

**REPUBLIC OF AZERBAIJAN**

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**ABSTRACT**

of the dissertation for the degree of Doctor of Philosophy

**THE ROLE OF MODERN AZERBAIJAN TELEVISION IN  
THE ECONOMIC EDUCATION OF SOCIETY**

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## INTRODUCTION

### **Relevance and development of the research work.**

According to modern demands, the formation of journalism and being adapted to new challenges is of great importance in the current development stage of our country. Especially it should be noted that, Azerbaijani journalism, founded by Hasan bey Zardabi, had undergone great and affluent development in a period of approximately 150 years. The activity and achievements of our journalism have unequivocally served to the development of the people whether in the early days of its formation, or in the years when the Soviet system existed, or in the years of independence and modern period, generally, at all stages of development. The mass information means in the achievements got in the economic, cultural, scientific and technical field, especially the usage from the possibilities of the television considered more improved means according to audiovisuality had the greatest role. The thoughts, which National Leader Heydar Aliyev has given a speech at the 40<sup>th</sup> Anniversary meeting of Azerbaijan National Television, again affirms what is said and protects its actuality for our current days: *“The people working almost all fields of the life of Azerbaijan had reached their words, their thoughts to our nation, had performed their achievement, both had displayed and propagandized their profession during these 40 year. The new events appeared in each corner, in each field of Azerbaijan had been sent to all Azerbaijani citizens and are sent today, too.”*<sup>1</sup>.

Reaching to the current development stage of the television has been achieved due to very intense and much hard work. No doubt, the historical development period of Azerbaijan television (generally, Azerbaijan tele-space is considered) should be evaluated correctly and objectively. Because television is one of the important means in

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<sup>1</sup> Azərbaycan Respublikasının Prezidenti Heydər Əliyevin Azərbaycan Milli Televiziyasının 40 illik yubileyi münasibətilə təntənəli yubiley gecəsində çıxışı: [Elektron resurs] / "Heydər Əliyev irsi" Beynəlxalq Elektron Kitabxana. – Fevral 17, 1996. URL: <https://lib.aliyevheritage.org/az/9492789.html>

the transmission of the achievements of the state to a wide audience, in the moral development and upbringing of the people, in the increasing of social-political activity in the society, in the propagating of our custom and traditions and in the formation of imagination about the country in the international world. Television had arranged its activity according to the demands and features of that period in all existed periods. Especially, the activity of this mass media had directed to serve for the socialist system, to the appreciation of broadcasting in terms of the unit ideology as a whole in the years of the soviet power. But generally, the broadcasting system had certain rich traditions within the requirements of that period, too. Television had also served to be enlightened, had certainly met daily information demand of society with its activity. And today Azerbaijan develops as an independent state, and it is one of states distinguished in international arena, knowing by the world states. Just by this reason, Azerbaijan television serving to nation, to public started to acquire new features according to be enlightened of the society in the situation of independence. By leaving from the frame of the unit socialist property, the transition to the new, free regards, to the market economics, naturally revealed new demands in front of the television, too. We meet a lot of information about economic development, labor productivity and etc. dedicated to leading workers, rural workers, oil field worker, when we look through the chronicles of the past periods. But the notion of economic journalism hasn't been completely surrounded by these materials either, it has only arranged certain part of economic journalism. Today, the existence of free market regards, the formation of new economic system in Azerbaijan demands the research of economic education separately, as a special field of journalism. But it should be noted that, today there are many problems not finding their solutions in the field of economic journalism in our country, yet. We witness that economic education in the field of television isn't at the required level in the issues such as banking, credit, tax audits, shadow economy and etc. especially related to daily life activities. At the same time, there are serious

problems in the field of delivering the important economic processes happening in the country to society and increasing economic literacy.

Study the mentioned features of economic education on television in more detail, objectively determination of its essence, and also researching the process according to the demands of the time and the interests of our country is very important. It will also have its effect to the process of sufficient economic education of the society by television, at the same time it will stimulate the fundamental development of economic journalism in the future. Therefore, ensuring the mutual relation of economics and journalism, conducting serious research in this field, applying the obtained results by appreciating professionally, considering the existed practices, taking necessary action for being trained specialized, professional journalist staffs in the mass media, especially in the field of television from an economic point of view, preparation of appropriate textbooks for this aim and teaching of economic journalism as a separate subject in Journalism faculties of universities is one of the main demands of the modern era. At the same time, it will also actively influence to the increasing of the value of economic programs, making them more attractive, and expanding of the competitive environment on local television. By considering all of these, the research of the process of economic education on modern television space is distinguished by its relevance.

Journalism, its history of development, its stages of evolution, its functions, typology, genres, regularities of development in different mass media, its legal and ethical aspects and its features acquired as a field of science had been the main content of many studies. N.A.Imanguliyev, N.H.Babayev, Sh.A.Huseynov, T.T.Rustamov, J.A.Abdurrahimova, N.N.Zeynalov, Y.M.Alizade, N.A.Ahmadli, J.A.Mammadli, G.M.Maharramli, V.Z.Aliyev and the others have valuable research works in this field. We can mention A.Aziz, B.Chapli, G.Gokche, E.Mutlu, O.Tokgoz, E.P.Proxorov, E.L.Vartanova, A.Berger, L.Bogart, J.Clapper and the other names from the foreign country researchers. And G.N.Buyukbaykal, J.Unay from Türkiye researchers, I.N.Demina, V.L.Ivanovski and the others'

