PRESENTATION OF THE POLITICAL LEADERS' PERSONALITIES ON TV NEWS: THE CASE IS TURKEY PRESIDENTAL ELECTIONS IN 2014

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Abstract

Political parties during the election period in Turkey, they use mass media effectively in their propaganda activities. Television is one of the widely used mass media during the election period in Turkey. In this study, in 2014 the presidential elections in Turkey; it has been tried to determine whether a special presentation has been made in television news bulletins related to the personalities of political candidates .In the news texts, Mccrea and Costa's Five Factor Personality Theory is based on personality qualifications in order to determine whether there are adjectives used in relation to the personalities of political candidates. This work has been researched that "The same political candidates are presenting different audiences on different TV channels" hypothesis. How are the personalities of political leaders presented in television news bulletins? What extent are the personality characteristics of political candidates reflected to news texts in TV news bulletins? that questions will be searched for an answer in this study. The discourse analysis method will be taken as a bases of the study. As a result of the study, news bulletins on different TV channels showed that the same political candidate was presented with different personality qualifications. Also, it can be said that TV channels that have to be neutral, violate the principles of neutrality through personality qualifications in news bulletins.

Keywords

Personality, TV News, Discourse Analysis, Turkey Presidential Elections

1. Introduction

Political parties during the election period in Turkey, they use mass media effectively in their propaganda activities. Television is one of the widely used mass media during the election period in Turkey.TV news is very effective to It is known by the public opinion of political candidates during the election period in Turkey.

The personalities of political candidates who are candidates to run through television news bulletins are transferred to masses whose to be managed.

The personalities of political candidates are decisive as for preferences of voters. Voters able to often see the candidates who they support by seeing them either in the meeting areas or their television screens.

Television channels can present political candidates in different ways while presenting political candidates to the public through news bulletins. (ÇELİKİZ, 2016)

"The same political candidates are presenting different audiences on different TV channels" hypothesis is the starting point of this work.

The presentation of the political candidates' personalities in television news is an unexamined subject in the context of McCrea and Costa's Five Factor Personality Theory. This study is manufactured from a Ph.D. thesis; "Presentation of Political Identity in Television News: 2014 Turkey Presidential Elections example".

How are the personalities of political leaders presented in television news bulletins? What extent are the personality characteristics of political candidates reflected to news texts in TV news bulletins? that questions will be searched for an answer in this study. The discourse analysis method will be taken as a bases of the study.

Discourse analysis is one of the first methods used in the analysis of television news. In the news, "Word choices reveal that how does the representation of power / power relations in discourse. Alternative explanations in news texts, Although different opinions are not completely excluded, these opposing or alternative explanations are often not placed in a credible position and they are dissolved in dominant discourses. Thus, the opposing explanations will frame the events and it will not reach a position to define them. " (İnal, 1999)

Discourse analysis is based on discourse and is based on the examination of daily expressions, cues and texts in the context of utterance. "The analysis of discourse that as a

product of Post Modernism, has emerged within the framework of social psychology and semiotics ". Discourse analysis is detailed analysis of the language in written or verbal form. Discourse analysis doesn't offer solutions but it provides a more comprehensible understanding of the problem. The main focus of the analysis of discourse is how people use the language to make sense of their own world. The purpose of analyzing discourse is not to show attitudes based on something. It is examined the structure of speech itself, its structure and its functions and to determine the results according to different individuals and time. The main concepts of discourse analysis are semantics, syntactic and semiology. Discourse analysis is not a search for the question "Who says what ?". The analysis of discourse is to determine the meaning of the sentences, in other words, to determine the true value and to make it clear what is wanted. (BAŞ.T, 2008, s. 28). The method of study will be mentioned detailed in method section.

2. The literature review

Personality come into prominence to people's communication with each other in daily living. People has tried to understand the personality of someone who they meet firsly or at least they have estimated the individual personality who is a newly acquainted. Well, what exactly is the personality? A number of definitions have been made regarding the answer to this question. (ÇELİKİZ, 2016).

According to psychologists, "personality is defined in the form of the individual's specifical and distinctive behavior". In other words, "all of the physical, mental and spiritual features that distinguish a person from others" (Tezcan, 1997, s. 10) In this definition, attention has been drawn to the different aspects of personality that distinguish one person from another.

Once again with a similar definition, personality is "a form of relationship that is distinctive, coherent and structured from other individuals established by the individual's internal and external environment" (CÜCELOĞLU, s. 407).

Schermerhorn defines personality as a combination of the characteristics of an individual's unique nature, which forms an interaction with and reaction to other people (SCHERMERHORN, 2002). This definition emphasizes that the personality is seity structure.

Since there are so many definitions of personality, only commonly used definitions are used in this study in order to limit the scope.

