

THEMATIC TELEVISION BROADCASTING IN TURKEY: DEVELOPING A TELEVISION CHANNEL CONTENT MODEL FOR THE ELDERLY

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Abstract

As the global population ages, the need for inclusive media practices that address the unique needs of elderly individuals becomes increasingly urgent. While sectors such as healthcare, architecture, and technology have begun to adapt to the realities of aging societies, media—particularly television broadcasting—remains underdeveloped in this regard. This study addresses this gap by proposing a thematic television channel content model specifically designed for the elderly in Turkey. Combining qualitative and quantitative methods, the research examines both the representation of old age in Turkish media and the television consumption habits of older adults. In the qualitative phase, content analysis was applied to the weekly broadcast schedules of the eight most-watched thematic television channels in Turkey (June 10–16, 2024), revealing a consistent lack of programming tailored to older viewers. In the quantitative phase, a face-to-face survey was conducted with 196 participants aged 60 and above enrolled in the Third Age University at Ege University. Findings indicate that while older individuals watch television extensively—primarily during evening hours—they experience limited satisfaction in areas such as socialization, guidance, and emotional connection. Preferences leaned heavily toward news, documentaries, and domestic drama, whereas infotainment and youth-centric content failed to engage this demographic. Drawing on these results, a new content model is proposed, suggesting time-based programming strategies, content diversity, and thematic balance that reflect the realities and aspirations of older adults. The study makes an original contribution to communication studies and aging research by integrating media design with social inclusion. It also offers policy and practice implications for public broadcasters, private networks, and media regulators seeking to engage the growing demographic of older viewers through sustainable and socially responsible programming.

Keywords: Thematic broadcasting, Aging and media, Elderly audience, Television content design, Media representation of old age

Introduction

The concepts of old age and aging are frequently confused but have different meanings when examined. While old age is seen as a period in the life of a living being, aging refers to this process itself. Old age, which defines the last stage of life, also sheds light on the cultural, economic and sociological dynamics of societies. While developments in the fields of health and

technology have prolonged the human life span, it has also made it necessary to examine the concept of old age in a broader scientific framework.

From antiquity to the present day, the concept of old age has been defined by the values, norms and cultural codes of each society, and different perspectives have shown that there is no

universal definition of old age. Elderly individuals, who were seen as a source of knowledge and authority in traditional societies, have lost these roles with modernization and significant changes have been observed in their status. This change has led to the necessity of re-evaluating old age as a social phenomenon. For this reason, aging has become an important subject that is examined with theoretical approaches in different disciplines. One of the disciplines in which old age is studied is media studies.

It is known that the media has an important power in shaping the social perceptions of individuals and groups. From this perspective, the representation of older individuals in the media can be effective in shaping the perception of old age in society. For this reason, the representations presented are expected to be positive-positive and realistic, not negative. Within the scope of the study, the representations of the elderly in various branches of the media such as television, TV series, movies, news or advertisements were investigated, and as a result of the research, it was revealed that negative representations were dominant. Old age is portrayed with elements such as dementia, illness, crankiness, fondness or ugliness and presented as an undesirable period. For this reason, the representations of the elderly in the media should be reviewed and negative stereotypes should be changed. Examples that can negatively change the perspective on old age and the elderly can cause miscommunication between society and the elderly, as well as the formation and increase of discrimination, loss of self-respect, psychological effects, distancing of relations between young and old, decrease in the social participation of the elderly, deterioration and degeneration of cultural values. For this reason, the first step of the study is to discuss the concept of old age, the theoretical approaches that try to explain this concept, the elderly population rates in the world and in

Turkey, and finally the representation of the elderly in mass media. In the second step of the study, the focus was on the thematic channel content created for elderly individuals. While creating this content, first, the 8 most watched thematic channels in Turkey in June 2024 were examined by content analysis method; then, face-to-face surveys were conducted with elderly individuals to analyze their demographic characteristics, frequency of television viewing, types of programs they watch and satisfaction factors for television viewing. In this way, a thematic channel content for the elderly was created and it was aimed to contribute to interdisciplinary studies on the elderly from the field of communication.

1.The Concept of Old Age

From historical times to the present day, the perspective on the concept of "old age" has differed according to societies, periods and cultures. In the early 16th century, the resumption of anatomy studies, the invention of the microscope in 1590 and the subsequent step into the micro world of living things, the introduction of pathological-anatomical research in the 18th and 19th centuries, and the development of methods to prevent blood loss and treat bone fractures have prolonged human life. In addition, developments such as the invention of the stethoscope, the use of antiseptics in surgeries, the use of X-rays in diagnostic methods in medicine, and the discovery of antibiotics in the 20th century also increased the average human life expectancy and the emergence of old age (Tufan, 2016:57-59). With this century, geriatrics¹, gerontology² and many other different disciplines and institutions have addressed the concept of "old age" as a subject in itself and defined it in different ways. As of the 20th century, the concept, which started to settle in the social consciousness and to be accepted, turned into a life period determined by calendar age with the introduction of pension insurance (Tufan, 2016:19-20).

¹ **Geriatrics:** It is a special branch of medicine that deals with the physiology of aging, protection and development of elderly health, diagnosis and treatment of diseases seen in the elderly. Ayfer Karadakovan, *Elderly Health and Care*, Ankara: Akademisyen Kitapevi. 2014, s. 3.

² **Gerontology** is the branch of science that examines theories of aging, biology, physiology, epidemiology, psychosocial changes accompanying aging and the effects of all these on the individual and society. Ayfer Karadakovan, *Elderly Health and Care*. Ankara: Akademisyen Kitapevi, 2004, p. 3.

The World Health Organization (WHO/WHO) defines old age as a period in which a person experiences difficulties or limitations in adapting to environmental factors beyond his/her control and classifies old age as young old (65-74), old (75- 84) and advanced old (85+) (Bilir, 2018:16). Some sources have explained old age as the decrease in the efficiency of the organism as a result of developments in human biology (Yarış, 2001:159), and the process of change and transformation in the time period from the end of the reproductive period to death (Beğer & Yavuzer, 2012:1). "Old age" is a period in which mental and physical characteristics are lost and the body enters an irreversible process of decline and stagnation, psychological disorders increase and the ability to work decreases (Aktaş, 2012:65). Looking at the studies, "old age" appears as a variable depending on the physical, mental health and psycho-social status of the society and the individual, and as a subjective concept that varies according to the region in which the person is located (Tufan, 2002:87). In addition, old age is also defined as a collective and personal experience (Makita et al., 2021:248), an age group or generation consisting of the oldest members of a population (Britanica, 2018), a social and cultural structure that is historically shaped and can be changed by society (Luh, 2003:305). Old age has not only differed in the definitions of the studies in the literature, but also when we look at the history of humanity, it has shown its existence with different perspectives.