researches in the field of economic journalism. Let's note that, one of the factors expressing necessity in the field of economic journalism is related to the issue of language. The issues about the development of the Azerbaijani language, protection of its purity, the usage of the appropriated words, and terms from other languages in our language have been researched by many linguistic scientists. Especially, scientific services by B.Chobanzade, M.Shiraliyev, M.Huseynzade, A.Damirchizade, H.Huseynov, A.Valiyev, H.Mirzazade, A.Akhundov, F.Zeynalov, Q.Kazimov, I.Mammadli, I.Kazimov, K.Abdulla, N.Mammadli, S.Sadigova and the others are estimable in this field. But the formation of economic journalism, the features of its development, theoretical and methodological basics, applied issues, modern situation, perspective opportunities, the language of economic information, personnel issue hadn't been researched as a special research subject in Azerbaijan. Though some aspects of the research of the role of television according to especially economic journalism had been encountered in different publications or articles in various periods, in general, television hasn't been involved in scientific research as the means of education of the society economically until this dissertation in Azerbaijan. These factors increase the relevance of the research, too.

**The object and subject of the research.** The object of the research is related to the study of the role of television in the process of economic education, the position of television in the background of important economic processes happening in the world and in the country, analysis of television channels specialized in the economic field, determination of main habits of TV journalists, target audience, study of thought and ideas of the society about economic education.

And the subject of the research arranges to study the role of modern Azerbaijan television on the process of economic education of the society on the basis of local and foreign sources, to determine the existed disadvantages and the objectives. Especially, we should note that, "Azerbaijan television" is considered general thought here, and the role of Azerbaijan tele-space is researched according to economic education as a whole.

**The aim and objectives of the research.** The main aim of the research is to apply the process of economic education on Azerbaijan teleshield in modern period, to practically research the development trend of economic journalism, to appoint the factors of perspective development of television journalism in this field.

The following noted objectives have been determined for achieving the aim in the dissertation work:

- to research the essence of economic journalism in the development of the society, to analyze the factors forming this notion, to determine the role of economic journalism in the system of mass media;

- to research the position of economic programs in the television broadcasting system in modern period in the background of global economic processes, to conduct scientific analyses on the influential role of the function of education of television during these processes;

- to analyze the factors showed in the presentation of economic programs on Azerbaijan television during the period of independence, to research the characteristics of the development of economic journalism in that period;

- to research the mechanisms of economic education in television broadcasting of State programs related to the socio-economic development of regions in the modern period;

- to research the issue of the effect of television audience diversity to the feature of economic programs;

- to analyze the main features of economic education and economic journalism in Azerbaijan on the example of a specific channel specialized in this field;

- to research the effect of form and style creativity on economic teleprograms on the factors of the professionalism of these programs, to study the parameters of using from terms as an important component of economic information;

- to determine the main principles of creativity of journalists, being one of the main subjects of the process of economic education, in the process of preparing economic teleprograms, as well as the problems in the field of personnel issues;

- to analyze the characteristic deficiencies happened on economic programs on the base of specific examples.

**The methods of the research.** The existing experience was preferred for research in the dissertation work and the methods such as generalization, comparative analysis, grouping, synthesis, systematic approach, analysis, induction and deduction, statistical analysis, choosing, balance, classification, interview, survey and observation were taken as the basis. The materials placed on internet resources have also been used in the process of research.

**The principal provisions put forward for defense.** The following provisions put forward for defense in the research work:

- research of the basis of the formation of traditions of economic journalism in Azerbaijan, comparative analysis of economic information reflected in the mass media in the Soviet period and in the modern period;

- research of the essence of economic journalism and determination of the role of television in the process of development of society, propagandizing of global economic processes and elimination of their negative results, analysis of the factors of the usage from it as a means of information;

- research of similar and different features of economic journalism and general journalism, activity of advertising as a component of economic journalism in the media market;

- analysis of the characteristic features of economic programs on foreign and local television channels, and specific survey results in this field;

- research of the main features of economic journalism in the first years of independence and modern television programs, analysis of the main educational features of television during the 44-Day War, which is one of the most important achievements of the Azerbaijan government in the XXI century;

- research the differentiation of economic programs on the base of diversity of the audience based on a survey among 200 people;



- the role, advantages and disadvantages of “ARB 24” channel, specialized in the economic field, in broadcasting of economic issues in a specific period;

- the mechanisms of influence of the presentation of the news in a more understandable and appropriate form to its function of education by taking advantage of the possibilities of television in the preparation of economic news, the role of the usage from the economic terms in the process of education;

- the importance of personnel training in economic journalism, researching the issue of the professionalism in this field;

- the analysis of the characteristic shortcoming on the basis of concrete samples occurred in the presentation of economic programs and information for the aim of ensuring the integrity of the research work.

**Scientific novelty of the research.** Economic journalism, its formation, the process of development, the essence of the notion of economic journalism, the factors stimulating its development and the problems waiting to be solved in this field in Azerbaijan are involved in scientific research for the first time in the presented dissertation work. The scientific novelties obtained as the result of the research are as followings:

- the notion of economic journalism was researched as a whole and as a separate field of journalism and its scientific analysis was given;

- the process of development of economic journalism in Azerbaijan in different periods was analyzed, the level of current development was researched;

- the essence of economic education, its main directions in Azerbaijan television channels was researched, the reflection of economic life events on television was analyzed by being summarized the issue of broadcasting of economic processes on television as a whole;

- the activity of regional televisions was researched in the background of broadcasting of economic processes and was analyzed on the basis of concrete facts;

- economic programs existing on local televisions were compared with foreign experience on the basis of specific examples, and important features were noted;

- the survey was conducted among the users of Azerbaijan teleshop about the quality, availability and the expectations of economic programs;

- economic programs of channels of various televisions were involved in analysis for the aim of determining the features of modern development of economic journalism;

- important economic contents based on the requirements of modern period and seriously needed the broadcasting on television were noted;

- the issue of personnel in the field of economic telejournalism was studied together with experts, the problems and solutions were revealed and suitable suggestions and recommendations were given;

- the channel specialized in the economic field was analyzed separately, the main shortcomings and advantages were noted on its basis;

- the important forms of presentation for informing of the economic news were researched, the features considering successful and scarce in this field were revealed;

- the main shortcomings happened on economic programs were analyzed based on real facts and solutions were indicated.