As Personality, personality types are at the top of the topics discussed in social life too. There are a number of studies conducted worldwide about personality types. "Some authors and scientists who work on personality submit that there is some relationship between the personality

of individual and individual's gender, age, such as organs forehead, nose, ear and jaw, and the physical structure of some other parts" (Eroğlu, 2004)

In order to make a classification that defines personality traits the starting point of the performed studies is to determine the adjectives and words that are related to the personality traits that are located in the "language" (SALGADO, 2001).

This approach provides a broad framework for dealing with personality from the ground but studying adjectives that define the personality feature does not completely cover the personality. (SOMER, 1998)

Beginning from the first half of the twentieth century, factor analysis studies have been carried out to determine the dimensions of personality traits. In these analyzes, it was observed that the factor scores of the personality models varied between three and seven. (SALGADO, 2001), (GOLDBERG, 1981).

Type concept is encountered As a result of the concept of limitation and classification to persons with the meaningful frame. The concept of type represents a specific personality characteristic to a certain extent. In terms of behavioral, the concept of type refers to the collection of grouped and grouped behaviors according to their characteristics and personality manifestations. (FULMER, 1983, s. 52-53)

Although it is generally acknowledged that each person has a unique personality, it is also known that there is a similarity between people's personality traits. These similar features were evaluated together and attempted to define personality types. Because of the large number of studies on personality types, 5-factor typology which is a personality typologies only commonly used has been included in this study.

The five factor model of personality is one of the most used approaches in describing personal characteristics. (McCrae, 1992)

In the charts below, the qualification used for the 5-factor personality theory is clearly shown.

Table 1: *Adjectives used by Mccrea and Costa to Identify Personality by Size of Five Factor Personality Features*

(Extraversion)	(Emotional stability)	(Agreeableness)	(Conscientiousness)	(Openness)
Entreprising	Thin-skinned	Tender-minded	Responsible	Worthy owner
Warm-blooded	Apprehensive	Reliable	Have a fighting spirit for success	Fantastic
Active	Have hostile feeling	Modest	Capable	Have an opinion
Optimistic	Thoughtless	Honest	Neat	Esthetics
Exciteful	Self-aware	Compatible	Mission concious	Emotional
Assertive	Depressive	Selfless	Prudent	Active

Source: (Shaye, 2009:7)

3. Analysis Method and Purpose of the Work

The analysis of Van Dijk, which considers it as a discourse, consists of two parts, "macro" and "micro".

In micro analysis; "Word choices, sentence structures, it is investigated rhetoric with the causal relations established between the sentences. In sentence structures,it is analyzed that the linguistic knowledge features such as simple or complex, active or passive. Word choice is very important in the context of ideological structuring. For example, the fact that a person is called a "terrorist" or "freedom fighter" reveals the ideological preference of a newspaper or a journalist. (DURSUN, 2002, s. 109)

According to critical approach, the news comes out as either "a distorted fact of the event, or rebuilding reality". (DURSUN, 2002, s. 109)

"Speech processing, such as rhyme and connotation, meaning scientific processes such as comparison and metaphor, with linguistic operations such as narrative concurrency is to increase the credibility of the news. Similarly, it can be used words that function as exaggeration or reduction in news expressions. It can be brought forward to create a peak in narrative, contrasts in sentences. It can bring vitality to certain writings and attitudes again, can be used to tell from a show of violence to comparisons and metaphors such as offense, defense borrowed from military writings. Similarly, reporters always give numbers and numbers without worrying about their authenticity. The quotations are made from the sides and witnesses of the incident for the news to be convincing. Through quotations in inverted commas,reporters interpret the event themselves without comment. (van DİJK, 1988, s. 28)

The subtitle used in television news has the same function as the title in newspaper news. Through quotations in inverted commas,reporters interpret the event themselves without comment. (van DİJK, 1988, s. 28)

In this study, the method of discourse analysis was applied.

While television channels reflect news about the election, micro-analysis method was used to determine the sentence structures and word choices in the news in order to determine how presidential candidates regenerate the meaning of their personalities.

In this context; national television broadcasting special television channels constitute research universe. Three television channels which represented this universe were selected and examined.

Television channels are designated as Kanal D, ATV and Star TV due to ownership status of channels, presence in large capital / holding, influence of ownership of political preferences and considering the ratings of news bulletins during election periods.The 5-day average ratings of the major news bulletins broadcasted on television channels between 3 July 2014 and 4.5.6.7 August 2016 are shown in the table below.

Table 2: *Turkish TV Rating*

CHANNEL NAME	RATING	SHARE
KANAL D	2,19	12,02
ATV	1,83	9,67
Star TV	1,22	6,64

Rating Measurements Source: (Medyatava.com, Date of access,05.01.2015)

The news bulletins that will constitute the analysis unit of the television channels determined as the sample; it shall be limited to the main news bulletins published for a total of 5 days on 4 July 2014, 4 days, 5 July, 6 August and 7 August 2014, which are announced by the Supreme Board of Elections and before the start of election prohibitions.

