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**THE FACTORS CREATING DERIVATIVE INFORMATION PROGRAMS
IN AZERBAIJAN TV**

**CHARACTERISTIC OF DERIVED NEWS PROGRAMS
IN THE SPHERE OF TELEVISION OF AZERBAIJAN**

Abstract. In the article, the topic is about news programs and derivative news programs in Azerbaijan TV sphere. In this direction, the development levels of TV programs in Azerbaijan are analyzed from the point of view of professionalism. The comparative analysis of information programs in Soviet time and during independence of Azerbaijan is shown. It is proved with facts that, modern news programs are more professional following western standards. In the article, theoretical characteristics of news programs and derivative news programs are discussed. Content of the derivative news program soft the TV channels like AZTV, ANS TV, LIDER TV and Public Television and Radio Broadcasting Company is analyzed. The factors affecting these kinds of programs are specified. The interesting side of this article is that,

Key words: Azerbaijan TV sphere, information program, derivative news program, content analysis, public interest, private TV, program policy.

Аннотация. В статье обсуждаются программы новостей и производные программы новостей в сфере телевидения Азербайджана. В этом направлении анализируются уровни развития телевизионных программ в Азербайджане с точки зрения профессионализма. Сделан сравнительный анализ информационных программ в советское время и во время независимости. В статье на основе фактов доказывается, что современные новостные программы, следующие западным стандартам более профессиональны. В статье обсуждаются теоретические характеристики информационных программ и производных программ новостей. Анализируется содержание производных программ новостей, как AZTV, ANS TV, Lider TV и компания Общественного телевидения и радиовещания. Определяются факторы, влияющие на эти виды программ. Интересная сторона этой статьи является то что, производную новостные программы проанализированы с разных направлений - принцип социального интереса, субъект, объект, профессионализм и т.д.

Key words: the sphere of television in Azerbaijan, news programs, derivative news programs, content analysis, public interests, private television, program policy.

The private TV channels have already formed and are forming as a characteristic TV system in all developed and developing countries. Regardless of its typological character, in the globalized world and globalized information in international media environment, the private TV channels mostly rely on their information program in order to compete, to determine the spectator audience, to strengthen its place in advertisement market.

The news is main applied object in TV as in all journalism and theoretical literature. "The TV Journalism has its special formats and genres and TV Journalism concept takes them into account. In the system of these genres and formats the news is very important "[1, 254]. An American TV journalist Victoria Makalah Carol states that "TV news is competition. TV stations have their forever fight for spectators and advertisers with the help of news programs "[2, 11]. We can say this fact about TVs which have their financial support only from advertising income. It is not occasional that in private channels' program list if other programs take daily, weekly, monthly place, the information programs have their screen time almost in every hour or several times a day "[1, 535].

But for all these, the TV channel itself must take part in the TV sphere. In Azerbaijan, the private TV channels operate for a long time and after independence of the country their number increased significantly. These TV channels include ANS, LIDER, SPACE, ATV, "Xazar TV". These TV channels pay attention to the information programs. One TV literature

says “according to theirs rating, big audience and operativeness, information programs are always followed [by audience]. News program is also the business card of TV channel. ”

Some specialist reporters consider that the news is the way that the man can give his money and time. News programs are formed of events happened during the day. ”This kind of news is arranged according to its importance and creates full news view with other news blocks.”

During long time when Azerbaijani Television acted as the machine of ideological propaganda, the professionalism and character of information programs are appreciated for theirs service for propaganda of ruling party. But in today's democratic atmosphere, Azerbaijani TV environment serves public interest paying special attention to advertising market and is based upon world practice.

Azerbaijan democratic media system was born in the end of 1980's, started new line of development on its way with our national leader Heydar Aliyev's coming power in the beginning of 1990's. In that time, according to philosophical and theoretical ideas, “it is very important to create TV and press that serves the progress of nation, developing culture of thinking of the people, who serve conscious layer of population ”[3, 217]. Heydar Aliyev taking this into consideration showed that, “Azerbaijan lives its process of independence, democratic, legal state construction. In the press and information field the democratic principles are redeemed as in all fields of social and political life of country ”[4, 593]. According to Professor Salahaddin Khalilov's exact scholarly observation, “Improvement of legality and stability in Azerbaijan can be taken into account as the first and biggest success of H. Aliyev's power. But for Heydar Aliyev, a strong country is not a purpose, but a means. It is the means for detecting the independence of Azerbaijan, materializing of economic and social reforms, cultural and spiritual building. The first condition for creating civil society, to perform democracy in all fields of public life, guarantee for freedom of expression, press, thought, pluralism is to have a stable and strong country. The realization of all these legal actions via evolution, but not via revolution, and to determine perfectly an optimal growth rate is impossible without a man with political skills ”[5, 455]. but a means. It is the means for detecting the independence of Azerbaijan, materializing of economic and social reforms, cultural and spiritual building. The first condition for creating civil society, to perform democracy in all fields of public life, guarantee for freedom of expression, press, thought, pluralism is to have a stable and strong country. The realization of all these legal actions via evolution, but not via revolution, and to determine perfectly an optimal growth rate is impossible without a man with political skills ”[5, 455]. pluralism is to have a stable and strong country. The realization of all these legal actions via evolution, but not via revolution, and to determine perfectly an optimal growth rate is impossible without a man with political skills ”[5, 455]. pluralism is to have a stable and strong country. The realization of all these legal actions via evolution, but not via revolution, and to determine perfectly an optimal growth rate is impossible without a man with political skills ”[5, 455].