### **Theoretical and practical significance of the research.**

Economic journalism is one of the fields needing to be researched both scientifically and practically. Though several elements of economic journalism practically exist on television, they aren't included in the educational system from a scientific-theoretical point of view, and it ratifies the importance of the research once again. For this reason, the publication of the research work in the form of a textbook and its teaching as a subject in the faculties of journalism of universities can positively effect on the elimination of the existing disadvantages in this field. Also, the usage of the dissertation work as a source for authors who will conduct research in this field in future is possible.

The role of Azerbaijani television in economic education, the influence of the processes happening in the country to the factor of education is considered based on the existing facts, the concrete examples are used for the aim of more complete elucidating of the topic in the dissertation work. And it further increases the practical importance of the research work and it can be used in the process of preparation and implementation of various projects in the field of economic journalism and programs on television channels.

**The approbation and application of the research work.** The principal provisions of the dissertation work put forward for defense were reflected in the scientific journals recommended by the Supreme Attestation Commission under the President of the Republic of Azerbaijan, in the prestigious collections and journals of foreign countries, as well as in the periodical scientific publications included in the international summarizing and indexing system, in the materials of international conferences held inside and outside the country. In general, 6 articles were published on the basis of the dissertation work by 1 of them was in the impact factor journal. The ideas and thoughts put forward in the research work were reflected in the materials of 4 international and 3 republican conferences.

**The name of the organization where the dissertation has been accomplished.** The dissertation work was performed at the Department of Multimedia and Electronic Communication of Baku State University.

**The volume of the structural sections of dissertation separately and the general volume with the character.** The dissertation work entitled as “The Role of Modern Azerbaijan Television in the Economic Education of Society” consists of introduction (15704 characters), three chapters by each with three paragraphs (the first chapter is 64730 characters, the second chapter is 78699 characters, the third chapter is 53176 characters), conclusion (2084 characters), list of literature and additions. In general, the research work consists of 132 pages, 236511 characters by consisting of 7 tables, 3 graphics and 3 pictures.

## MAIN CONTENT OF THE RESEARCH WORK

The relevance and development of the research work, the object and subject of the research, the aim and objectives of the research, the methods of the research, the main provisions of the defense, the scientific novelty, the theoretical and practical significance of the research, the approbation and application of the research work, as well as, the name of the organization where the dissertation work has been accomplished and also the structure and total volume of the dissertation work have been reflected in the **“Introduction”** section.

The notion of economic journalism, the features of its formation are discussed, the place of economic journalism in the mass media system is researched and the important issues related to the demand increasing for economic journalism day by day in the period of market economy are touched in the **first chapter** entitled as **“The features of formation and essence of economic journalism”** of the dissertation work.

The factors of using from television in the broadcasting of economic processes in the period of global crises are noted, the activity of television during global pandemic is involved in the scientific research.

The place of economic programs on television in modern period is researched, the results of the survey about economic news is watched more whether from the local or foreign television channels are brought to attention, both the national broadcasting programs and foreign television channels are researched.

It is noted in the first paragraph entitled as **“Economic journalism in the system of mass media”** of the chapter that, economic journalism is based on the existed regularities by being the component of general journalism. The main factor should be considered here is that economic journalism defines its operating principles within general journalism.

For the first time, the determination of economic width of the text of the news is very important during the preparation of the

economic news. Related to this, economic news can be divided into two parts: macroeconomic and microeconomic news.

We observe the usage of macroeconomic information more in the process of economic reporting, when we look through the past periods of Azerbaijan journalism. As a sample, we can note the article titled as “How do the collective farmers (kolkhozes) from Hajigabul become farmers?”<sup>2</sup> in the edition of “Azerbaijan” newspaper published in the June 18, 1997. The positive results of the events implemented by the head of state related with the implementation of economic reforms and current affairs in the field of agriculture in the country are noted in the article.

The scope of economic information has expanded a lot in the current period. Mass media has become one of the important commercial means being on the basis of certain economic issues. Currently we encounter to the presentation and analysis of information more about new fields, less known economic processes in mass media. We can note the article titled as “Winds blow in Baku”<sup>3</sup> from the newspaper entitled “Azerbaijan” as a sample. Educational information such as ecological crisis and energy saving is given in the newspaper related with the declaration of 2024 as “The Green World Solidarity Year” in Azerbaijan.

If we research the mechanism of the influence of economic journalism to the field of radio, we will naturally encounter with certain differences related to the process of historical development. It was mainly related to the lack of radio channels, encompassing the short duration of the broadcasting time, not full formation of the existed traditions in this field and the issue of experience in the last century. Of course, educational information was transmitted to the society through television in the pre-independence period. We can mention the programs like “Araz”, “Günün səsi”<sup>4</sup> (The Voice of the Day) as a sample.

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<sup>2</sup> Məmmədov, R. Hacıqabullu kolxozçular fermerə necə çevrilir? // Azərbaycan. – 1997, 18 iyun. – s. 6.

<sup>3</sup> Əliyeva, Z. Bakıda küləklər əsir // Azərbaycan. – 2024, 5 iyul. – s. 7.