In the microanalysis method; It is aimed to determine the items related to the presidential candidates such as active, passive sentence structures used in TV news, word selection and exaggeration, diminution, comparison, metaphor.

The sample of the research was constituted the Cam Speaker, KJ and news body texts of the main news bulletins published between 3 July 2014 and 4-7 August 2014 at Kanal D, ATV and Star TV.

In this context, the presentation forms of presidential candidates have examined related news about presidential elections in the news.

While the main news bulletins are being examined about the presidential elections in television channels; it is aimed to reveal how the clear and secret discourses of the news texts, the actively passive sentences and the personality and identity of these structures are used in news texts.

Active sentence structures are used when it is desired to take action on the cause of the news, and when the franchise assumes an explicit responsibility. (Dursun, 2001: 171). In this context, it is aimed to determine whether the candidates of the presidential office are emphasized openly or implicitly about the personality of the candidates.

Passive sentence structure is used if the emphasis is on the person, as an important politician, not a cumulated action (Dursun, 2001: 172). For this reason, it was aimed to reveal whether there is an emphasis on the personality of the presidential candidates, not on the related news.

Speech processing, such as rhyme and connotation, meaning scientific processes such as comparison and metaphor, with linguistic operations such as narrative concurrency is to increase the credibility of the news. In this context, it is aimed to find out whether the numerical data and exaggerations are used or not used in the news broadcasts related to the presidential elections and whether they are used to make personnel qualifications or not. Thus, it is aimed to show whether there are discourses related to the personalities of presidential candidates or not in news language. Another goal of our micro analysis work is that determination of impartiality of television news bulletins based on their personality traits in the presentation of the Presidential candidates' personalities. For this reason, as researcher Van Dijk stated, "Reporters always give numbers and numbers without worrying about their authenticity. The quotations are made from the sides and witnesses of the incident for the news to be convincing. Through quotations in inverted commas, reporters interpret the event themselves without comment. (1988: 28). In this context, it is aimed to reveal that in the main news bulletins about the presidential elections, commentators and reporters have included their own comments in their news texts; whether commentators and reporters have made any comments on the personalities of the Presidential candidates. In the news bulletins "Word choice is very important in the context of ideological structuring. For example, the fact that a person is called a "terrorist" or "freedom fighter" reveals the ideological preference of a newspaper or a journalist. (Dursun, 2007: 109, Aktaran, Şen: 149)

For this reason, if the texts are an ideological transfer about the presidential elections in the news bulletins, it is investigated that whether this is related to the personalities of the Presidential candidates.

It is also examined that in the news bulletins about the presidential elections, whether military speeches were used regarding the candidates of the presidential candidates; how it is reflected in the news texts about the personality of the Presidential candidates and whether a special word selection has been made regarding the personalities of the Presidential candidates in the news texts.

Also, the reinforcements used in news texts, repetitions and re-semantics were also examined in the news about the personality of the presidential candidates.

Mccrea and Costa's 5 Factor Personality Theory model was also taken into account in the news bulletins to find out if there was a presentation about the personality of the presidential candidates. The qualifications used in the context of this model have been researched in the news texts.

The adjectives which emphasis on personality in the news texts was examined based on the personal qualifications of Mccrea and Costa's Five Factor Personality Theory as shown in Table 3.

In television news bulletins, it was also revealed that whether the positives and negative polarity of the used and emphasized qualities of the personalities of the presidential candidates were as shown by Goldberg in Table 4 below.

Table 3: *McCrea and Costa 5 factor personality theory qualities*

(Extraversion)	(Openness)	(Emotional stability)	(Agreeableness)	(Conscientiousnes)
Friendly	Creative	Relaxed	Modest	Systematic
Energetic	Analytic	Poised	The person who believes in a business union	Single-hearted
Cheerful	Open minded	Patient	Sincere understanding	Success-oriented
Thrill-seeker and dominant	Sensitive	Open to criticism	Skeptical	Ambitious
Uncompanionable	Traditional	Stress-proof	Headstrong	Meticulous
Unhurried	Conservative	Anxious	Stubborn	Structureless
Introverted	The person who defends the truth	Strained	Competitive	Shelver
Those who prefer loneliness	Careless	Shy	Prudent	Distracting easily

Table 4: *Adjectives used by Goldberg to Identify Personality by Size of Five Factor Personality Features*