2.Representation of Old Age in Mass Media

Mass media can appeal to large masses and reflect different aspects of societies to societies. For example, mass media such as news, TV series, advertisements, movies, etc. can present the lives, experiences, cultural characteristics or stereotypes/typifications of different age groups to societies. Stereotypes show the characteristics of the group to which they belong rather than the personal characteristics of individuals, and the behavior or abilities of the individual are not taken into account here. For this reason, the stereotypes presented by the mass media to the audience are important for the analysis of individual-society relations. The elderly may be one of the most frequently used stereotypes by these media. From this perspective, this section of the study examines

representations of the elderly in news, TV series, movies and advertisements.

When we look at the studies on the representation of the elderly in the news, many studies stand out. For example, in the study titled **"Youth Ideal: Anti Aging Practices and the Representation of Changing Perceptions of Old Age in the Media"**, 205 news articles in Hürriyet Newspaper between 1997-2011 were analyzed and as a result of the research, it was emphasized that old age is an undesirable phenomenon. The study also concluded that there were messages such as preventing or postponing old age and glorifying youth (Demez, 2012). In the study titled **"Representation of Alzheimer's and Alzheimer's Patients in the News"**, the news of the five most widely read newspapers in Turkey during the research period were analyzed. One of the results of the study was that newspapers associated Alzheimer's disease with old age and gave the message that this disease is inevitable for people who live longer (Ardıç & Ögüt, 2017). The study titled **"The Phenomenon of Old Age and the Representation of Old Age in the Media: The Case of Turkey, Russia and Kyrgyzstan Newspapers"** is a study conducted to show how old age is covered in newspapers. In the study, the newspapers with the highest tragedy were scanned between September 24 and October 08, 2018 and examined by content analysis method. As a result of the study, it was seen that the elderly were represented in the news as individuals with various problems, withdrawn from active life, and an image of the elderly dependent on social services was drawn (Yoğurtçu, 2019).

When we look at the studies on the representation of old age in TV series, similar results are observed. For example, **"Aging on Television: Messages Relating to Gender, Race, and Occupation in Prime Time"**: Messages Relating to Gender, Race, and Occupation in Prime Time" (Signorielli, 2001), **"The portrayal of older people in prime time television series: The match with gerontological evidence"** (The portrayal of older people in prime time television series: The match with gerontological evidence" (Kessler et al., 2004), "The portrayal of older people in prime

time television series: The match with gerontological evidence" (Signorielli, 2001), "The portrayal of older people in prime time television series: The match with gerontological evidence" (Kessler et al., 2004). The study titled **"Representation of Social Identities in Turkish Television Series"** analyzed the top five most watched TV series in the 2011-2012 broadcast period. In the study, it was found that the characters in the series were constructed to reflect the dominant ideology, generally accepted behavior patterns were affirmed, and the identities positioned as the other in terms of society were negated and ignored. In the TV series analyzed within the scope of the research, it was found that elderly individuals are underrepresented, the problems or economic difficulties they experience in society are ignored, elderly individuals are underrepresented, and white-haired women are fictionalized as women with lower status, dependent on their husbands or helpless women (Ünür, 2013). In the study titled **"A Qualitative Analysis on the Representations of Ageism and Age Discrimination in Turkish Television Channels"**, the 5 most watched national channels broadcasting general content and 5 channels broadcasting thematic content were analyzed in 2022. One program each from the morning, noon and evening generations of the channels was sampled, and a total of 30 programs were subjected to content analysis. In 12 of the 30 programs, positive representation of the elderly was observed, while in 18 programs, it was concluded that the elderly were not directly represented, that is, there was no visibility of the elderly in the programs (Hamarat & Köse, 2022).

Looking at the representations of old age in cinema, one of these studies was conducted in 2016. In the study titled **"Representations of Old Age in Post-1990 Turkish Cinema"**, eight Turkish films were analyzed and the films were divided into two groups as alternative and popular films. While the representation of old age in alternative films was revealed from a critical perspective, it was found that the general social perception of the elderly was legitimized and reproduced in popular films. In addition, according to the study, in alternative films, the elderly are represented as individuals who can take care of themselves and as active subjects-active citizens; whereas in popular films, elderly individuals are shown as types rather than characters, are not seen as subjects, and are

generally represented as sick and unwanted people (Ertaylan, 2016). In the study titled **"Old age in the media and the representation of old age in Turkish cinema"**, seven Turkish films between 1952 and 2015 were analyzed. As a result of the analysis, it was found that elderly individuals have health problems, their physical characteristics are close to each other, their cultural levels and economies are related to each other, elderly individuals experience environmental problems and form subcultures (Kuruoğlu & Salman: 2017). In the study titled **"Elderly Body Representation in the Media: The Case of the Last Running Movie"**, it was underlined that the media does not emphasize the problems of elderly individuals, does not give them much space, and that mass media shows them as stereotypes (funny, grumpy or childish) instead of addressing the problems of elderly individuals. In addition, it was also determined that the message that elderly individuals should remain active was emphasized in the film examined in the study, and that the old body was seen as a defect (Salman, 2018).2,1

2.1. Elderly Representation in Advertisements

In Elden, Ulukök and Yegel's (2005) book study titled **"Now Advertisements..."**, it was stated that the representation of elderly women in advertisements is low, this representation is shown as a sympathetic mother or an elder who takes care of her grandchildren; the representation of elderly women is used as a link between social values and the product. In the doctoral study titled **"Presentation of the Elderly Generation as a Social Representation Area in Advertisements"**, studies on elderly representation in television advertisements abroad were examined and it was found that elderly individuals are underrepresented (Çolakoğlu, 2011). In the study titled **"Advertisements and the Representation of the Elderly in Postmodern Society"**, in which national and international literature on elderly representations was reviewed, it was tried to reveal the results related to the representation of the elderly in magazine, newspaper and television advertisements. Thirteen studies were examined in the context of the subject and it was concluded that the elderly were represented positively, not stereotyped and adequately represented according to their proportion in the population; however, it

was also found that the elderly were shown in negative stereotypes in advertisements in the promotion of products related to aging, that their representation rates were low or inadequate, and that they were represented as having lost their physical attractiveness. In addition, it was emphasized that there is an imbalance between men and women and between Eastern and Western countries in terms of representation, that older women are represented less than older men, and that while the elderly play leading roles in advertisements in Eastern countries, this is not the case in the West. As a result of the research, it was also concluded that the concept of ugly in cosmetics advertisements is equivalent to old age (Karabacak, 2016).