All these plans were come true and the pluralistic media was formed in Azerbaijan in the conditions of stable country. In this media environment condition the emergence and activity of private channels were obviously visible. Because, till that time there was only one TV channel –Azerbaijan Television and the emergence of private TV channels with their new typical character was a great event.

It must be specifically mentioned that, no matter in private print journalism or private TV and radio, every media organization has its information policy and this policy forms their separate character. Azerbaijan TV journalism takes its root from Azerbaijan State Television and for this reason the information delivery methods of this TV channel shows itself most of

them. Sometimes it is impossible to agree with some defects said about Azerbaijan TV in some theoretical publications. For example, in one theoretical publication it was said that “The first TV“ AZTV ”in Azerbaijan wasn't renewed in spite of its great creative traditions, staff potential and technical equipment. Till this day there are habits, rules for “NEWS” remained since “Günün ekranı” (in 1970-90 the information program title in AZTV - RM). This program not only weakens the information delivery strength, but also diminishes its opportunity of competition with other analogical news ”[6, 18-19]. The TV theorist E. Alibayli writes these sentences in his book in 2005, and he repeats the same ideas in the book that was published in 2011 [7, 164]. As for us, the theorist had to follow the activity of “AZTV” in recent years and had to write new ideas in his new publication that published after 6 years. From the other hand, the state channel like “AZTV” - Closed Shareholder Society, financed by state budget, works with special regulation, broadcasts and transmits state events, Azerbaijan statehood, Azerbaijanism ideas and strong enlightenment principles. It is not correct to say anything about a channel without paying attention to its specific character. but also diminishes its opportunity of competition with other analogical news ”[6, 18-19]. The TV theorist E. Alibayli writes these sentences in his book in 2005, and he repeats the same ideas in the book that was published in 2011 [7, 164]. As for us, the theorist had to follow the activity of “AZTV” in recent years and had to write new ideas in his new publication that published after 6 years. From the other hand, the state channel like “AZTV” - Closed Shareholder Society, financed by state budget, works with special regulation, broadcasts and transmits state events, Azerbaijan statehood, Azerbaijanism ideas and strong enlightenment principles. It is not correct to say anything about a channel without paying attention to its specific character. but also diminishes its opportunity of competition with other analogical news ”[6, 18-19]. The TV theorist E. Alibayli writes these sentences in his book in 2005, and he repeats the same ideas in the book that was published in 2011 [7, 164]. As for us, the theorist had to follow the activity of “AZTV” in recent years and had to write new ideas in his new publication that published after 6 years. From the other hand, the state channel like “AZTV” - Closed Shareholder Society, financed by state budget, works with special regulation, broadcasts and transmits state events, Azerbaijan statehood, Azerbaijanism ideas and strong enlightenment principles. It is not correct to say anything about a channel without paying attention to its specific character. Alibayli writes these sentences in his book in 2005, and he repeats the same ideas in the book that was published in 2011 [7, 164]. As for us, the theorist had to follow the activity of “AZTV” in recent years and had to write new ideas in his new publication that published after 6 years. From the other hand, the state channel like “AZTV” - Closed Shareholder Society, financed by state budget, works with special regulation, broadcasts and transmits state events, Azerbaijan statehood, Azerbaijanism ideas and strong enlightenment principles. It is not correct to say anything about a channel without paying attention to its specific character. the theorist had to follow the activity of “AZTV” in recent years and had to write new ideas in his new publication that published after 6 years. From the other hand, the state channel like “AZTV” - Closed Shareholder Society, financed by state budget, works with special regulation, broadcasts and transmits state events, Azerbaijan statehood, Azerbaijanism ideas and strong enlightenment principles. It is not correct to say anything about a channel without paying attention to its specific character. the theorist had to follow the activity of “AZTV” in recent years and had to write new ideas in his new publication that published after 6 years. From the other hand, the state channel like “AZTV” - Closed Shareholder Society, financed by state budget, works with special regulation, broadcasts and transmits state events, Azerbaijan statehood, Azerbaijanism ideas

and strong enlightenment principles. It is not correct to say anything about a channel without paying attention to its specific character.