Dimensions	POSITIVE POLE (+)		NEGATIVE POLE (-)	
Extroversion	Enthusiasm	Assertiveness	Detachment	Pessimism
	Talkativeness	Ambition	Submissiveness	Passivity
	Initiative	Vitality	Jamming	Deadness
	Spontaneity	Humour	Tranquility	
	Peppiness	Courage	Timidity	
	Impresiveness	Candidness	Bashfulness	
	Vivacity	Self esteem		
Emotional Unbalanced			Fear	Simplicity
			Indecision	Meddlesomenness
			Sensuality	Intolarence
Accomoddativeness	Conservativeness	Naturalness	Stolidity	Inconsideration
	Collaboration	Morality	Belligerency	Prejudice
	Outgoingness	Steadliness	Selfishness	Jugglery
	Flexibility	Sincerity	Self concern	Hostility
	Empathatic		Obstinacy	Stinginess
	Generosity		Bossiness	Lubricity
	Tolerance		Boastfulness	
	Kindness		Clumsiness	
			Short temper	
			Cruelty	
			Pretentiousness	
			Misfortune	
Self-discipline	Determination	Logic	Aimlessness	Neediness
	Organisational Ability	Sedateness	İrregularity	Nonconcurrence
	Attention	Temperance	Inconsideration	Indecision
	Effectiveness	Austerity	Delinquent	Frivolity
	Sedulousness		Disinterest	
	Sensibility		Desultoriness	
	Trustworthiness			
Openness for improvement	Intellectuality	Wisdom	Clumsiness	Hebetude
	Intelligence	Creativity	Shoaliness	
	Depth	Curiosity	Stupidity	
	Intellection			

Source: (Goldberg, 1990; Aktaran; Clark, 2007: 62)

4. Analysis TV News

4.1 Kanal D

The news published in Kanal D main news bulletin on 3 July 2014 relates to presidential candidate Ekmeleddin Ihsanoglu.

"Cam Speaker: And the pavilion agenda. There was a very important and meaningful meeting in Istanbul today. Ekmeleddin Ihsanoglu, the joint candidate of the opposition, visited President

Abdullah Gul. The visit was held at the Huber Pavilion in Tarabya. Ekmeleddin Ihsanoglu departed from Gul, who was a very old friend, by marking victory.

It is emphasized that President Abdullah Gul and Ihsanoglu are two old friends in the news that President Ihsanoglu's "Sensitive" and "Believing in Collaboration" were implicitly brought to the forefront. It is highlighted that President Abdullah Gül supported the joint candidate.As a result of Ihsanoglu's departure from the Gul by marking victory; it has repeated the news in order to emphasized that presidential candidate Ihsanoglu is "comfortable" and "confident" in the elections.

The news published in Kanal D main news bulletin on 4 August 2014 relates to presidential candidate Erdogan.

"Cam speaker: Prime Minister Erdogan voiced publicly at the Maltepe square in Istanbul yesterday evening. On his agenda was Gaza, the choice of the mansion, the candidate joint Ihsanoglu, CHP leader Kılıcdaroglu and MHP general president Devlet Bahceli was on the target. There is a week of the election. Erdogan said that Monsieur got angry, besides he explained the will."

"Erdogan's target was a joint candidate "is a military discourse. When using a discourse that presidential candidate Erdogan's target has someone continuously in Kanal D main news bulletins, Erdogan's "nervous" and "ambitious" personality qualities, which present the candidate in the negative pole in the context of Goldberg's 5-factor personality theory, are at the forefront.

"News Body: There was a joint candidate Ekmeleddin İhsanoğlu on his goal. His words are very hard. Erdogan was in Istanbul yesterday. He spoke at Maltepe square where filling the sea for the first time in the Anatolian side .On his agenda, there was Turkısh national anthem polemic with entering, joint candidate, Ihsanoglu. Therefore, Erdogan began to speak by reading the first ten stanza of the Turkısh national anthem. He was watched the video that shooting Ihsanoglus' visiting the tomb of Mehmet Akif Ersoy, into the crowd. Erdogan said that he talked sinking.

Not only Ihsanoglu, but MHP and CHP leaders were also his targets. Gaza was in the Erdogan's agenda. He accused Israel of doing Nazism.About 1 million people attended the public demonstration. Especially buses of the metropolitan municipality were tasked for the public demonstration on Maltepe beach. Thousands of people carry it here. They carried on throughout the day. When the meeting area was large, police points were placed at different entry points. The security measures were pretty much tight. Maltepe airspace was also closed to traffic. (Erdogan: The last meeting as prime minister in Istanbul) said. He explained his will.

The news about Presidential candidate Erdogan, published in Kanal D, is particularly striking in the use of military discourse. It was repeated in this news again presidential candidates about Erdogan "there was a joint candidate in his target", "the words are very hard"," just like words His target was not only Ihsanoglu but also the leaders of the MHP and the CHP" "Erdogan was nervous" discourses".

Another news item published in Kanal D main news bulletin of on 4 August 2014 relates to Presidential candidate Ekmelettin Ihsanoglu.