As a result, the proportion of elderly population is increasing in our country and in the world. Different disciplines are trying to incorporate multidimensional research and development processes into life in order to increase the standard of living of elderly individuals. Trying to improve health infrastructures and trying to alleviate the problems related to old age with architectural solutions are examples of this situation. When the issue of old age is analyzed on a society-individual basis, the mass media has a great role to play. It is obvious that negative representations of the elderly in these media will not contribute to the individual and society, nor will it improve culture and civilization. For this reason, the representations of the elderly in the media should be positive and close to reality. In this way, individual and social problems arising from old age can be solved, and negative images of the elderly, which do not reflect the reality, can be eliminated. It is thought that this situation will contribute to the strengthening of social ties, increasing communication between generations, and the development of empathy among individuals.

3. Research on the Development of a Thematic Publishing Model Specific to Old Age

Thematic broadcasting is developing its field of specialization day by day and serves its viewers with broadcast content in various branches. However, no thematic channel producing content for elderly individuals was found in the study. It is thought that the creation of a thematic channel

for elderly individuals will provide many social, psychological, health, economic and cultural benefits. In this context, it is important to determine the right broadcasting strategy. Because the answer to what kind of content the audience can access and in which time period is included in the broadcast flow strategy (Dönmez, 2019:2247). For this reason, both quantitative and qualitative research was conducted in this study to create thematic channel content for the elderly. In the results of the research, it was aimed to find answers to the questions of what are the contents of thematic channels broadcasting in Turkey today and which programs elderly individuals want to watch at which time of the day.

Research Methodology

Within the scope of the study, a two-stage mixed design was used. The first of these is qualitative content analysis and the second is the survey technique. The answer to the question of what content is produced on thematic channels today was tried to be explained by qualitative research method. According to the Turkish Television Audience Measurement System (TİAK), the 10 most watched thematic channels were determined in June 2024. However, since the weekly broadcast flow of two thematic channels could not be reached, 8 of these channels were included in the study. The 8 thematic channels included in the study were examined by qualitative content analysis method according to their themes, content, distribution of program types in the broadcast stream, broadcast flow strategy (strategies developed in the field of public-executive broadcasting, horizontal-vertical programming strategies, rebroadcast strategy, continuity strategy with difference, prime time broadcast strategy type), program types, target audience and whether they produce content for the elderly.

Then, in order to reach quantitative data, a face-to-face survey was conducted with the students of the 3rd Age University of the Ege and the demographic characteristics of the students over 60 years of age and which broadcasts they watch were determined. Thus, a thematic channel content for elderly individuals was created.

Scope and Methodology of the Study

The main subject of the study is to create a

thematic channel content for elderly individuals. Within the scope of the study, the broadcast stream of the 8 most watched thematic channels in June 2024 was analyzed and tabulated. In order to provide information about the content of these broadcast streams, only one week (June 10-16, 2024) was taken. Here, it is aimed to make generalizations and determinations about the thematic areas in which the channels serve.

In the second stage of the study, the survey technique, which is frequently used in social sciences to collect data, was used, i.e. quantitative data collection method. The questionnaire was applied face to face. The questions consisted of closed-ended questions. Thus, it was planned that subject-specific questions could be prepared and the individuals filling out the questionnaire could answer the questions reliably and quickly. However, as it is known, this technique is divided into three groups: classification, ranking and rating questions. In categorization questions, there is no ranking or grading among the answer options in relation to the questioned event.

Purpose and Importance of the Research

The aim of the study is to prepare a television broadcast content for the elderly in the field of thematic television broadcasting. Prior to the research, an extensive literature review was conducted; during the research process, satellite broadcasting, cable broadcasting or web-based broadcasting platforms broadcasting over internet providers and web-based broadcasting types in Turkey were examined and as a result, no channel was found to develop content for the elderly in the field of thematic channels. The reason for this can be seen as the fact that elderly individuals are not an audience that will provide sufficient economic return. Mass media channels generally focus on content targeting children, young and middle-aged groups and can transform the consumption habits of this audience into a medium that generates income. The fact that older individuals have a more limited consumption approach can be seen as a factor that financially strains thematic publications targeting this group. However, studies have shown that older individuals are more loyal consumers and their commitment to certain products and services is high. Therefore, given the rapid increase in the elderly population

worldwide and the consumption habits of the elderly, it is important to have a thematic channel for this group. Examples of thematic content range from documentaries to movies, from children's channels to women's or sports channels. This situation has brought specialization in the field of broadcasting as well as the gathering of specialized content under a single roof. From this point of view, in the field of thematic broadcasting, both the presentation of specialized content for elderly individuals and the gathering of this content under a single roof will fill a gap in the narrow broadcasting field. In addition, with the content to be prepared, a quality service can be provided to elderly individuals, enabling them to participate more actively in social life; their physical and mental health can be supported. This reveals the importance of this thesis.

Research Problem

In this study, the existence of a thematic television channel for the elderly in Turkey is questioned and if such a channel does not exist, what kind of content structure it should have is investigated. The research was shaped around two main problems and 14 research questions were identified to examine these problems in depth. In the first part, the most watched thematic channels in the prime time slot in June 2024, when these channels started broadcasting, their content types, the distribution of program types within the broadcast, and the broadcasting strategies applied (public-executive model, horizontal-vertical programming, repeat and prime-time strategies) were analyzed. In addition, the target audiences of these channels and whether they offer content for the elderly were analyzed. In the second part, the demographic characteristics of the elderly individuals reached through a questionnaire, their daily television viewing hours, the time intervals during weekdays and weekends, and the broadcast generations and program types they watch the most were evaluated. Finally, the types of satisfaction that elderly individuals derive from their television viewing habits (rest-entertainment, information, guidance, companionship/escape, socialization and interpersonal benefit, gathering and being informed) were analyzed, and a comprehensive data set was created for content design for a thematic channel for the elderly.

Hypotheses of the Study

In this study, seven hypotheses were developed in line with various variables affecting the television viewing behaviors of elderly individuals. According to the hypotheses, it is suggested that the types of programs watched by elderly individuals according to their gender and education level, and the reasons for watching television for informational, recreational and companionship/escape purposes may differ. It is also assumed that weekday and weekend viewing hours may have an effect on program preferences. In the other hypotheses, it is suggested that there may be significant relationships between the family model of elderly individuals, the people they live with and their daily television viewing time and the reasons for viewing (e.g. guidance, socialization, interpersonal benefit, getting together and being informed). These hypotheses aim to provide important clues in the process of thematic broadcast design for the elderly.

Population and Sample of the Study

The universe of the study consists of thematic channels and elderly individuals. When the concept of thematic channels is considered in the world, it covers a very large universe. It is a challenging situation both in terms of time and financially to reach thematic channels other than the big thematic channels (MTV, National Geographic, CNN, etc.) that have broadcasted in certain areas or are still broadcasting today. For this reason, the research population was determined as the current thematic channels licensed on satellite, cable and internet in our country. The number of these channels is 172. This number constitutes the population of the study. The sample of the study, which was determined by purposive sampling, was determined as the 10 most watched thematic channels in our country in June 2024.

