax or enjoy themselves, but also in reinforcing social values and norms. When examined from this perspective, it can be explained why people prefer entertainment in their spare time. It is said that entertainments are preferred by people because they sometimes contribute to peace, sometimes relaxation, and sometimes socialization. In particular, it has been revealed as a result of research that people prefer to have fun remotely as well as having fun physically.

## METHOD

Television channels constantly change their format and content in order to be watched and followed more. These steps are aimed at increasing television viewing and more viewers. In this respect, this and similar research are important for the media industry. This study aims to analyze New Year's entertainment programs made by TV channels. This study aims to investigate the situation of watching television, as a recreational activity that people participate in in their spare time, on the nights of December 31st. The study aims to analyze the viewing rates on the night of December 31 by examining the broadcasts of television channels and the types of programs according to ratings with concrete data. Additionally, detailed analyzes were made about the television and entertainment program industry in Turkey. In the second stage, the broadcast flows of the seven channels that were at the top in terms of ratings were examined; The distribution of these channels according to the names, ratings and types of programs was analyzed. The channels named "TRT, KANAL D, SHOW TV, STAR TV, ATV, TV8 and FOX/NOW", which are in the first 7 places in the rating rankings, were included in the research. The latest broadcasts of these channels with a New Year's theme on the evenings of December 31st in the last ten years were examined. In addition, the Total Rating (top 10) rankings, among the rating rankings published on January 1, were examined and analyzed. By examining the TIAK website as of December 31 (2015-2024), information on the Latest Broadcasts of Television Channels is given in Table 1.

## FINDINGS

*Table 1. the Latest Broadcasts of TV Channels on 31 December (2015-2024)*

In Table.1, the Latest Broadcasts of TV Channels on 31 December (2015-2024) were arranged by examining them on the TIAK website.

Channel \ Years	TRT	KANAL D	SHOW TV	STAR TV	ATV	TV8	FOX/ NOW
2024	Lingo Türkiye Yılbaşı Özel	Şarkılar Bizi Söyler	Güldür Güldür Show Yılbaşı Özel	Alice Müzikali	Kim Milyoner Olmak İster? - Yılbaşı Özel	O Ses Türkiye Yılbaşı Özel	Leyla: Hayat... Aşk... Adalet
2023	Lingo Türkiye Yılbaşı Özel	Şarkılar Bizi Söyler	Güldür Güldür Show Yılbaşı Özel	İbo Show	Kim Milyoner Olmak İster? (Yılbaşı Özel)	O Ses Türkiye Yılbaşı	Müstakbel Damat

2022	Gönül Dağı	Şarkılar Bizi Söyler Yılbaşı Özel	Güldür Güldür Show Yılbaşı Özel	İbo Show Yılbaşı Özel	Kim Milyoner Olmak İster? (Yılbaşı Özel)	O Ses Türkiye Yılbaşı Özel 2023	Ata Demirer Gazinosu
2021	Seksenler Yılbaşı Özel	Şarkılar Bizi Söyler	Mahsun Kırmızıgül Yılbaşı Özel Konseri	İbo Show	Kim Milyoner Olmak İster? (Yılbaşı Özel)	O Ses Türkiye Yılbaşı Özel	Fox'ta Yılbaşı
2020	Kalk Gidelim 'Dizi'	Çok Güzel Hareketler 2- Yılbaşı Özel	Güldür Güldür Show Yılbaşı Özel	İbo Show Yılbaşı	Kim Milyoner Olmak İster? (Yılbaşı Özel)	O Ses Türkiye Yılbaşı Özel	Kafalar Karışık 'Türk Filmi'
2019	Kalk Gidelim 'Dizi'	Çok Güzel Hareketler 2 Yılbaşı Özel	Güldür Güldür Show Yılbaşı Özel	Organize İşler Sazan Sarmalı	Kim Milyoner Olmak İster? (Yılbaşı Özel)	O Ses Türkiye Yılbaşı Özel	Yaparsın Aşkım
2018	Ege'nin Hamsisi	Çocuklar Duymanın Yılbaşı Özel Bölümü	Güldür Güldür Show Yılbaşı Özel	Yılbaşı Konseri	Kim Milyoner Olmak İster? (Yılbaşı Özel)	O Ses Türkiye Yılbaşı Özel	Yaparsın Aşkım
2017	Aslan Ailem	Huysuz'la Yılbaşı Özel	Yılbaşı Özel	Yılbaşı Gazinosu	Kim Milyoner Olmak İster? (Yılbaşı Özel)	O Ses Türkiye Yılbaşı Özel	Şevkat Yerimdar
2016	Seksenler Yılbaşı Özel	Ben Bilmem Eşim Bilir Yılbaşı Özel	Güldür Güldür Show Yılbaşı Özel	Tarkan Yıl Başı Konseri	Ninja Kaplumbağalar - Yabancı Sinema	O Ses Türkiye Yılbaşı Özel	Şevkat Yerimdar 2 - Yerli Sinema
2015	Yeşil Deniz Yılbaşı Özel	Beyaz Show	Sibel Can Konseri	Big Brother Türkiye	Kim Milyoner Olmak İster? (Yılbaşı Özel)	O Ses Türkiye Yılbaşı Özel	İnadına Aşk

Note: TV channels in the top 7 in the ratings were subjected to research.