"Cam Speaker: Presidential candidate Ekmeleddin Ihsanoglu also visited the cities of Ankara today. He also said that he tried to change the agenda with poetry polemics that his opponent Erdogan tried to change the regime"

"His target was his opponent, Erdogan, who criticized himself for his slip. According to Ihsanoglu, the prime minister's main goal is to hide the real agenda. Joint candidate Ekmelettin Ihsanoglu continues the election tours. Today for the first time in the open air in Ankara which is capital of Turkey, he was appealing to the public. Everywhere he went in the capital, a long convoy accompanied the joint candidate Ihsanoglu. There were Turkısh flagged cavalcade at the forefront. He was at Keçiören where Erdogan's neighborhood after he went Pursaklar. He greeted citizens with signing friendship frequently. A woman who told that she was a relative with İhsanoglu, was coming to the rally with a photograph of İhsanoğlu's father. The last corner of the election, he hardened his message."

Thanks to the discourse of "he greeted citizens with a sign of friendship often.",friendly and modest personality has been brought to the forefront related to presidential candidate İhsanoglu.

"KJ: He criticized Erdogan hard but quietly."

KJ: also used qualifications openly, such as "calm" in relation to the personality of Ihsanoglu.

Another report published on 4 August 2014, is related to presidential candidate Demirtas.

"Cam Speaker: Demirtas from the presidential candidates today in Agri yesterday talked on TRT screens. Criticizing TRT with a fine tone, Demirtas accused Erdogan of taking the country to the division."

In relation to Demirtas, in this news, Demirtas's presentation of TRT as "criticized with a fine style" emphasizes that Demirtas is a "sincere understanding candidate" even when criticizing "business unity".

The news published on Kanal D main news bulletin, 5 August 2014 concerns Presidential candidate Erdogan.

"He explained the sensitivity about the future his party with the accent like mother. The party explained what to do after the election to avoid any damage. Some of them go quickly to the congress to collect the MKYK without losing time. If Erdogan is elected as President of the Republic of Turkey, including President Gul, who comes out of the prime minister's ladder, no one knows who will be the new prime minister. Erdogan did not say the name, but for non-members of the parliament post-election congressional agenda brought. The election campaign continues not only with words but also with advertisements."

If Recep Tayyip Erdogan is selected, who will be the new prime minister? Nobody knows including Gul words, It is emphasized that Erdogan has all the authority in AK Party, Erdogan is the only person who knows, "headstrong" and "ambitious" personality.

Selahattin Demirtas was nominated for the presidential candidates in the news which dated August 5, 2014 and published in Kanal D.

"Cam Speaker: Presidential candidate Selahattin Demirtas hold a public demonstration in Van. He undertook to Erdogan. He said that you do not get caught by his provocations. When he was being hooted to aleivs, you should hug the alevis. This state warned that if it went with this head it would be divided into 50 parts, not 2 parts.

In the news flash, the words of Demirtas, who is also a candidate for the President, were brought to the forefront. About the personality of the candidate, "When he was be hooted to aleivst, you should hug the alevis." Demirtas' words were turned into flashes of news and it was emphasized that Demirtas was a leader who was "open to other views" and "defending the truths".

Demirtas words. The target of the words of Demirtas was his opponent, Erdogan. Presidential candidate Selahattin Demirtas was in Van. He first visited the municipality. Then he went to the public demonstration area. He said that we would write a new story. The Fraternity continued with the messages. He warned them that not to be provoked.

In the detail of the news, the words of Demirtas's own voice were reproduced and the statement of Demirtas giving the message of fraternity, unity and solidarity continued with the messages of "Fraternity". It was brought to the fore with this sentence. With this sentence, Demirtas's "modest", "sincere understanding" is implicitly emphasized in the news.

The news which published in Kanal D main news bulletin, 6 August 2014, is related to Presidential candidate Demirtas.

Cam speaker: Presidential candidate Selahattin Demirtas was in Diyarbakir. The Rival undertook to Erdogan. The only language, to impose a single race is very dangerous. He said if we were the only race, we would be the only heart.

He criticized Erdogan like that. He warned him. Presidential candidate Selahattin Demirtas was in Diyarbakir today. It was asked to more than 18 million votes which are printed to Demirtas. Then he met with some political party representatives. Demirtas once again emphasized monism. and reminded me of Hitler. He continued with Turkey.

In the flash and detail of the news, it was brought to the forefront to Demirtas 's saying to be the only heart discourses "The only language, to impose a single race is very dangerous. If we were the only race, we would be the only heart". Demirtas's these speeches were given in the news and it was emphasized that "Demirtas believed in" business unity "," sincere understanding", "humble".

4.2 ATV

The news which published in ATV main news bulletin, 3 July 2014, is related to Presidential candidate Erdogan.