According to TİAK data, the most watched channels in June 2024 are TV8, TRT News, A2, TRT Sports, TRT Children, TRT Documentary, CNNTURK, 360, AHaber, Teve2. While making this selection, TİAK's monthly reporting table was consulted. While presenting the monthly report, the organization included the ratings of 42 channels on its website (TİAK, 2024).

The thematic channels analyzed broadcast news, sports, entertainment, documentaries and children's themed programs. The channels were examined within the framework of a one-week broadcast flow (June 10-16, 2024) according to their themes, the content they produce, the broadcast flow strategy, the distribution of program types within the broadcast flow, and whether they produce content for the target audience and the elderly. In the analysis, rating rates in prime time were taken into consideration. While examining the channels, no distinction was made between private or public, and those channels that produce thematic content or have a thematic predisposition were included in the study.

In the quantitative research, which is the other research phase of the study, the research population was determined as individuals aged 60 and over, which is included in the United Nations definition of old age (Danış, 2004:14), but this population represents a very large segment. Since reaching all individuals over the age of 60 in our country or in the city where we live would cause material and moral difficulties in a limited time, the sampling group representing the population consisted of the students of the Ege 3rd Age University, which has been organized as a social responsibility project at Ege University Faculty of Medicine since 2016. Reaching the desired sampling group en masse is important both to collect the data quickly and to save time so that the research can progress faster. For this reason, purposive sampling method, one of the non-probability sampling methods, was used in the sampling process. In the survey study, the basic condition for being included in the research sample was determined as having an age of 60 and above. This was effective in determining the purposive sampling method. In order to organize the survey, Ethics Committee Permission was first obtained, and then, on December 26, 2023, 196 people from Ege University Third Age University students were reached at Ege University Faculty of Medicine 20 May Amphitheater and a survey was conducted with elderly individuals using face-to-face survey technique. In this way, a thematic publication content for aging individuals was created in line with the information provided by the participants.

Data Collection Methods and Tools

Two methods were used in the study. The first one is content analysis. In the study, the channels were first analyzed according to their broadcasting strategies. Broadcasting strategies are grouped under five headings: strategies developed in the context of public and commercial broadcasting models, horizontal-vertical programming strategies, rebroadcasting strategy, continuity strategy with a difference, and prime-time broadcasting strategy.

After the qualitative analysis was completed, the survey technique, which is a quantitative data collection tool, was used in the thesis study. When determining the sample size in the survey method, that is, when determining the number of elderly individuals to participate in the survey, Yahşi Yazıcıoğlu and Samiye Erdoğan's sampling table was taken as an example. Looking at the table, when the population size is 100 million at 0.05 significance level, the minimum sample size should be 384 (Yazıcıoğlu & Erdoğan, 2014:50).

Limitations of the Study

In the research, thematic channels broadcasting licensed via satellite, cable and internet were identified. It is not possible to reach and analyze all of these channels. For this reason, the 10 most watched channels in June were determined and the research was conducted on these channels. This situation reveals the first limitation of the research. On the other hand, the weekly broadcast stream of 2 of the 10 channels could not be reached during the research. For this reason, the research was conducted on 8 channels. Conducting the research on 8 channels reveals the other limitation.

4. Findings and Analysis

In the statistical analysis phase, frequency tables and descriptive statistics of categorical variables were calculated. Pearson chi-square test was used to analyze categorical data in terms of groups. Shapiro-Wilk normality test was used to examine whether continuous variables were normally distributed. Since the data were not normally distributed, Mann-Whitney U test for two independent groups and Kruskal-Wallis H test for more than two independent groups were used to examine the scale sub-dimensions and total scores with demographic data. In all hypothesis tests, a

significance level of 0.05 was taken. IBM SPSS Version 25.0 statistical package program was used for statistical analysis.

Broadcast Flow and Content Analysis of Thematic Channels (June 10-16, 2024)

In this study, the broadcast streams, content types and broadcast strategies of the thematic television channels analyzed were evaluated. TV8 has a total of 14 programs, and the content is mainly entertainment (50%), followed by drama and education (21%), and children's programs (7%). The channel adopts a horizontal programming strategy with a commercial broadcasting approach, and 67% of its broadcasts consist of new episodes. The most common type of program in the broadcast generation is competitions (45%). TV8 stands out with its entertainment content themed around skills and sports.

TRT News follows a news-oriented broadcasting policy with a total of 23 programs; 70% of the content is current affairs, 13% culture, the rest education, drama and promotion. While the channel acts with a public broadcasting approach, it applies horizontal programming and 93% of its broadcasts consist of new episodes. In prime time, main news and discussion programs are prominent, with news making up 53% of the broadcast stream.

A2 channel has 9 programs, all of which are repeats, 96% of which are series. The channel produces drama-oriented content, with popular series taken over from ATV in prime time. Horizontal programming is applied and series content is presented in accordance with the strategy of continuity with diversity.

There are 53 programs on TRT Sports channel and 85% of the broadcasts consist of current sports content. Cultural content, educational and promotional programs are also included in the broadcast stream. With its public service approach, the channel covers all areas of sports, with a rebroadcast rate of 16%. Live matches and discussion programs stand out in prime time. Sports programs account for 74% of total broadcasts.

There are 41 programs on TRT Çocuk channel and 76% of the content consists of

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cartoons. The channel produces educational content, new programs are usually broadcast in the morning and repeats in the afternoon. Current content for children is presented in prime time.

TRT Belgesel (TRT Documentary) broadcasts 72 weekly documentaries with a purely cultural theme. While 99% of the channel's broadcasts consist of repeat episodes, programs are diversified based on culture, nature and human themes. Human stories are prominent in prime time.

CNN Türk has a total of 20 programs. The channel is news-oriented, with horizontal programming during the day, vertical programming in the evening and no rebroadcasts. News (50%) and discussion (30%) programs dominate. Documentaries, economy and sports programs are also limited.

aHaber channel has 14 programs and all content consists of current news and discussion programs. There are no rebroadcasts and all broadcasts are presented live. The channel's broadcasting strategy is similar to that of CNN Türk; discussion programs are at the forefront in prime time.

In general, while public broadcasters are committed to diversity of content and social benefit, private channels are more focused on entertainment and popularity.

Results of Qualitative Findings

Within the scope of the study, 8 channels were analyzed. These channels were categorized into entertainment, news, sports, children and documentary themed groups. The analysis revealed that the majority of the channels prepare programs for certain age groups or themes, while neglecting content for the needs and interests of older individuals. For example, TV8, one of the

most watched channels, produces content focused on entertainment and competitions, while channels such as TRT News and CNN Türk, which are also among the most watched channels, focus on news-themed content, but there are no specific programs for the personal development or social lives of older individuals within these programs. TRT Çocuk produces educational programs for children, but does not offer content for the elderly. Channels such as A2 and TRT Spor focus on drama and sports content in line with their themes, but do not produce special programs for older adults. In TRT Documentary, although there are some productions that include the experiences of older individuals, these contents appeal to the general audience and do not contain themes that support the active aging of the elderly.