<sup>4</sup> [https://az.wikipedia.org/wiki/Az%C9%99rbaycan\\_Radiosu](https://az.wikipedia.org/wiki/Az%C9%99rbaycan_Radiosu)

Only after the independence of Azerbaijan, new attempts were taken in the radio broadcasting, radio broadcasting began to adjust its activities to the new requirements. It is possible to mention the programs such as “Açıq-aşkar” (Clearly), “Sözün düzü” (The Truth of the Word), “Baxış bucağı”<sup>5</sup> (Point of view) informing the society in more detail and correctly about the processes taking place here. Even the ceremony of signing of agreement of the “Contract of the Century” was declared to the whole world by radio on the 20<sup>th</sup> of September in 1994.<sup>6</sup>

When we analyze the activity of radio channels in the economic field today, we also see the existing of economic programs in some radio channels. We can mention the programs such as “Həyat sığorta ilə rahat” (Life is convenient with insurance), “Rəqəmsal dialoq” (Digital dialogue) and “Su gündəmi” (Water agenda) of “ASAN Radio” as a sample. And the program of “İdarəetmənin əsasları” (Basics of Management) of “90-FM” radio communication station of Public Television and Radio Broadcasting Organisation (İctimai Televiziya və Radio Yayımaları Şirkəti - ITV&RYŞ) has dedicated to entrepreneurial activity and conversation with successful people in this field.

Azerbaijan Television, which continued its activity with retransmission of certain events and concerts in the early periods of its establishment, implemented the policy directed to certainly educating the society by the programs such as “Sənayemizin üfüqləri” (Horizons of Our Industry), “Yaddaş: Tarixin səsi” (Memory: The Voice of History), “İnsan və qanun” (Human and Law), “Kamillik” (Perfection), “Aktual söhbət” (Actual Conversation)<sup>7</sup> in the 70-80<sup>ties</sup> of the last century.

Development of economy was one of the important factors as the achievement of independence and permanent condition of its protection and the role of television is undeniable in this process. Today information about the economic reformations, processes

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<sup>5</sup> Again there

<sup>6</sup> <https://aztv.az/az/about-us>

<sup>7</sup> Again there

implemented in the country and the world is regularly transmitted to audience. Especially, broadcasting of specialized television channels and programs in this field isn't exception. We can mention the programs like "İqtisadi zona" (Economic Zone) of ATV (Azad Azerbaijan Television), "Kapital" (Capital) of Kapaz TV, "Biznes büro" (Business Bureau) of ARB 24 and etc. as a sample.

Although internet is accepted as a new media field today, its concrete borders haven't been completely defined yet. Especially, there are also information sites such as "AZƏRTAC", "Trend", "APA", "marja.az" distinguished by accurate and complete economic information and entrusted, in contrast to individuals and news sites trying to present every information that they encountered on smartphones or heard without clarifying it. Websites can mostly exceed television according to their operativeness.

The system of market economy that we live in now has increased the role of economic journalism in this process. To be based on market relations and principles in journalism and participation in this process has also been put forward as one of the important demands in the Law "About Media". According to the law, *"journalist, a media organization should be an entrepreneur as if presenting and trying to sell his product by acting as the main parts of market relations"*<sup>8</sup>.

The second paragraph of the chapter is entitled as **"The importance of education on television in the period of global economic processes"**. Education of society and being aware of the events in the background of serious economic processes happened at the international level is important *"not only for avoiding from the potential results of the event, but also implementing preventing acts against it"*<sup>9</sup>. When we approach from this prism, a great responsibility is on media and it is

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<sup>8</sup> Qarayeva, S. Yeni "Media haqqında" qanun Azərbaycan mətbuatına nə verəcək? // 525-ci qəzet. – 2021, 14 dekabr. – s.5.

<sup>9</sup> Söyleyenoğlu, M. Ekonomik konjoktürün ekonomi haberciliği üzerindeki rolü: ulusal gazetelere yönelik bir inceleme: / yüksek lisans tezi / – İstanbul, 2019. – s.3, – 142 s.

required to stay away from spreading ideas that will cause the misdirection of the society and cause panic by showing maximum sensitivity to the process.

The activity of television in the period of concrete economic cataclisms appeared in different times is researched, the activity of television in the periods of the Great Depression, Oil crises, Exchange crisis, especially in the global pandemic times is looked through, its influences related to economic education are studied on the basis of the concrete programs in the dissertation.

Though some countries experienced very serious shocks during the global pandemic period being one of the main economic crises, one of the countries which its economy less affected by the pandemic is Azerbaijan. Transmission of purposeful and thoughtful steps taken by President Ilham Aliyev on television for protecting the economy of our country from bigger problems that may occur played a main role in educating of the society in true direction. Different financial assistances were provided, the social protection of the population was strengthened, vaccinations were provided free and 1 billion manat aid was implemented from the budget for the elimination of the existed problems during the pandemic period that, educational information about all of them transmitted on television are the factors that ultimately affect the society to suffer less from the process.

In general television played a great role in the process of information, in presenting information by experts besides with solutions by objectively approaching to the happening and expecting processes during the pandemic period. We can mention the program titled “Həftə” (Week) broadcasting on “AzTV” on the 5<sup>th</sup> of July in 2020 as a sample for these typed programs. The events which is implemented in the program organized very successfully from the point of view of education, are noted with fundamental and concrete facts and the head of the authorized structure is consulted for determining what will happen in the perspective period. The chosen content assumes relevance and coincides to the interests of audience directly. Economic activity



has decreased in almost all countries, and the fear of unemployment has formed in people due to the fact that workplaces were closed during the pandemic period and it was increasing the excitement and anxiety more, since it wasn't known how long that process would end. According to this, sounding of the first question related to employment is valued as a successful step. The issues related to not only official, but also unofficial, time-working people, pensioners, and belonging to whom of the social assistance packages are also discussed in detail here.

