

# Chapter 13

## Experimental Student– Produced Content and the Rise of YouTube Talk–Shows in Turkey: The Case of YouTube Talk–Show XYZ

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### **ABSTRACT**

*The aim of this study is to reveal the audience motivations and emotions behind the fact that talk shows, the iconic program genre abandoned in television broadcasting of Turkey, have become a preferred program genre on YouTube video sharing platform. The results obtained through audience reception study extracted from an experimental student-created YouTube talk show will provide insights into what kind of content are watched and why, their similarities to and differences from traditional talk shows. Therefore, this study searches for hints to know more about current digital broadcasting trends and techniques in order to be able to produce knowledge about future technologies, and to understand the changing dynamics of audiences better through audience interaction with these technologies.*

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## INTRODUCTION

Talk shows exhibit patterns of communicative and social behavior that can be associated with more than one type of discourse. For example, based on the opening and closing segments, a talk show can be seen as an entertaining and easy-to-understand type of program. At the same time, based on its purposeful question-and-answer segments, it can also be included in the category of programs that aim to provide information about current social, political and moral issues, such as news interviews. Because of this diverse content, talk shows are often included in the infotainment subcategory. Their similarity to doctor-patient dialogues is reminiscent of therapy sessions. On the other hand, it cannot be said that any of these discursive genres represents talk show more than others (Ilie, 2001, p. 211). Talk shows create a reality in which boundaries blur, such as the distinctions between normal and deviant, public and private; the community they create has no connection to the social and personal responsibilities of real life (Tolson, 2001, p. 9).

Today, talk show programs are not seen especially in television channels, which are known as mainstream media and receive the largest share of advertising and audience. It is noteworthy that this type of program has been revived on YouTube. In addition, the talk show programs seen on the YouTube platform, which reach millions of viewers, have more of a hybrid characteristic of the genre, that is, a cocktail of genres, than what we see in traditional broadcasting. To illustrate this, we can look at examples of talk show programs in the United States. In the US, talk show programs are divided into daytime and nighttime. Most of the hosts who became famous in the 80s, especially in nighttime programs, had a background in stand-up, a one-person show, while daytime hosts like Oprah Winfrey had experience in journalism and radio. The latter group of presenters have acted as mediators, counselors, teachers and catalysts for the audience. Both daytime and nighttime program hosts are skilled listeners and ready responders. They bring the force of their own personalities to the sociability rituals of television talk (Timberg & Erler, 2002, pp. 12–13).

Within the scope of the study, a sample of programs that are well-known on the YouTube platform and have the diversity of the talk show program genre was explained using their technique, storytelling and narrative construction, and the features of their presenters. By looking closely at the structure and content of these programs, it will be easier to understand the ways in which these programs on YouTube attract audiences and give inspiration to the focus of this study, XYZ talk. This study will also help to identify similarities and differences between traditional and digital broadcasting, using the mentioned YouTube talk shows as a reference to discuss XYZ more thoroughly. Findings indicate that talk shows, one of the early inventions of television and a format that has been around for a long time, will

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