In conclusion, the lack of thematic content for the elderly in the eight channels examined shows that the elderly population is underrepresented in the media sector and that more attention should be paid to the production of programs that meet the needs of this group. The production of content that will support the social, mental and physical development of older individuals is a great necessity both in terms of social awareness, in terms of older individuals and society, and in terms of increasing the interaction of older individuals with the media.

Evaluation of Quantitative Data Obtained through Questionnaire Survey

In this step of the study, a questionnaire form with 16 questions was prepared and a face-to-face survey was conducted with the students of the Ege University of the Third Age³. 60+ students of Ege Third Age University were surveyed face-to-face. The first 10 questions of the form are the demographic characteristics of the elderly individuals; the questions between 11-15 are the questions asked to determine how many hours a

³ Ege 3rd Age University is a social responsibility project carried out by Ege University Faculty of Medicine since 2016. The aim of the project is to ensure that individuals over the age of 60 remain active and healthy; to increase their equipment and to

help them express themselves better in society. Access address: Ege University Faculty of Medicine (2016) Ege 3rd Age. https://med.ege.edu.tr/tr-17780/ege_3__yas_universitesi.html

day, at what intervals on weekdays and weekends, and the types of programs watched by the elderly individuals. The last question in the form is "Why do you watch television?". With this question, it was tried to obtain data on why elderly individuals watch television. This last question of the questionnaire was analyzed under 6 factors. These factors are rest and entertainment, information, guidance, companionship/ escape, socialization/ interpersonal benefit, gathering and being informed.

Socio-Demographic Characteristics of Older Individuals

Within the scope of the study, it was tried to obtain information on questions such as gender, marital status, place of residence, age, social security, education, economy, health, family model, and with whom the elderly live. Accordingly, it is observed that the majority of the respondents are women, the majority of the participants are married, more than half of them reside in their own homes, the participants are between the ages of 60-74, and the number of those who are included in one of the official social security systems is high. There is a gender imbalance among the participants. This situation may lead to the thought that when creating a thematic channel content for the elderly, it may lead to the emergence of programs that are more oriented towards the wishes of female participants. However, while creating the program content, a balanced program distribution was tried to be made between the female and male audience profile, and the programs that male viewers wanted to watch, although they were few in number, were tried to be distributed harmoniously in the channel content.

Data on the marital status and place of residence of the participants are important in

planning services for the elderly. For example, whether people are married or single, or whether they live in their own homes or elsewhere, may lead to differences in the services provided to them. For example, an elderly married person may be caring for a spouse or a person in need of care in their own home. The needs and demands of this person will be different from the needs and demands of an elderly person living alone in a nursing home. For this reason, the differences arising from the marital status of the person and the place where he/she lives can be added to the television screen as a program, and this situation (television programs that will raise awareness in the field of old age) can enable the development of new projects on behalf of the elderly, either privately or by the state. The important thing here is to be able to bring the subject to the channel as a program and to contribute to the development of projects on that subject by keeping it on the agenda. Considering the age range, social security systems, education, economy, health problems and family structure, issues such as the welfare level, quality of life, economy, social participation or care needs of the elderly gain importance in this section. In line with this data, when creating thematic channel content for the elderly, it is important to consider the various needs and interests of the elderly .

Frequency of Television Viewing by Older Individuals

The television viewing frequency of the elderly individuals participating in the research consists of three parts within the scope of the research. The first part can be listed as the average daily frequency of television viewing, the second part as the hours of television viewing during the week, and the third part as the hours of television viewing at the weekend.

Table 1 Frequency of Television Viewing of Older Individuals Participating in the Survey

Average Daily Frequency of Television Viewing		
	Number	%
1-3 hours	68	34,7
4-6 hours	95	48,5
More than 6 hours	30	15,3
Total	193	98,5

Missing	System	3	1,5
Total		196	100,0

Weekday TV Viewing Interval 06.01-09.00

	Number	%
I'll watch	19	9,7
I don't watch	177	90,3
Total	196	100,0

Weekday TV Viewing Interval 09.01-12.00

	Number	%
I'll watch	54	27,6
I don't watch	142	72,4
Total	196	100,0

Weekday TV Viewing Interval 12.01-15.00

	Number	%
I'll watch	21	10,7
I don't watch	175	89,3
Total	196	100,0

Weekday TV Viewing Interval 15.01-18.00

	Number	%
I'll watch	28	14,3
I don't watch	168	85,7
Total	196	100,0

Weekday TV Viewing Interval 18.01-21.00

	Number	%
I'll watch	92	46,9
I don't watch	104	53,1
Total	196	100,0

Weekday TV Viewing Interval 21.01-23.00

	Number	%
I'll watch	101	51,5
I don't watch	95	48,5
Total	196	100,0

Weekday TV Viewing Interval 23.01-06.00

	Number	%
I'll watch	10	5,1
I don't watch	186	94,9
Total	196	100,0

Weekend TV Viewing Interval 06.01-09.00

	Number	%
I'll watch	12	6,1
I don't	184	93,9

watch		
Total	196	100,0
Weekend TV Viewing Interval 09.01-12.00		
	Number	%
I'll watch	47	24,0
I don't	149	76,0
watch		
Total	196	100,0
Weekend TV Viewing Interval 12.01-15.00		
	Number	%
I'll watch	39	19,9
I don't	157	80,1
watch		
Total	196	100,0
Weekend TV Viewing Interval 15.01-18.00		
	Number	%
I'll watch	28	14,3
I don't	168	85,7
watch		
Total	196	100,0
Weekend TV Viewing Interval 18.01-21.00		
	Number	%
I'll watch	80	40,8
I don't	116	59,2
watch		
Total	196	100,0
Weekend TV Viewing Interval 21.01-23.00		
	Number	%
I'll watch	100	51,0
I don't	96	49,0
watch		
Total	196	100,0
Weekend TV Viewing Interval 23.01-06.00		
		%
	Number	
I'll watch		6,1
	12	
I don't watch	184	93,9
Total	196	100,0

When the data in the tables are analyzed, it is seen in the first table (average daily television viewing frequency table) that elderly individuals watch television for a long time during the day. This period is between 4-6 hours with a rate of 48.5%. In addition, a group of 15.5% watches television for more than 6 hours a day. This data emphasizes the necessity of the content and programs to be diverse and appropriate to the needs when

preparing thematic channel content, because 6 hours and more spent in front of the screen is a serious time. When the weekday television viewing habits of older individuals are analyzed, it is seen that these individuals tend to watch more television in the evening hours (between 18.01-21.00 and 21.01-23.00). This time period corresponds to the time period called prime time, and it is important that the content to be prepared

for this period consists of content and programs that will attract the attention of older individuals. Otherwise, presenting the prepared content in a different time period, that is, adding the content to the less watched hours of television, will cause the programs to lose interest. For example, the number of viewers is lower in the morning hours (06.01-09.00) and late at night (23.01-06.00). For this reason, it is the right choice not to place content that is likely to attract interest in these time intervals. When we look at the weekend television viewing habits table, as in the weekday table, television is watched less between 06.01-09.00 and 23.01-06.00. Again, when the evening hours (18.01-21.00 and 21.01-23.00) are analyzed, the number of people watching

television is higher than the other intervals. This situation is similar to the weekday table. In general, it is observed that television viewing rates are higher during the evening hours on weekdays and weekends. This situation is of interest to advertisers as much as it is of interest to content creators, because advertisers who want to market their products to the right target audience, knowing which product should be presented in which time period is seen as a factor that will affect the sales of the product.