Azerbaijan televisions have been selected with whether pandemic, its affections and ways of protection of the society, the condition in the world and country, or delivering of information about the existed condition of economy of the state to the society during the pandemic period and the positive dynamics of them in the provision of information.

It is noted in the third paragraph entitled as **“The place of economic programs in the broadcasting of modern television”** of the chapter that, television is considered one of the main communication and relation means in the issues as education and development of the society. The features of this mass media – like visuality, and audiovisuality forms the feeling of witnessing the happenings in the audience, seeing them with their own eyes, being in the place where the event happened. However, the uniqueness of television and the lack of understanding of this feature, the lack of precise definition of the borders of the existing relationship between society and this mass media, the insufficient use of its role in the process of socialization, neglecting the educational factor as one of the main functions of television sometimes results in certain delays in the process of the development of society.

When researching the broadcasting policy of the television channels of the country in the economic field today, it is noticeable that there are certain gaps. As a result of this, during our survey, we witnessed that more foreign television channels were studied than local channels for watching economic programs.

According to the results of the survey conducted by us among 100 people, 56 percent of the participants said that they get information about economic processes mainly from foreign, and 44 percent from local televisions. Based on this result, we have analyzed certain programs of Russian “RBC” and American “CNBC” television channels in the dissertation and tried to research the disadvantages in the field of local economic programs, their advantages and experiences as a foreign channel. The issue about the content of cyber sport and its place in the economy is touched in the release dated 19 June, 2023 of the program “День” (Day) broadcasting on the “RBC” channel. For the first time, one of the main situations attracting the attention is the novelty of the content. Not only oral information about the content is implemented during the program, but also the experts, specialists experienced in this field are addressed. What does cyber sport promise for Russia, the main differences from other sports, the achievements are noted, the main causes why sponsors are interested in investing to this field are determined.

The basic contents of the “CNBC” channel targeting to mainly economic and business news are related to the research of the condition in the USA, China, Europe, Asia, in general, in the world markets, currency, cryptocurrency, futures, funds and etc. Telechannel mainly take a lot of time to conversation with CEOs (“Chief Executive Officer”), it implements the research of relevant and interesting economic contents together with experts.

Let’s note that, strict activities implement in the field of coinciding the economic programs to the existed demands in our country, necessary events are carried out in the direction of the preparation of programs coincided to the demands of economists and the audience interested in economy. It is possible to mention the names of the programs such as “Real trend” (Real Trend), “İqtisadiyyat” (Economy), “İqtisadi reallıq” (Economic Reality) of Real TV as a sample.

It is also needed to note the activity of “Agro TV Azerbaijan” in this field while speaking about economic tele-broadcasting in Azerbaijan.

The programs of the channel such as “Pambığın dəyəri” (Value of Cotton) related to cotton and cotton-growing, “Meyvəçilik” (Fruit-growing) dedicated to the presentation of the fruit products from different territories, “Çuğundur şəkəri” (Sugar of Beet) surrounding the process from the harvest of sugar beet to processing, “Sərgidən” (From Exhibition) where the innovations in the field of agriculture and the presentation of conversation together experts are very necessary according to economic education.

Though “Agro TV” implements important programs according to increasing economic knowledges in the field of agriculture of the community, nowadays strict probleems exist in the activity of the channel because of disadvantages of the personnel.

Nowadays numerous economic processes happen not only in the capital, but also in the territories, the work of construction, new strategies are implemented. These realized innovative events naturally are shown on the region televisions. It is possible to mention the programs such as “Biznes qlobal” (Business Global) broadcasting on “ARB Cənub” (ARB South) once a week, “Kapital” (Capital) of “Kəpəz TV” (Kapaz TV) only for economic issue and etc. as a sample for educational economic programs in regions.

The **second** chapter of the dissertation work is entitled as **“Modern inclinations of economic education on Azerbaijan televisions”**. The issue of reflection of different economic processes happened in the country in modern period by television is researched, especially the role of boradcasting of the state programs related to the development of regions in the process of education of the society by television is noted and the concrete samples are used in this chapter. Also, the educational features of television in the economic direction during the period of 44 Days War and after the period of it are looked through. The differentiation of economic programs is analyzed on the basis of variety of the audience, the role of “ARB 24” channel specialized on the economic field in the broadcasting of the economic issues in the concrete period is researched, the advantages and disadvantages are studied with different samples.

The first paragraph of the chapter is entitled as **“Azerbaijan television in the period of independence and economic**

**education”**. After Azerbaijan was independence, the role of mass media, as well as television in the society was carried a more relevant character. Especially, our national leader Heydar Aliyev, who said that television played an important role in the life of society and in the education of the society in all direction, considered the development of economy as the most powerful means such as permanent condition of independence and highly appreciated the role of television in this process by preferring to make direct communications and relations with people, with nation since the first day that he came to the authority.

The purposeful economic reforms are implemented by the President of the Republic of Azerbaijan, Ilham Aliyev in the modern period that, the successful results are achieved in the fields of self-employment, ownership and the others by only these events in the regions. Especially, the thoughts by the head of state related to the ending of the transmission period in the economic field in 2009 was caused strict quality revolutions in the field of propaganda of the economic issues on Azerbaijan telespace.