"Cam speaker: Prime Minister Erdogan's campaign process has become clear for presidential elections. Erdogan will start his public demonstrations from Samsun where the liberation war started. Erdogan, who will go with 40 cities, will also participate fast-breaking meals in those cities."

In the text of the news, Erdogan's participation in the fast-breaking meals dinner with the public was used to indicate that Erdogan was a "modest" personality and at the same time a person who was nested with the public.

Live Connection with the Reporter: "While Prime Minister Erdogan is working in the office of the Prime Minister, a lot of staffs are preparing for the feverish, not much to establish a 500-meter ahead of the presidential office. The work continues at the top speed for the vision document to be announced on July 10. The team formed under the presidency of Prime Minister Bashir Atalay clarified the outline of the campaign for the vision document to be announced on July 10th. The AK Party which enters each election with a separate election declaration is preparing a presidential vision document in these elections. Prime Minister Erdogan will highlight the new emphasis on Turkey during the campaign. The new constitution will have an

important place among his promises. In the campaign, the candidate's emphasis will be brought to the foreground, not the party. The campaign also included pictures and slogans for Erdogan. The man of the nation is Recep Tayyip Erdogan. Prime Minister will be announced as The leader of new Turkey's independence struggle on everywhere. It will not be prepared a separate election song for Erdogan's campaign.The "dombıra song" that highly acclaimed in the 30 March elections, will also be used in Erdogan's presidential election campaign. "

The speeches that President Erdogan will use in election campaigns have been used for reinforcement in the news. The news was given Erdogan who is "modest", "determined", "people who are constantly interested in the problems of the people", "working continuously" in a veiled way.

The news which published in ATV main news bulletin, 4 August 2014, is related to Presidential candidate Erdogan.

"Cam speaker: President of the AK Party and Prime Minister Erdogan went up to the rostrum at the historic Istanbul public demonstration in yesterday evening. He called out to Istanbul residents at the huge public demonstration in Maltepe. The most remarkable part of his conversation was where he declared his will. Erdogan pressed against with very harsh words to the joint presidential candidate and the opposition who is supporting to the joint presidential candidate."

The rhetoric of Erdogan's supremacy with his words was used to show Erdogan stronger. It is emphasized in an implicit narration to presidential candidate Erdogan's "headstrong", and a decisive personality.

The news which published in ATV main news bulletin, 5 August 2014, is related to Presidential candidate Erdogan.

"Cam speaker: Prime Minister Erdogan is working busily on the eve of the election. Prime Minister Erdogan worked until late at night at the AK Party headquarters in the night last. When he wanted to go to the house, he had a big surprise. "

Erdogan who is also the president's candidate and also the prime minister "constantly working expressions like "he is working hard", " he is working late at night" that emphasized to reproduced in the news. It has been highlighted to Erdogan who is "determined", "meticulous" and "achievement-oriented" personality at a certain period of time in the news.

"At midnight, his neighbors who supported presidential candidate Erdogan during the election process made resound at officers house district in Ankara. Erdogan finished his work in the AK

Party headquarters and returned home. He saw the crowd who waiting on the side of the road to him. He has stopped the convoy. He went down. Prime Minister Erdogan warned them that the neighborhood should be silent. Their only wish was to be in the same frame with Erdogan.

The prime minister didn't break them.

He who is the small boy between the crowd attracted Erdogan's attention.

The prime minister caressed the child and then he bid farewell the neighborhood resident. The Crowded saw Erdogan off with applause".

A specially crafted news story for propaganda purposes. It was made into a discourse of news to expressions like "flood of emotions" for presidential candidate Erdogan's meeting with the public and show close interest to the public in news. It was mentioned to Erdogan who is modest in this news.

KJ: Neighborhood resident waylaid him.

Flood of emotions to Prime Minister Erdogan from his neighbors.

KJ: Support to Erdogan from his neighbors

The prime minister took pictures with neighborhood resident one by one.

In the headlines of the news, it was emphasized to Erdogan's interest in the public. Erdogan is "modest" and "joe public" has become the discourse of the news.

The news which published in ATV main news bulletin, 6 August 2014, is related to Presidential candidate Erdogan.

"Prime Minister Erdogan started the day quite pleasantly".

"The election was suspended for two days because of the supreme military council meetings. He returned with campaign work which yuruk turkmen choose the president activities and hold capital of Turkey in today. At the entrance to the hall, there was an image other than what was usual. Prime Minister Erdogan danced the halay with representatives of the Turkish world."

It was made into a discourse of news to presidential candidate Erdogan danced with halay with representatives of the Turkish world." It has been voiced in the news to Erdogan who is "modest", "sincere", "cheerful", "one of the people".

The news which published in ATV main news bulletin, 6 August 2014, is related to Presidential candidate Ihsanoglu.