Broadcast Generations Watched by Older Individuals

Table 2 Broadcast Generations Watched by the Surveyed Elderly Individuals

Broadcast Generation Sabah			
		Number	%
watch	I'll watch	51	26,0
	I don't	145	74,0
	Total	196	100,0
Broadcast Zone Noon			
		Number	%
watch	I'll watch	26	13,3
	I don't	170	86,7
	Total	196	100,0
Broadcast Generation Afternoon			
		Number	%
watch	I'll watch	45	23,0
	I don't	151	77,0
	Total	196	100,0
Broadcast Zone Evening			
		Number	%
watch	I'll watch	130	66,3
	I don't	66	33,7
	Total	196	100,0
Broadcast Zone Night			
		Number	%
	I'll watch	45	23,0

I don't	150	76,5
watch		
3	1	0,5
Total	196	100,0

According to the table, the morning generation programs are watched slightly more than the noon, afternoon and night generation programs; the proportion of participants watching the afternoon and night broadcast generation is similar to each other; the least watched broadcast generation is noon and the most watched broadcast generation is evening. Based on the data, it may be considered that focusing especially on the evening hours may be more effective when planning the broadcast flow.

Types of Programs Watched by Older Individuals

The types of programs watched by the elderly individuals participating in the study were analyzed in 23 sections. These are news, discussion-open session, local agenda, economy, sports programs, documentary, religious programs, music-entertainment, talk show-chat, competition, magazine, women's programs, cooking programs, domestic series, foreign series, domestic cinema, foreign cinema, cartoons, children's programs, suspense-violence, advertisements, programs containing sexuality and other programs.

In the research, it was revealed that the participants were most interested in news programs with 60.02%. The other types of programs that elderly individuals are interested in are documentaries 32.1%, domestic TV series 28.6%, discussion 27.7%, competition 27.6%, economy 27%, music programs 23.5%, local agenda 22.4%, sports 19.5%, foreign cinema 19.4%, food 19%, domestic cinema 18.9%, 15.8% women's programs, 12.3% religious programs, 9.2% magazines and foreign series, 5.1% talk shows, 2.6% cartoons and other types of programs, 2% commercials, 1% sexuality, suspense and violence, 0.5% children's programs.

Factors Related to Television Viewing and Satisfaction of Older Individuals

The study includes 34 questions that try to explain 6 factors. The questions are listed under the headings of resting/entertainment, informing, guiding, companionship/escape, socialization/interpersonal benefit, coming together/being informed. In this part of the questionnaire, the participants were asked the question "Why do you watch television?" and information on the subject was tried to be obtained through frequency tables.

Factor 1: Rest and Recreation

In the study, for some participants, watching television was seen as a way of relaxation and to get away from stress or to cheer up, but some participants stated that watching television does not relax (29.1%), does not entertain (39.3%), does not fulfill the need to go to places of entertainment (51.5%), does not cheer up (45.4%), and does not relieve stress (33.7%). The rate of those who think negatively is higher than those who think positively. This is an indication that the participants do not use television very intensively in the factor of rest and entertainment.

Factor 2:

When the data are analyzed, it is seen that the reason why elderly individuals watch television is used in various ways in line with the informative purpose of television. Based on this, 53.6% of the respondents learn what is happening in the world by watching television, while the rate of those who disagree with this view is lower

A similar situation is observed in the section on learning what is going on in the country. Here, 62.8% of the respondents stated that they learned about what was happening in the country through television, whereas 13.8% disagreed with this view.

The rate of those who get information about different cultures from television (39.3%) is higher than the rate of those who do not (20.9%). This indicates that television is an important tool

for recognizing and understanding different cultures.

In the section on the informativeness of television, 36.2% of the participants stated that television is informative, while the rate of those who disagreed with this idea was 26.5%. In line with the data, different opinions were found among the elderly individuals about whether television is informative or not. The rate of those who agree is higher than the rate of those who disagree.

In the section on having information about issues of personal interest, it was observed that (34.7%) of the participants watched television to have information about the issues they were interested in. The data obtained emphasizes that when developing content for the elderly in the field of thematic television, there should also be programs aimed at personal development and the development of interests. In this way, a more customized broadcasting option can be offered by focusing on the specific interests and needs of the viewers, and viewers can get more satisfaction from the content.

In the section on learning how to behave economically, only 19.9% of older people responded positively, with a higher percentage of those who disagreed (50%). This data suggests that television is not a common source of information on economic issues.

Finally, in the section on learning practical information to be used in daily life, according to the survey results, only 20.4% of the elderly stated that they learned practical information from television, while 36.7% did not agree with this view. This data is similar to the economic data and shows that television is not widely used to provide practical information in daily life.

Factor 3: Guidance

Looking at the data, only 11.7% of the respondents think that television is a guide for thinking. This rate actually expresses the low level of trust in television in terms of thinking. Similarly, the percentage of those who think that

television strengthens moral values is 6.6%. The fact that 60.7% of the respondents disagreed with this idea shows that there is a widespread perception that television programs are not effective in reinforcing moral values. The reasons for watching television programs such as finding out whether there are people who share the same problems (9.7%), the influence of television on product selection (7.1%) and having a common conversation with friends (8.2%) also have low rates. These data suggest that television is not effective in these areas for older individuals and that these topics should be made more effective when creating thematic television content.

Factor 4: Companionship/ Escape

Looking at the data, the number of those who think that there is nothing better to do (13.3%) is lower than the number of those who disagree with this idea (54.9%). Again, 44.9% of the respondents disagreed with this idea in the sub-item that it reduces the feeling of loneliness. In other words, the elderly people surveyed can find better activities to do other than watching television and television does not reduce the feeling of loneliness in them. The tabs on leisure time utilization, television being a friend, helping to pass the time, TV being on all the time and helping to get away from troubles are similar to the tabs above. In conclusion, the data show that older individuals do not lead a life dependent on television, that television is not a companion for them, that it is not a tool that helps them pass the time and that it does not distract them from their troubles.