The President of the Republic of Azerbaijan, Ilham Aliyev is personally interested in the situation in the regions, he directly meets with entrepreneurs, and is interested in the process of development on time. Besides with these successful achievements, the broadcasting of the economic programs about entrepreneurs, and strict problems in the field of education exist, too. One of the important problems is the minority of the programs about owners. Also, especially the programs are focused to great business entrepreneurs, the programs about small business entrepreneurs are almost less. The cooperation of small entrepreneurs with large supermarkets and hypermarkets can be encouraged through television. Discussing marketing issues with the producer, preparing educational programs about support mechanisms for small entrepreneurs will have an effective impact on the economic education process by inviting specialists in this field to the program.

Nowadays one of the main problems in the society is the increase of the process of migration from the village to the city year by year. As a result of this, traffics are increasing in cities, pressure on infrastructure is increasing. An important aspect of the issue is minority of the programs about research and analysis on television channels related to revealing of the causes appeared the problem of migration to cities being one of the fundamental issues for economy of the state.

The modern world keeps pace with technological development. The amount of energy costs for houses is many times lower in the developed countries of the world. Because they are informed more quickly about innovations and try to apply them in a short time to save their personal budgets.

Azerbaijan has become one of the most powerful states in the region today. Great victory of Azerbaijan over Armenia for 44 days has a very important role here. Televisions played an active role during the war. The appeals of the head of state to the people on television and interviews given to about 30 foreign media organizations, showing of military equipment and ammunition of Azerbaijan, army equipment, number, new equipment purchased from other countries not only show the military power of our country, but also inform about its economic opportunities.

Serious construction activities are being carried out in the areas that have already been freed under the leadership of our President Ilham Aliyev. Especially, “I State Program on the Great Return to the Liberated Territories of the Republic of Azerbaijan” puts strict tasks in front of Azerbaijan community and state journalism at the same time. For the first time, we are witnessing the formation of the new direction of economic journalism, and new terms have included to our vocabulary: smart village, smart city, digitization, de-mining, delimitation, demarcation, economic renewal and etc. new approachments and content should be highlighted related to the execution of the separate directions of this program compared with the previous years on television, because I State Program on the Great Return to the Liberated

Territories of the Republic of Azerbaijan”, its goals and tasks are large-scaled.

The target audience is researched on the basis of differentiation of the audiences for achieving main social aims with the public impact on the economic program is researched in the second paragraph entitled as **“Auditorium of audience and differentiation of economic programs”** of the second chapter. Here, the various features of the target audience – the levels of demographics, age, education, gender, professional characteristics, family status, monthly income and occupation are looked through, expectations are determined on the basis of a survey among 200 people.

Only 22 among 130 women from 200 participants, and 13 among 70 men participants have said watching economic programs. Variety between women and men in social life also shows itself in their interests. The programs, prepared for women tired from daily homework, wanting to decrease the tensions on them, are only for fun. Therefore, it is necessary to prepare economic programs for educating women who devote their days to their family, housework without tiring them, while entertaining them.

According to the results of the survey, the middle-aged group (36-55) are the most frequent users of television to obtain economic information – 68,5 percent. Here, young people (18-35) are 3 percent, and the elderly (over 56) are 28.5 percent. This factor creates a need to improve, increase and adapt economic programs targeting young people to their interests.

The most economic program viewers are drivers, workers, registrar, security guards and other service workers and retired people. It is appropriate to increase the number and quality of programs for those working in the fields of accounting, banking, statistics, insurance, stock exchange, and entrepreneurship, in addition to programs serving general interests.

According to the survey, the economic fields, which people are most interested in, are related to currency, bank credit and inflation.

The choice of content for economic programs on television is implemented in a very narrow framework and there is a need for extensive analyses. The issues such as a broad analysis of insurance issues that the population has more problems with, determination of gaps, presentation of solutions, issues of qualitative economic development, product production per unit of time, in which areas are we lagging behind and what are the reasons should be researched as a content.

Each of us is also a consumer, regardless of what position we perform. However, programs related to the rights of consumer are rarely found on state televisions.

At present, “green” principles are being put forward in every field: “green energy”, “green economy”, “green textile”, “green finance” and etc. Topics such as what all this means, what are its advantages for us, and what are the main differences with traditional fields are weakly and rarely studied on television. It is very important to direct the activity of the economy, which depends on ecological resources, to the protection of the ecosystem. One of the important tasks standing in front of journalism today is the training of citizens having “green knowledge” or the formation of a “green audience”. Naturally, it is necessary to transition to green journalism, or transition to “green mass media” for realizing the process. It would be very good if these issues were widely showed not only on the channels broadcasting in the capital area, but also on regional televisions, eco-programs, programs based on the slogan like “let’s love nature” and “let’s use resources of the nature efficiently” were prepared.

Several programs broadcasting on “ARB 24” channel in 2019-2020 such as the first economic channel specialized in the economic field in Azerbaijan have been analyzed in the third paragraph entitled as **“Specialized economic television channel in Azerbaijan: ARB 24 (2019-2020)**. Though “ARB 24” has stopped its broadcasting

many of the economic programs because of limitation of opportunities to maintain the agenda in the condition of difficulty of both material, and personnel potential, and economic processes and it hasn't continued its activity as only specialized economic channel, it should certainly fill the existed gap in the field of economic journalism.

Several programs such as “Bank vaxtı” (Banking time), “Sığorta vaxtı” (Insurance time), “Kreativ sənaye” (Creative industry), “Əmlak işi” (Property business), “Business sport” (Business sport), “24 dəqiqə” (24 minutes), “Aqrobiznes” (Agro-business), “Business lady” (Business lady), “Biznes büro” (Business bureau) and etc. like basic economic programs broadcasting on “ARB 24” have been involved in the analysis. Important feature of these programs is related to touching actual economic topics, conducting detailed discussions, revealing details and showing the ways of solving problems.