Source: (Tiak, 2025)

Types of Programmes Broadcast on Television Channels on 31 December are given in Table 2, by examining the TİAK website and analyzing it through content analysis.

*Table 2. Types of Programs Broadcast by TV Channels on December 31*

Types of Programs Broadcast by TV Channels on December 31, was edited by examining the TİAK website.

Chan nel Years	TRT	KANAL D	SHOW TV	STAR TV	ATV	TV8	FOX/ NOW
2024	Competiti on	Entertain ment	Comedy	TV Series/Mo vie	Competiti on	Entertain ment	TV Series/Mo vie
2023	Competiti on	Entertain ment	Comedy	Entertain ment	Competiti on	Entertain ment	TV Series/Mo vie
2022	TV Series/M ovie	Entertain ment	Comedy	Entertain ment	Competiti on	Entertain ment	Entertain ment
2021	TV Series/M ovie	Entertain ment	Entertain ment	Entertain ment	Competiti on	Entertain ment	Entertain ment
2020	TV Series/M ovie	Comedy	Comedy	Entertain ment	Competiti on	Entertain ment	TV Series/Mo vie
2019	TV Series/M ovie	Comedy	Comedy	TV Series/Mo vie	Competiti on	Entertain ment	Competiti on
2018	TV Series/M ovie	TV Series/Mo vie	Comedy	Entertain ment	Competiti on	Entertain ment	Competiti on
2017	TV Series/M ovie	Entertain ment	Comedy	Entertain ment	Competiti on	Entertain ment	TV Series/Mo vie
2016	TV Series/M ovie	Competiti on	Comedy	Entertain ment	TV Series/M ovie	Entertain ment	TV Series/Mo vie
2015	TV Series/M ovie	Entertain ment	Entertain ment	Competiti on	Competiti on	Entertain ment	TV Series/Mo vie

Source: (Tiak, 2025)

When the latest broadcasts of TV channels on December 31 are examined, it is seen that some channels consistently broadcast the same name or similar genres. We can say that especially in the last ten years, the "TV8" channel has produced an entertainment program called "O Ses Türkiye New Year's Special". It is stated that this program was originally a competition program, but turned into a special entertainment program for that night. "Who Wants to Be a Millionaire? We can say that the competition named "(Yılbaşı Özel)" was broadcast on the "ATV" channel for nine years. It released a foreign movie only in 2016. It has

also been determined that in some years the invited guests sing songs in this program. The "TRT 1" channel, which has not broadcast period series or movies for the previous eight years except the last two years, is also stable in this regard. In the last two years, he broadcasted the competition program "Lingo Türkiye New Year's Special". It is seen that the "Show TV" channel gives priority to the comedy program called "Güldür Güldür Show New Year Special" in its New Year's special programs.

In the last four years of "Kanal D" channel, he broadcasted the entertainment program "Sarkılar Bizim Söyler". While it is seen that there are especially entertainment programs on the "Star TV" channel, it has been determined that the entertainment program called "İbo Show" has been broadcast four times. The low number of entertainment programs on the "Fox/Now" channel, whose name has been changed in recent years, is noteworthy. It is seen that the channels (Kanal D, Show TV, Star TV, Fox/Now) constantly make differences between competition, TV series-film, comedy and competition programs over the years. It can be said that this may differ due to broadcasting policy, perhaps related to rating rates, or due to agreements. When the last two years are examined, it can be seen that TV channels have focused on entertainment and competition programs. It has also been determined that the competition programs broadcast on some channels turn into a semi-entertainment program in which invited guests sing songs. This is an indication that the audience enjoys the culture of having fun on New Year's Eve. . This is an indication that the audience enjoys the culture of having fun on New Year's Eve.

Rating Ranking of Television Channels' Broadcasts on December 31st by Year (2015-2024) (Total Data According to Top 10) analyzed according to the data on the TIAK website is given in Table 3.

Table 3. Rating Ranking of TV Channels' Broadcasts on 31 December by Years (2015-2024) (According to Total Data Top 10)

Table 3. Rating Ranking of Television Channels' Broadcasts on December 31st by Year (2015-2024) (Total Data According to Top 10) Compiled by examining the data on the Tiak website.