Now we will analyze the information programs of private TV channels. They all lean on "AZTV" school that was formed long time ago and accepted by great mass. It is true that according to information policy all private channels in Azerbaijan have its own specific feature. But as a TV system there are a lot of similar aspects.

In this TV system "ANS" private TV radio was born first of all and it differs for its information delivery service. We know that "ANS" TV started with news program in the beginning of its activity. And it shows that among all private TV channels system "ANS" has more experience. This channel paid attention to the format and content of its news programs since 1990 from the point of view of technical equipment and specialist employees. The researchers say, from the beginning of its organization "“ ANS ”preferred information programs. The news program "XƏBƏRÇİ" ("Informer") of "ANS" has specific place in modern TV history as vanguard of this sphere "[7, 175].

It must separately be mentioned that, Western standards of journalism, its doctrines like neutrality, honesty, impartiality, punctuality etc. in news firstly were applied in "ANS" and principles became creative motto of channel. "ANS" prefers to give priority to news in information delivery service and puts it on the first row. "It is clear that, for news program information is chosen for two aspects; the urgency of event and its amount of social interest elements "[1, 538]. This news belongs to human life and helps people to make decision with this information "[8, 37].

Information programs of "ANS" protect impartiality principle when they broadcast an important social problem. The theorists advise "broadcasting organizations are obliged to look for means in order to perform equilibrium demand of impartiality doctrine" [9, 220]. "ANS" looks for these means and usually succeed in this work. It is not casual that, when our national leader Heydar Aliyev met creative staff of "ANS" in December 7th, 1998, he talked about the service of this channel and about its information that somebody likes them or somebody doesn't. " You know, if to say the truth, I am not displeased. I simply want everything to be objective. Generally, it is not easy to get rid of subjectivity. But I want everybody to get rid of it, every press agency, as well as TV, specially private TV channels. " (Italic added - R. M) I consider you work in this direction. Anyway your programs have gained respect and have own place in our society among mass information agencies. From this time you can't lose your place or nobody can take it from you "[4, 145]. After the meeting with the national leader, the channel staff created night program - "İç xəbər" ("Internal news") in order to lighten social problems. "İç xəbər" ("Internal news") itself is news information program and on screen as derivative news program. This program only broadcasts important daily news in the country, and usually finds the solution of problem directly in screen time via interactive way [10, 53-54]. The basic title of "İç xəbər" ("Internal news") includes the gas or water problem of somewhere, accidents, the government omission facts, destroyed roads, court problems, criminal events, problems on frontline etc. News derivative information program is on screen for a long time in "ANS". The program's headline is "Baş xəbər" ("Main news"). It takes the most important news of day as its main subject and discusses it with the presence of expert. This kind of news is usually submitted as priority information (in the first block) of "Xəbərçi" ("Informer") and is declared as main information of program by announcer. And the spectators are informed that, after news program this topic will be discussed particularly. "Arabian spring" accidents, terror facts with serious consequences, social news in the country that attracted public interest can be screened on the TV in the line of these main events. While watching this program, the spectators could get detailed information about revolutions in Egypt, state coups, the accidents around Gaddafi in Libya, the meetings of opposite camp after president elections in Russia and dead or wounded people in the process of demolition of those camps, unpleasant incidents in "Gezi park" in Turkey in spring of 2013 with the presence of experts only via derivative program "Baş xəbər" ("Main news"). In the analysis and investigation of these events the TV channel invites the commentators such as doctor of historical sciences Elman Nasirov, Rustam Mammadov,

members of National Assembly of Azerbaijan Fazil Mustafa, Fazail Ibrahimli, Ganira Pashayeva and others. These people can explain the events and as scholars and experts give interesting information to the spectators. Of course, sometimes “ANS” makes subject the views and ideas of famous public figures about different problems in “Baş xəbər” (“Main news”).

ANS TV pays attention not only to international events in “Baş xəbər” (“Main news”). The TV channel also makes the news that attracts public interest in Azerbaijan as a subject of this derivative program. For example, Armenian soldier crosses frontline and surrenders to our military forces, The Parliamentary Assembly of the Turkish Speaking Countries in Azerbaijan, dialogue among religions, Youth Forum, the visit of Russian president to our country etc. This kind of news was also explained in this derivative program.