"Cam speaker: Joint candidate Ihsanoglu continued his election work today in Istanbul. He was in contact with The Alevis community representatives. Ihsanoglu was attacked by a stand-up verbal attack yesterday. The organization disorder is annoyed to Ihsanoglu.

In this news about the joint candidate, it was added to the news content again a negative development in the public demonstration. Some expressions that indicate the negative of the roof candidate, have been made. Ihsanoglu is presented as "strained" and "nervous" in this news.

"KJ: Why did you bring me here?

Roof candidate castigated MHP and CHP representatives.

KJ: Ihsanoglu met with the Alevis.

The President must be equidistant from every segment.

KJ: Where is the respect for religion?

Ihsanoglu hasn't seen such discourse in the history of Turkey."

In the news headlines, it was made into a discourse and negative expressions about İhsanoğlu were reproduced. On the basis of statements about an event that Ihsanoglu experienced, Ihsanoglu's personality in the sense of a quick "angry" and "worried" is reported in the news.

The news which published in ATV main news bulletin, 7 August 2014, is related to *Presidential candidate Erdogan.*

"Cam speaker: Politics is remaining warm to stay hours to vote.AK Party presidential candidate Erdogan was still in his overtime. He just heard a big crowd in Malatya.

Before the public demonstration, he was in Ankara with the business world.

He gave the message like "It will continue with the independence, the fight will continue with the parallel structure."

In the news flash, "Erdogan is still overtime" statements means that emphasized Erdogan is "determined" "success-prone".It is seen that there is no objective language in the news with the expressions of "he has spoken to a great crowd in Malatya".

4.3 Star TV

The news which published in STAR TV main news bulletin, 4 August 2014, is related to Presidential candidate Erdogan.

"Erdogan landed with a helicopter in the field. He had his wife Emine Erdogan and her granddaughters. He started his speech on the giant platform of about 80 meters by reading the 10 continents of the independence march.

Erdogan read 10 continents of the independence march.

He stumbled but fixed immediately. Then the opposition and the joint candidate Ihsanoglu was targeted by him.

Prime Minister Erdogan criticized to joint candidate Ihsanoglu. Erdogan repeated that Ihsanoglu didn't know the independence march. Erdogan also referred to parallel structure operation. He said that we weren't done yet.

Prime Minister Erdogan spoke harsh in Maltepe public demonstration.

There is Recep Tayyip Erdogan from Kasımpasa against you. "

In the details of the news, "Erdogan spoke harsh, There is Erdogan from Kasımpasa against you" sentences, the qualifications have been brought to the forefront about Erdogan personality's like "headstrong", "determined", "ambitious".(The Kasımpaşalı in Turkey means strong, powerful, which means bully.)

"There was a confluence from time to time during the public demonstration. Erdogan helped an aggravated women from the rostrum."

The news is specified to Erdogan's humanitarian direction for the purpose of revealing to Erdogan's public demonstration in an incident that person himself to intervene In the news detail. With this discourse, it has been revealed to be a benevolent personality about Erdogan's qualifications like "modest", "sincere understanding".

Other news published in STAR TV main news bulletin on 4 August 2014, is related to the speeches of the presidential candidates in TRT.

"Cam speaker: The presidential candidates not only spoke on the streets, but also the electorate on the television of the state. Erdogan said that he would embrace 77 million, Ihsanoglu explained that he was a public child in their 15 minutes.

On the other hand, Demirtas reproached to TRT from TRT screen.

In the news flash, "Erdogan said that he would embrace 77 million, Ihsanoglu explained that he was a public child in the form of the same word used in the news. In the news, it has been

mentioned to Erdogan stated that he would embrace 77 million people, and Erdogan was a "believed to collaboration" and "sincere understanding". It has also emphasized about Ihsanoglu that he was "a public child" with a statement that he was "open to other views" and "sincere understanding".

The news which published in STAR TV main news bulletin, 6 August 2014, is related to Presidential candidate Erdogan.

"The plans made after Prime Minister Erdogan's remarks on 17-25 December operations. He said that parallel structure would overturn the government and even the future ministers were being appointed. Then he was recalled the parallel structure operation. On his target was the head of the former security intelligence agency Ramazan Akyurek's explanations. It has been a matter of criticism to Erdogan's mention of ethnic backgrounds and sects in the public demonstration squares. This was also reminded to Prime Minister Erdogan in NTV- Star TV common broadcasting. He also denied that the stalled trucks were actually carrying weapons to the ISIS in Adana. The prime minister met with Yuruk Turkmen in Ankara today. His answer was stiff to the criticism of Turkmens aren't protected in Iraq and Syria .The prime minister passed from Ankara to Aydın. This time he said that the joint candidate Ihsanoglu is a congregation candidate."