The ability of presenting the economic news in more understandable and true form is dealt with, the issue of usage from terms like the component of economic information is touched, the main parameters of using from them is researched in the **third** chapter entitled as **“The features of professionalism of tele-programs in the economic topic”**.

The main professional characteristics of journalists working in the economic field, the main reasons for shortcoming of personnel are analyzed together with experts and solutions are shown within the chapter. The characteristic deficiencies encountered on economic programs are noted on the basis of specific examples.

The first paragraph of the chapter is entitled as **“Searching of form and style in the presentation of programs”**. Today, one of the important reasons for the lack of interest on economic programs and information presented on Azerbaijan television channels is related to its presentation in our opinion.

Especially, comparison is one of the convenient ways for avoiding numerous tiresome numbers and for a clearer style of expression on television. Also, any economic information can be



delivered to the attention of the audience in the form of text, figures, graphs and tables, audio and video. The choice of which form is related to the character of the information.

Especially, usage from data journalism during the presentation of statistic numbers is one of important factors for economic journalism, because providing to deliver messy, hard, difficult understandable information in the easy form by collecting them.

Though data journalism deals more with numbers like economic journalism, the information it visualizes does not consist only of numbers. Though economic journalism is mainly focused on areas such as finance, money and business, the scope of data journalism is wider.

Though many media organizations are currently engaged in data journalism, “eslinde.com” can be mentioned as a site specialized in this field. Unfortunately, certain delays are observed in the operation of the site, which main purpose is to present information obtained from various databases in a simple and understandable manner.

The language of economic news is also one of the important factors to be considered during its presentation. The language of economic information should be as simple as possible, so that it can be understood by the audience with the lowest economic knowledge. However, television has great opportunities to take care of the purity of the language and use the correct meaning of words. Especially, the use of words such as “factor”, “tendency”, “temp”, which are often used in economic information, and replaced by their counterparts such as “amil” (factor), “meyil” (tendency), “sürət” (speed) would be good in terms of preserving the purity of our language.

Today, we often encounter to the terms such as currency, investment, liquidity, margin, subsidy, grant, audit, excise, free economic zone, stock exchange, bank, budget, business planning, deflation and other terms on television. So, to what extent are economic terms understood in society? Let’s look at the results of a short survey conducted by us among 100 people:

**Table 1.**

An indicator of familiarity to the economic notions in society

Do you know?	Informed		Uninformed	
	Number	Percent	Number	Percent
<b>ÜDM (GDP)</b>	39	39%	61	61%
<b>Inflation</b>	69	69%	31	31%
<b>Exchange rate</b>	77	77%	23	23%
<b>Investment</b>	61	61%	39	39%
<b>Subsidy</b>	42	42%	58	58%
<b>Liquidity</b>	25	25%	75	75%
<b>Demand and offer</b>	50	50%	50	50%

*Source: Formed by the author.*

The process of reception and comprehension of any information by the audience also depends on the choice of the appropriate genre at the same time. One of the important components in the issue of genre is the selection of a suitable presenter for that genre. The manner of speaking, intonation, even the feeling and excitement of the presenter should be in harmony with the format of the program, and should be able to keep in mind both the guests in the studio and the audience outside the studio.

The second paragraph of the chapter is entitled as “**The activity of television journalist on economic programs**”. There is little successful experience in the field of economic journalism in our country. The main causes of the problem include the lack of

personnel, commercialization<sup>10</sup> of economic content, the predominance of unnecessary information due to the lack of sufficient experience in the selection of economic news and sometimes presenting the stale news to the audience due to the “absence” of news.

It is known that the main institutions that train journalists in the country are universities. However, these higher education institutions do not have a special department training students in the field of economic journalism, generally speaking, there is no specialization. For the aim of carrying out a comprehensive study of the issue, we tried to analyze it from both a management and professional point of view. For the aim of conducting the research from the management perspective, we addressed to Aynur Nasirova, advisor to the Director of “ARB 24” Television, doctor of philosophy on philology, associate professor, and Faig Husiyev, head of the Analytical Group of “Azerbaijan Television and Radio Broadcasting” CJSC, doctor of philosophy on philology, Honored Journalist of the Republic of Azerbaijan<sup>11</sup>. According to experts’ opinion, when choosing journalists for economic programs, priority is given to those with economic knowledge, not to students of the Faculty of Journalism.

Aytan Abdulova, editor-in-chief of Economic news editorial office of “Azerbaijan Television and Radio Broadcasting” CJSC, who approached to the existed problem from professional direction, and Leyla Aliyeva, editor-in-chief of Real Television, also said that there are very serious problems in this field. According to Aytan Abdulova, one of the main reasons for the problem is that *“students who graduate from the Faculty of*

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<sup>10</sup> Иваницкий, В.Л. Основные направления в проблематике российской прессы: экономика: [Электронный ресурс] / – 2006.  
URL: <http://evartist.narod.ru/text19/062.htm>.

<sup>11</sup> Hüseynova, M. İqtisadi jurnalistikanın tədrisi və təbliğinin bəzi məsələləri // İqtisadiyyat. – 2023, 27 aprel-4 may. – s.3.

*Journalism have very little economic knowledge, and some don't have it at all*"<sup>12</sup>.

Leyla Aliyeva, who said that *"there're few economic programs and professional interviews on television channels. Graduates of the Faculty of Journalism have low economic knowledge, and teaching at universities is not enough for a journalist to prepare economic material,"* has noted that it's more acceptable of being people with economic knowledge on television.