Years	1.	2.	3.	4.
2024	O Ses Türkiye Yılbaşı Özel	Şarkılar Bizi Söyler	-	-
2023	O Ses Türkiye Yılbaşı Özel	İbo Show	Şarkılar Bizi Söyler	Güldür Güldür Show Yılbaşı Özel
2022	Gönül Dağı	O Ses Türkiye Yılbaşı Özel	İbo Show	Şarkılar Bizi Söyler
2021	O Ses Türkiye Yılbaşı Özel	İbo Show	Şarkılar Bizi Söyler	Güldür Güldür Show Yılbaşı Özel
2020	O Ses Türkiye Yılbaşı Özel	İbo Show	Güldür Güldür Show Yılbaşı Özel	Çok Güzel Hareketler 2- Yılbaşı Özel
2019	O Ses Türkiye Yılbaşı Özel	Çok Güzel Hareketler 2 Yılbaşı Özel	Organize İşler Sazan Sarmalı	Yaparsın Aşkım
2018	O Ses Türkiye Yılbaşı Özel	Yaparsın Aşkım	Kim Milyoner Olmak İster? (Yılbaşı Özel)	-
2017	O Ses Türkiye Yılbaşı Özel	Yılbaşı Gazinosu	Kim Milyoner Olmak İster? (Yılbaşı Özel)	-
2016	O Ses Türkiye Yılbaşı Özel	Ben Bilmem Eşim Bilir Yılbaşı Özel	Güldür Güldür Show Yılbaşı Özel	-
2015	O Ses Türkiye Yılbaşı Özel	-	-	-

Source: (Tiak, 2025)

When the total rating rankings of TV channels' broadcasts on December 31 are examined in detail by years, we see that only two of these programs are in the rating rankings in 2024. Among these programs, the first place is the entertainment program "O Ses Türkiye New Year's Special" belonging to the TV8 channel, while the entertainment program "Songs Tell Us" takes the second place. The lack of entertainment programs among the programs of other channels may be the reason why they are not among the top ten. Looking at 2023, three entertainment programs (O Ses Türkiye New Year's Special, İbo Show and Şarkılar Bizim Söyler) are in the top ten, while a comedy program (Güldür Güldür Show New Year's Special) is also in the top ten. In 2022, a different situation has emerged in the last year. In the last year, a series called "Gönül Dağı" ranked first in the ratings for the first time. Also for the same year, three entertainment programs were in the top ten. In 2021, a similar situation to 2023 was experienced, and 3 entertainment programs and 1 comedy program found a place in the top ten.

While there were two entertainment programs and two comedy programs in 2020, a different situation emerged in 2019. When this year's ratings were examined, an entertainment program, a comedy program, a movie and a competition program were among the top ten. While one entertainment program and two game shows were among the top ten in 2018, there were two entertainment programs and one game show in 2017. In 2016, there was an entertainment program, a competition and a comedy program. It can be said that a different situation emerged in 2015. This year, only one entertainment program was in the top ten, while the other programs were not. When we look at the years in general, we see that different attempts were made in terms of publication. The viewers responded to how remarkable these attempts of the channels were by the ratings.

## RESULTS

According to research, approximately 10% of Turks use television. It is known that he is addicted and spends an average of 4 hours a day in front of television. Additionally, about participants 11% describe themselves as television addicts. Turkish people's television Research has also shown that people are similar to European and American people in terms of addiction. However, "14 hours a day There are individuals who watch television and it is known that it increases significantly during this period. It is also known that television viewing rate is approximately 5 hours a day, and the use of technology has now become a necessity. It has been revealed in research that entertainment programs are loved and followed more by Turks than all over the world.

Recreation and entertainment are activities where people spend their free time and enjoy. Especially New Year's Eve is a period when entertainment is at its peak, families and friends spend time together, and social events intensify. During this period, television stands out as an important recreational activity. People have a fun time watching television programs on New Year's Eve. Television channels usually focus on programs that will attract the attention of the audience on New Year's Eve. Especially in Turkey, major channels (such as TRT, Kanal D, Show TV, Star TV, Tv8, Atv, Fox/Now) prepare special programs for New Year's Eve. These programs are full of special New Year's Eve shows, entertaining skits and live performances with famous artists. In a recreational sense, New Year's Eve television programs offer viewers an entertaining, relaxing experience that strengthens social ties. These types of programs are created to enable individuals to have an enjoyable New Year's Eve and appeal to a wide audience.

According to the results of the research, it has been revealed that New Year's-themed television programs on the evenings of December 31st in the last ten years have been mostly entertainment and competition. The entertainment figure, which has become a culture in Turkey, attracts people's attention on New Year's Eve. When we look at the New Year programs of the channels, which are called big channels in Turkey and are among the top seven in the ratings, in the last ten years, it is seen that some channels broadcast steadily, while some channels make occasional experiments. In particular, the fact that TV8 channel ranked first in the ratings with an entertainment program for nine years in the latest data, and that other channels also ranked with entertainment, comedy and competition programs is an indication that Turkish people prefer entertainment. Since it is analyzed from this perspective, it is recommended that the channels broadcast entertainment-oriented programs on the evenings of December 31st.



When the fact that some competition programs and comedy programs are at the top of the rankings is examined in detail, it has been determined that these programs include famous guests and these guests sing songs and folk songs. Moreover, it can be said that they are preferred by the audience as a result of it turning into an entertaining program. Since it is not very popular for TV channels to occasionally broadcast famous TV series and movies that evening, it is recommended that they give up this decision and focus on entertainment-themed programs. It is also suggested that the research should be conducted more comprehensively, the opinions of the audience should be taken, more channels should be included in the research and repeated in other years.

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