Factor 5: Interpersonal Benefit

When the data are analyzed, the rate of those who disagree (44.4%) that television changes the perspective on life is higher than the rate of those who agree (7.1%). This indicates that television has a limited ability to change individuals' perspective on life. Again, the rate of those who disagree with the data that TV provides information that affects people (53.1%), the rate of those who disagree that it prevents people from breaking away from society (45.9%), and the rate of those who state that it does not make them forget their troubles (53.1%) are higher than the rate of those who disagree with these views. The data show that television is not perceived as a

means of obtaining information, does not strengthen social ties and does not have a wide impact on providing emotional relief for older individuals.

Factor 6: Coming Together and Staying Informed

When the data are analyzed, 14.8% of the participants are informed about the products in the market through television, while 50.5% disagree with this view. While 30.1% of the participants learn about the events in the city they live in through television, 25% of them do not agree with this situation, and again, while 6.1% of the participants see television as an element of getting together as a family, 60.2% of the participants do not agree with this view. Finally, 4.6% of the respondents consider television as a way of getting together with friends, while 73% disagree with this view.

When the data are analyzed, it is seen that television does not have a strong effect on the awareness of elderly individuals about the products in the market. This is an important data for television advertisers, because determining the interests and needs of elderly individuals will guide those working in the field of advertising in terms of product marketing. In the tab on obtaining information about the city they live in, the rates of those who agree and those who disagree with the opinion are close to each other. This indicates that television has a partial effect on the transmission of news. Finally, it is observed that television is not an important factor in getting together with family or friends. This data suggests that television plays a limited role in encouraging family interaction and is not very effective in increasing social interaction.

Evaluation of Research Findings

In the study, various demographic characteristics affecting the television viewing preferences of elderly individuals and factors related to their motivation to watch television were discussed. According to this

Hypothesis 1: The types of programs watched by elderly individuals vary according to their demographic characteristics (gender and education)

When the relationship between the gender of the

elderly and the types of programs they watch is examined, there is a significant relationship between gender and watching news ($p=0.047$) and discussion programs ($p=0.001$). In this context, it is noteworthy that women watch both news and discussion programs more. There is also a significant relationship between the gender of elderly individuals and the local agenda programs they watch ($p=0.015$). Accordingly, men follow local agenda programs more. There is a significant relationship between the gender ($p=0.025$) and age ($p=0.030$) of older individuals and the documentary programs they watch. It is seen that men watch documentary programs at a higher rate than women.

According to the education of the elderly individuals, their watching of discussion programs varies ($p=0.018$). Those who watch discussion programs start with high school and continue as undergraduate and graduate. According to this information, it is seen that as the level of education increases, the interest in discussion programs also increases. This may mean that individuals with higher levels of education need to learn more about social events and current debates and use such programs as a source of information.

Hypothesis 2: The types of programs watched by elderly individuals vary according to the time they watch television on weekdays and weekends.

There is a significant correlation between the range of weekday television viewing of elderly individuals and their news viewing ($p=0.002$). Older individuals prefer news programs more when they watch television on weekdays. It is also observed that there is a relationship between the weekend television viewing interval of elderly individuals and watching news programs ($p=0.006$). This shows that elderly individuals who watch television on weekdays and weekends tend to prefer news programs; elderly individuals generally spend their time focusing on current events, social developments and news sources.

Hypothesis 3: The reasons why older individuals watch television for informational purposes vary according to their demographic characteristics (gender and education).

According to gender, there is no significant

relationship between factor 1 (rest and recreation factor), factor 3 (guidance), factor 4 (companionship/escape), factor 5 (socialization, interpersonal benefit) and factor 6 (gathering and being informed). There is only a significant relationship between older people and factor 2 (informing) ($p=0.013$). In other words, according to the gender of the elderly, their viewing of informative programs varies. According to the data, it is seen that women watch television for informational purposes more.

Hypothesis 4: According to demographic characteristics (gender and education), older individuals' reasons for watching television for rest, entertainment and companionship/escape vary.

Considering education as one of the demographic characteristics, it can be said that there is a significant relationship between factor 1 (rest and entertainment) ($p=0.000$) and factor 4 (companionship/escape) ($p=0.000$). Accordingly, as the level of education increases, it is seen that older individuals use television to meet various psychological needs such as rest, entertainment and social interaction.

When we look at another demographic characteristic, the health problems of the elderly, there is a significant relationship between factor 1 (rest and recreation) ($p=0.031$) and factor 4 (friendship/escape) ($p=0.000$). The reason why these factors affect the health problems of the elderly can be thought to be that individuals do not want to think about their health problems by meeting their needs for rest and entertainment due to their health problems and making friends, even if it is a little bit.

Hypothesis 5: Older individuals' reasons for watching television for guidance, socialization and interpersonal benefits, gathering and staying informed change with the family model.

There is a significant relationship between factor 3 (guiding) ($p=0.049$), factor 5 (socializing, interpersonal benefits) ($p=0.014$) and factor 6 (getting together and being informed) ($p=0.027$) according to the family model of the elderly. Depending on the family model, the fact that the elderly are in a nuclear family structure may

explain these differences, because the elderly living in nuclear families prefer these motivations more.

Hypothesis 6: The reasons for watching television for recreation and entertainment, information and companionship/escape vary depending on with whom the older individuals live.

There is a significant relationship between the question of whom the elderly live with and factor 1 (rest and entertainment factor) ($p=0.010$), factor 2 (information) ($p=0.008$), and factor 4 (friendship/escape) ($p=0.008$). Who elderly people live with affects their purpose of watching television, their purpose of being informed, and their reasons such as companionship and escape according to their rest and entertainment status.

Hypothesis 7: The reasons for watching television for recreation and entertainment, information, guidance and companionship/escape vary with the average daily television viewing hours of elderly individuals.

It is seen that there is a significant relationship between the average daily television viewing hours of elderly individuals and factor 1 (rest and entertainment factor) ($p=0.000$), factor 2 (information) ($p=0.026$), factor 3 (guidance) ($p=0.012$), factor 4 (companionship/escape) ($p=0.000$). Accordingly, the duration of television viewing of elderly individuals affects their television viewing purposes.

Analysis of Survey Data

When the results of the survey are analyzed, it is observed that the majority of the elderly individuals participating in the study are women and most of the participants are married. In addition, it is seen that more than half of the elderly individuals reside in their own homes, the 60-74 age group constitutes a large proportion and individuals with social security are in the majority. In addition, the survey was conducted in a heterogeneous environment, but female participants were more likely to participate in the study. The imbalance observed in terms of gender may suggest that more focus should be placed on female viewers in the creation of program content.

However, care should be taken to ensure a balanced distribution in content production and to include programs that will attract both male and female viewers equally. Data on the marital status of the participants and the places where they live is an important factor in the planning of services for the elderly. Especially differences can be observed between the needs of married individuals caring for their spouses in need of care or individuals living alone in a nursing home. Therefore, television programs should be sensitive to these differences and content suitable for the living conditions of elderly individuals should be developed. Factors such as marital status and place of residence are factors that directly affect the quality of life of older individuals.