In the detail of the news about Erdogan,"he spoke harshly",he was spoken to harsh clarifications" discourses means it is an expression that conveyed to the news about Erdogan's personality. These expressions emphasized that Erdogan might be "headstrong", "ambitious" and "determined" in the situations that he needed. In this news, because of the fact that these statements are foregrounded, Erdogan is right in these matters and they deserve this rhetoric in the people on the other side. It has been brought to the forefront to these discourses intentionally about Erdogan in this news. It was emphasized that when Erdogan's place and a time comes, he was a "nervous", "stubborn" personality.

5. Conclusion

It has been detected by statements of discourse analysis whether they have built personality for presidential candidates in the presidential elections through main news bulletins of television channels.

It has been reached with interesting data in terms of evaluating the personality traits of the presidential candidates. Namely;

In the main news bulletins published in Kanal D; As for the presidential candidate Erdogan, in the whole of the news it is qualitative that shows the qualitative personality used in the context of Goldberg's 5 factor personality theory at the negative pole.

Regarding Erdogan's personality, Kanal D has put the qualifications in the form of "nervous", "worried", "stubborn", "conservative", "unrelated".

In ATV main news bulletins published; As for the presidential candidate Erdogan, in the whole of the news it is qualitative that shows the qualitative personality used in the context of Goldberg's 5 factor personality theory at the positive pole.

Regarding the personality of Presidential candidate Erdogan, ATV has been predominantly qualified as "patience", "determined", "headstrong", "achievement oriented", "modest", "cheerful", "friendly".

In the main news bulletins published in STAR TV; As for related to the presidential candidate Erdogan, it is qualitative that shows the qualitative personality used in the context of Goldberg's 5 factor personality theory at the positive pole.

Regarding the personality of Presidential candidate Erdogan, Star TV has been used with qualifications such as "determined", "ambitious", "headstrong", "poised", "modest".

In Kanal D main news bulletins; as for related to the presidential candidate Ihsanoglu, no qualification was found that shows the qualitative personality used in the context of Goldberg's 5 factor personality theory at the negative pole.

Regarding the personality of Ihsanoglu, news bulletins has been predominantly qualified as "humble", "calm", "open to other opinions", "defending the truths", "determined", "believing in the unity of business" and "patient". These qualifications are qualities that show the candidate positive in terms of personality.

In ATV main news bulletins; As for related to the presidential candidate Ihsanoglu, no qualification was found that shows the qualitative personality used in the context of Goldberg's 5 factor personality theory at the positive pole.

Regarding the personality of Ihsanoglu; it has been predominantly qualified as "Unrelated", "nervous", "anxious", "distracted easily", "delayed", "unplanned". These qualifications are qualities that show the candidate negative in terms of personality.

In ATV main news bulletins, regarding Presidential candidate Ihsanoglu, no qualification has been identified in Goldberg's 5 factor personality theorem, which is used in the news and in the qualitative terms that indicate the candidate in the positive pole.

The qualifications have been brought to the forefront about Ihsanoglu's personality such as "irrelevant", "nervous", "worried", "easily distracted", "delayed", "unplanned". These qualifications are qualities that show the candidate negative in terms of personality.

In Star TV main news bulletins, it have not been identified to qualifications that present the Presidential candidate Ihsanoglu particularly the negative polarity as well as the positive polarity in the context of Goldberg's 5-factor personality theory.

In KANAL D main news bulletins, it has not been identified to qualifications that present the Presidential candidate Demirtas particularly the negative polarity in the context of Goldberg's 5-factor personality theory.

The qualifications have been brought to the forefront about presidential candidate Selahattin Demirtas's personality such as "believing in a business union", "sincere understanding", "poised".

In ATV main news bulletins, it has not been identified to qualifications that present the Presidential candidate Demirtas particularly the positive polarity in the context of Goldberg's 5-factor personality theory. The qualifications have been brought to the forefront about presidential candidate Demirtas's personality such as "nervous", "postponing" "irrelevant", "anxious" in the negative pole.

In Star TV main news bulletins, it has not been identified to qualifications that present the Presidential candidate Demirtas particularly the negative polarity as well as the positive polarity in the context of Goldberg's 5-factor personality theory.

It can be said that some television channels have tried to build a personality disparately about the personalities of the political leaders by using the qualitative method used for the political candidates' personalities in the main news bulletins.

It has been found that some personality traits are emphasized implicitly in some TV channels, some personality traits are used directly regarding personality qualifications in some TV channels.

In this work, presidential candidate Erdogan has been presented with a different personality on the KANAL D channel, a different personality on the ATV and a different personality on the Star TV.

As a result of this work, it can be said that television channels are built different personalities about the same political leaders through news bulletins.

Also, It can be said that TV channels that have to be neutral, violate the principles of neutrality through personality qualifications in news bulletins.

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