According to experts' thought, the main disadvantages of young journalists existing in the economic field in modern times are related to the lack of self-improvement, not being specialization up to the process of activity, the low level of education in this direction in higher educational institutions, the lack of initiative of educators in directing students to the economic field and other reasons<sup>13</sup>.

Academician Ziyad Samadzade's opinion related to the problem is also interesting: *"There is a need to improve the knowledge of young journalists in the economic field, to organize special courses, to increase the number of literature related to economic journalism and to prepare teaching aids in this field."*<sup>14</sup>.

The third paragraph of the chapter is entitled as **"The characteristic deficiencies happened on programs and the ways to eliminate them"**. Economic journalism also demands

Economic journalism also requires high economic literacy from those working in this field. Today, economic programs on television channels are relatively more carefully prepared and successfully presented. However, there are also a number of disadvantages on economic programs or news. One of these disadvantages is the use of long sentences, which don't generally fit the character of television, not only for economic news. The ephemerality of television demands for an address to more concrete sentences and ideas.

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<sup>12</sup> Again there

<sup>13</sup> Again there

<sup>14</sup> Again there

Another of the disadvantages that occur on economic programs is the violation of lexical norms. Sometimes words or phrases are used inappropriately to express an idea. One of the main deficiencies encountered on the programs is not revising of the sentence structure in the news taken from other sources or abbreviated news.

It is also possible to encounter numerous deficiencies related to the distortion of suffixes or letters on economic programs. One of the main shortcomings encountered on the programs is related to the rules of orthoepy. People still pronounce the word “çatışmazlıq” (lack) as “çatışmamazlıq” (lack) on programs.

There are also problems with the correct pronunciation in the presenter’s speech. For example, when pronouncing the word “data”, the stress isn’t on the first syllable, but on the last syllable. Or the accent is clearly felt in the language.

The main feature of television is directly related to its audiovisuality. Therefore, when the plots are broadcasted on television, it is preferable for seeing the scene not to stop on the screen, but to combine different moving frames. Besides with all the mentioned shortcomings, sometimes the background music surpasses the presenter’s voice, the presenter’s speech is faster than the norm, which leads to misunderstanding in the presentation of the news on the economic programs. One of the main shortcomings can be noted that the guests invited to the economic programs are not related to the topic, or are less informed, and instead of asking the guest’s opinion, the presenter exaggerates his or her thoughts more.

It is necessary to emphasize the technical factors as the main deficiencies on the economic programs. For example, the angle isn’t chosen correctly, the guest is speaking, but the operator turns the camera towards someone else’s face, the microphone doesn’t work, the design of the studio doesn’t match the format of the program, the lighting isn’t set correctly and etc.

In general, it is necessary to work as a group in the formation of the news or program, to overcome the appeared

deficiencies together not for avoiding disadvantages on the programs by considering the mentioned ones.

The scientific-theoretical conclusions obtained as a result of the research are summarized as follows in the **conclusion** of the dissertation:

- 1) There are serious problems in the delivering important economic processes to the society, in the increasing of the economic literacy of the viewers, in the field of economic journalism as a whole on Azerbaijan televisions;
- 2) The use of successful experience, interactivity, mutual unity and relation with society are considered important factors in solving of the problem. Because television affects the society, and at the same time it is affected by it;
- 3) Educating the population during the periods of crisis or economic difficulties will prevent the formation of unnecessary questions in society and will help minimize economic losses;
- 4) It would be more appropriate if programs being far from national-moral values, low in quality and professionalism are replaced by economic programs serving to educate directly by providing the necessary budget for the channel and investing on televisions;
- 5) Understandable explaining of the main essence of the “smart city” and “smart village” projects to be built on the freed lands, the economic issues related to agriculture, entrepreneurship and entrepreneurs, migration from the countryside to the city, technological development for the society, the research and presentation of the issues of employment and economic security that concern the society related to the Great Return is one of the priority tasks being in front of economic journalism at the moment;
- 6) Besides with the factors of topic, relevance, style, form, language, new methods and technologies, the requirements of the modern period and the level of economic knowledge of the target audience of the existed program must be considered during the presentation of economic information;

- 7) Withdrawing of “ARB 24” from the framework of a specialized channel in the economic field due to many factors is a kind of indicator of the existing disadvantages existing in this field. Therefore, it is necessary to first examine the concept of the economic channel and to research the factors that will provide its sustainable development, to overcome the disadvantages in this field and to take advantage of successful experience besides with the reforms in the field of policy of economic program. Also, there is a serious need to provide financial resources that will create conditions for the activity of the channel in the economic field;
- 8) providing the need for knowledgeable personnel in the field of economic journalism should be kept in mind as a relevant task.

**The principal theses of the dissertation work have been reflected in the following scientific works of the author:**

1. İqtisadi jurnalistika anlayışı və iqtisadi maarifləndirmə prosesində televiziyanın rolu // Beynəlxalq elmi-nəzəri jurnal, Dil və ədəbiyyat, Bakı, 2018, №3 (107). – s.460-462.
2. Müasir inkişaf mərhələsində televiziya iqtisadi maarifləndirmə məsələsi // Azərbaycan Respublikası Təhsil Nazirliyi Bakı Slavyan Universiteti, Humanitar elmlərin öyrənilməsinin aktual problemləri, Bakı, 2018, №5. – s.293-296.
3. Televiziya sosial inkişaf prosesində cəmiyyətin maarifləndirilməsinin əsas amili kimi // Azərbaycan Respublikası Təhsil Nazirliyi, Elmi xəbərlər, - Bakı, 2018. №3-4. – s.166-169.
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