When the television viewing time of elderly individuals is evaluated, it is seen that 49.2% of them watch between 4-6 hours of television per day, while 15.5% of them watch more than 6 hours. These results suggest that the content of thematic channels should be rich and varied, as these individuals spend a long time in front of the screen. The high rates of television viewing, especially in the evening hours (between 18.00-23.00), emphasize the importance of including engaging programs specifically for this time period. Since the number of viewers is lower in the morning or late at night, content that may be of less interest can be placed in these time slots.

News programs are the most watched program types by the participants. On the other hand, programs containing tension and violence and children's programs are watched less frequently. While it may be a strategic move to broadcast news programs in the most watched time slots, it would be better to place less popular programs in the morning and afternoon slots.

According to the results of the survey, the television viewing habits of elderly individuals vary in line with different factors. The first factor, rest and entertainment, shows that the relaxing and entertaining effect of television is not at the expected level. The second factor, the information factor, shows that television has an important place as a means of obtaining information about world and national events. In the guiding factor, the effect of television on

thinking and moral values was found to be limited. In the factors of companionship and escape, it was found that television had a low impact on the roles of relieving loneliness and passing the time. In the socialization and interpersonal benefits factors, television had a limited effect on strengthening social ties and providing emotional relief. Finally, in the factor of gathering and being informed, it was found that television was slightly effective in learning what was going on in the city of residence, but it was not effective as an element of gathering with family and friends. These findings emphasize the need to focus on more specific needs when developing thematic television content for older adults.

According to the study, elderly individuals see television as an informative tool, but they think that television is insufficient in providing personal satisfaction such as socialization, entertainment or friendship. While creating thematic channel content, it is of great importance to include programs that meet the needs of these individuals as well as informative programs on topics such as personal development, social participation and health. In addition, when the research findings are evaluated in line with the hypotheses, it is seen that there is a significant relationship between the demographic characteristics and living conditions of elderly individuals and their television viewing habits. All these data provide a strong basis for the preparation of a thematic channel content that will address the various needs of the target audience. For this reason, while developing a thematic channel model, the motivations of elderly individuals can be taken to the center, and special programs can be prepared for them with the data on their television viewing habits.

Developing a Thematic Channel Model Based on Qualitative and Quantitative Findings

One of the most important steps to be taken when creating a thematic channel content for the elderly is which topics and programs will be included in the channel and in which time period these programs will be placed. In this study, this process was studied and the broadcast content was prepared. Before preparing the broadcast content, 14 research questions were identified and

qualitative and quantitative data were used to reach conclusions.

In line with the items revealed by the content analysis and survey data, a channel content for the elderly was created. Table 3 below shows the program types and hours to be included

in the thematic channel according to the survey results. It also presents alternative program suggestions that will ensure the development of elderly individuals in economic, cultural, political, social, etc. fields.

Table 3 Thematic Channel Content for the Elderly (Program Time Periods and Types)

Time Zone	Types of Programs Watched by Older Individuals	Alternative Programs
06.01-09.00 09.01-12.00	Foreign Cinema Local Cinema Magazine Program	Morning News, Hobby, Healthy Living, Exercise Program, Family Relations, Spousal Communication, Personal Life, Hobby, Handicraft Development, Weather
12.01-15.00 15.01-18.00	Food Program Women's Programs Religious Program	Mid-Day News, Weather, Home Decoration for the Elderly, Legal Issues in Different Areas (Tenant-Homeowner Rights, Pensioner Rights, State Support for the Elderly, Innovations in Social Security, etc.) Programs to Acquire Basic Literacy Skills, Practical Information to Make Daily Life Easier, Disease Management, Access to Health Services, Elderly Care and Rehabilitation at Home, Replay of the Most Watched Programs
18.01-21.00	News Documentary Domestic series Discussion Competition	Evening News, Culture-Art Programs, Family Series Consisting of Real Representations of Older Individuals, Sitcom Series, Domestic and Foreign Cinema Examples, Competitions for Older Individuals,
21.01-23.00	Economy Music Local Agenda	Programs for Dialogues between Older Persons and Youth, Discussions/Content with Academic Knowledge, Use of Technology
23.01-06.00	Sport Talk Show Foreign Series Tension Violence Other	Music Entertainment Programs, Memory Programs, Replays of the most watched programs

According to the table, the most watched program
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genres are placed in the most watched time slot,
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while the least watched genres are placed in the morning, afternoon and night hours. In addition, the table also includes alternative programs. These programs should be specially produced for the elderly and should support them in social, economic, political, cultural and legal fields. A horizontal programming strategy can be applied during the day and a vertical programming strategy in the evening. The most watched programs, i.e. those that receive ratings, should be placed in the prime time slot. Repeat programs were added to the weekday and weekend, daytime and nighttime to morning time slots.

Conclusions and Recommendations

As it is known, the proportion of elderly population in the world is increasing day by day. Especially the advances made in the field of health and medicine have prolonged the human life span and created a significant change compared to the past centuries. These developments have provided humanity with new tools and methods to overcome diseases and have taken important steps in eliminating many diseases. With the increase in the elderly population, studies carried out both in the state and in the social sphere can be expressed as efforts to increase the comfort zone for old age. However, these steps are not only in the field of health and medicine, but also in the fields of architecture (smart home systems), food (preparation of special diet meals), technology (robots that can perform small services in the home or applications that enable socializing from smartphones, etc.) and many other fields. One of the areas that will add to these areas and contribute to the comfort zone of elderly individuals should be seen as mass media, because these tools can have the potential to raise awareness in society, make the needs of elderly individuals visible, enable them to transfer their knowledge and experiences, improve intergenerational ties and contribute to the active aging process. In addition, mass media can prevent discrimination against the elderly in society by strengthening the perception of the elderly and old age with positive stereotypes and can positively affect the negative perception on this issue.

In the study, content analysis revealed that no thematic content was produced for the elderly, and the survey technique was used to find out what kind of programs the elderly watch in which time period. In line with this information, a

thematic channel content was created for the elderly, and additional and alternative programs were presented to the existing programs.

As a result, the importance and necessity of thematic broadcasting for elderly individuals was tried to be revealed within the scope of the study. In this context, it is thought that programs suitable for the viewing habits and needs of older individuals should be prepared, presented with a balanced broadcast flow, and content that will contribute to the socio-cultural, economic, health, etc. development of older individuals should be produced. In addition to aiming to improve the quality of life of elderly individuals, our aim is to provide them with a service that has been lacking in the field of communication. It is thought that this situation will contribute to the field of thematic broadcasting in terms of content production and increase awareness of elderly individuals in the media.

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