I again want to mention that among derivative news programs in ANS TV “İç xəbər” (“Internal news”) has special place. This program broadcasts the events that is not shown during main news screen time, but attracts public interest. As the headline of program indicates, “İç xəbər” (“Internal news”) is dedicated to the social problems and events only within the country. The shortcomings in the water supply of people, the criminal case of official that demanded 500 AZN in one of the provinces for disability status from that disabled person, some indifference attitudes to injured people after earthquake in Zagatala, preconceived attitude for homeless people in the Writers Association, the fate of poets those are kept in Iran, news connected with the liquidation of Gabala Radar Station, the opinions of economist experts about state budget every year,

Besides this, the information program “Növbətçi” can be appreciated as derivative news. This program is on screen at 23-00 and the announcer broadcasts the live events that happen in different places with mobile camera reporters of TV and sometimes with the help of online technical equipments in studio. “Növbətçi” is an interesting news program format that serves the operative solutions and delivery of events to the address”[11, 51].

Every channel has its image and transmission thread. Channels compete for audience among themselves producing new programs. Among the investigations of TV journalism, the theoretical research of Professor A. Bagirov about programming is noteworthy. But it must be taken into account that his investigation belongs to the experience of 70's. " The program is a real, materialized form for TV the life in the society and its open welfare ”[12, 11]. Otherwise, TV does not exist in the form of program. In fact, the program is the result of working activity, is the “materialized product” of creative production. However, the future of “TV product” program like other products depends on the audience, makes its public or the production, not only makes subject for person but also person for subject. So that, the known program - audience closing is only seemingly end. It is only the ring of telecommunication chain, it is an open field. " From this point of view “Lider” TV channel is not an exception. It is not easy to fill the screen 24 hours with different programs, to provide the taste and require of different people. "Lider" TV channel has been carrying out this for 10 years.

In “Lider” TV channel, the different age groups of spectators are taken into account. It is not anymore secret that, the value of TV channel is determined according to its information programs. From this point of view “Lider” TV pays special attention to information broadcasting and informs the audience about the events in our republic and in all over the world several times a day. Let us have a look at daily information broadcasting of channel.

10:00 - “Səda” (“Echo”) (in Azerbaijan language - 15 minutes.)

13:00 - “Səda” (“Echo”) (in Azerbaijan language - 15 minutes.)

16:00 - “Səda” (“Echo”) (in Azerbaijan language - 15 minutes.)

19:00 - “Səda” (“Echo”) (in Azerbaijan language - 30 minutes.)

19:00 - “Səda +” (“Echo +”) (in Azerbaijan language - 30 minutes.)

00:00 - “Səda” (“Echo”) (in Azerbaijan language - 15 minutes.)

03:00 - “Səda” (“Echo”) (in Azerbaijan language - 15 minutes.)

As we see “Lider” TV repeatedly broadcasts news program during a day. “Səda” (“Echo”) basically is put on the air in Azerbaijan language, but at the same time in English and Russian languages.

The main information program summarizes daily news at 19:00. On Sundays, "Səda-həftə" ("Echo - week") information program is on screen with important events that happened during the week.

As we see, among news programs of "Lider" channel, one of the social and political telecasts is "Səda +" ("Echo +"). This program is on screen 6 days a week just after "Səda" ("Echo"). It discusses the most important events of day with a guest in studio.

"Lider" TV has its special place in Azerbaijan TV sphere. Its "Sədadan sonra" ("After echo") derivative program completes "Səda" ("Echo") and remains in mind with its interesting aspects. Its headline - "Sədadan sonra" ("After echo") is also successful. The creative staff of this program puts the topics those are considered as priority into discussion. The expert consideration to the event is necessary in this program. Derivative program usually puts political subjects and is remembered with its care of Azerbaijan statehood.

"Sitatın sonu" ("The end of citation") program is on screen after "Səda" ("Echo"). It touches different political subjects. It is pity that sometimes "Sitatın sonu" ("The end of citation") displeases spectators with politicized reporter and with his preconceived position.

"Carçı" ("Messenger") information program of Public Television and Radio Broadcasting Company, has celebrated its 8 years activity and is on screen several times a day. There are different views around this news program. As for TV theorist Elchin Alibayli, "the news telecasts of Public TV is full of professional defects and the information is not appropriate to its presentation principles" [7, 175]. According to other author, "Carçı" ("Messenger") news program attracts attention with its calm style, with impartial, neutral point of view to the events "[13]. In the background of these various thoughts we must mention again that, "Carçı" ("Messenger") prefers internal news and makes the important event in the country the object of the analysis of "Aktual" ("Topical") derivative program that is put on the air just after its screen time.

Besides that, in Public Television and Radio Broadcasting Company "İqtisadiyyat xəbərləri" "Economic news", that is telecasted just after "Carçı" ("Messenger"), are interesting as derivative news program.

All these show that, derivative information programs in Azerbaijan TV sphere has been accepted as TV format and make progress from time to time.

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