


# Television and architecture: The impact of TV programs on profession choosing

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## Abstract

Television, as a form of mass media, has an indispensable place and an active role in the daily lives of individuals. Among culture-art programs, those focusing on topics such as discussions, design, practical applications and real estate within the discipline of architecture provide educational opportunities for people to learn more about the field. In this context, a study was conducted with students of the architecture department and interior architecture department, who interacted more than normal with mass media, especially television and the internet, during the pandemic process. The study aims to determine whether the architectural programs on television are effective in influencing the career choices of students. In the study, semi-structured survey technique of quantitative research methods was used. First-year students from architecture and interior architecture undergraduate programs participated in the survey. Less than half of the 367 students who participated in the survey responded positively to whether television programs helped them with their career decisions. The majority of students who stated that they had an impact said that they had a moderate or above-average impact. This result can be seen at a low level. However, among the many socio-cultural, environmental, and economic factors affecting career choice, the fact that television programs are also a factor at this level makes it an important parameter.

**Keywords:** Television, Interior architecture, Architecture, Architecture TV programs, Choice of profession

## Extended Abstract

**Introduction:** The fact that television is the most widely used tool among the mass media plays a great role in obtaining information about professions by observation. The diversity of the programs broadcast on television shows that a wide group of professionals are included. The broad field of architecture embodies the design of buildings, environments, and building stock, with various disciplines including architecture, industrial design, interior design, landscape architecture, and engineering. To define it in a broad perspective, “architecture,” where concrete and abstract phenomena coexist, has site of special scientific interest in terms of orientation to society and people and is based on technique and engineering in terms of structure and equipment. It is realized as the result of a very special and complex synthesis aimed at artistic activity in terms of form, mass, and space phenomena (Erbil, 2009: 59; İzgi, 1999). Considering the educational role of television, a study was conducted on the effect of broadcasted programs on the choice of architecture and interior design professions. The lack of a detailed and comprehensive study on why the profession of architecture was chosen has led to this research. In addition, the rapid increase in the use of mass media in daily life, especially after the COVID-19 pandemic process, has created the idea that these tools have become one of the factors in individuals’ better knowledge of professions and career preferences. In this context, a survey was conducted with students who had undergone the COVID-19 pandemic during the university entrance exam and preferred architecture and interior architecture departments, and the effect of television on their career choices was revealed.

**Purpose and scope:** The investigation’s goal is to determine the effect of television programs on the choice of profession for architecture and interior architecture students in Turkey. A questionnaire with 17 semi-structured questions that students can electronically respond to was created with this goal in mind. The survey questions consist of the following: demographic characteristics (gender, age, university, department), frequency of watching television, types of programs watched on television or the internet (series, news, sport, documentary, entertainment, art and culture, reality show) and

what architectural programs are and the frequency of viewing. The duration of usage of devices such as mobile phones and computers, which may be used to watch television over the Internet, is also included in the study to prevent data loss since the study's focus is on architectural television shows.

**Method:** In the study, semi-structured survey technique, which is the primary data source of quantitative research methods, was used. The questionnaire form was created in Google Form, and students accessed it via a link. Ethics Committee permission for the survey study was obtained by the researcher from the institution where she worked. Some parameters were taken into account while determining the boundaries of the study sample. The first of these is to target students who were high school students during the COVID-19 pandemic and started to study in architecture/interior architecture departments by choosing a university in the same year. The reason for this is that students have to use technological devices such as television, computers, and mobile phones more than usual during the COVID-19 period. Therefore, the fact that students are always at home, even when they are at online courses, increases the probability of encountering television programs on architecture. This is due to the fact that students must use technology-such as television, laptops, and mobile phones-more frequently than usual during the COVID-19 period. Therefore, the fact that students are always at home, including during their education process, increases the probability of encountering television programs on architecture.

**Findings and conclusion:** 35.1% of the students (129 students) stated that television programs for their departments were directly or indirectly effective in choosing a profession in the survey study. This result can be seen as modest when viewed as a percentile. However, the fact that television programs are a factor at this level among many socio-cultural, environmental and economic factors that affect the choice of profession makes it an important parameter. The television programs that students prefer to watch and that they say are effective in choosing a profession also vary in this direction. The program "Home Awesome", in which a local architect changes a room in a selected houses interior design, has the highest viewing rate. This is followed by the "Threshold" and "Mim" programs, which deal with the structures and thoughts of Turkish architects. However, the majority of the students prefer to watch TLC and BEIN H&E television channels with foreign programs, not these programs. Among the foreign programs, "Flip or Flop" and "Fixer Upper", which include the applications of houses through both architectural and interior design, and "Love It or List It", which includes the architectural and interior design of the houses as well as their worth as real estates, are two of the most watched programs. The fact that these programs are on the TLC channel and that it is the television channel that students prefer to watch shows that foreign-based television programs have a greater effect on students' choice of profession. In addition, to the question that students are expected to write a television program, some responded by writing the name of the television channel or digital television platform (TLC: 55 students; Netflix: 11 students; DMAX: 6 students; TRT Documentary: 7 students), and some by writing an Instagram page. The fact that they write the name of a television channel instead of a television program shows that these channels are coded with programs from the field of architecture in the minds of the students. On the other hand, the TV/radio melodrama series "Sen Çal Kapımı (You Knock on My Door)" and "Her Yerde Sen (You Are Everywhere)" are among the answers that affect career choices. The fact that the professions of the leading actors in this series are architecture and landscape architecture is an indication that the series can be a source for obtaining information about professions.

**Keywords:** Television, Interior architecture, Architecture, Architecture TV programs, Choice of profession

## INTRODUCTION

Mass media has an active role in a large part of society's daily life. A new age in communication, knowledge exchange, and acquisition began at the turn of the millennium. The expansion of mass media brought on by globalization and technological advancements has accelerated the ease of information access. Television and mobile phones are two examples of mass media that are widely used in society. The human experience has grown usually dependent on television. Another sign of the multifunctionality of mass media is the widespread usage of mobile devices and the ability to watch television on them.

With the spread of television, program contents have diversified, causing them to take on an informative role in every field. In this sense, they contribute to increasing public awareness of professions. The widespread use of television has made it one of the factors affecting career choices. Television is a medium that young people and adults are exposed to throughout their lives, and this can shape their interests and career goals. However, the effect of television on career choice may vary from person to person, and other factors (family, education, environment, etc.) also play a role. In any case, it should be remembered that television is only one factor in choosing a career and other factors should also be taken into account.

The study aims to determine whether the architectural programs on television are effective in influencing the career choices of students. The lack of a more detailed and comprehensive study on why the profession of architecture was chosen has led to this research. In addition, the rapid increase in the use of mass media in daily life, especially after the COVID-19 pandemic process, has created the idea that these tools have become one of the factors in individuals' better knowledge of professions and career preferences. In this context, a survey was conducted with students who had undergone the COVID-19 pandemic during the university entrance exam and preferred architecture and interior architecture departments, and the effect of television on their career choices was revealed.

### **Television as a Mass Media**

Television, a French word, means "distant view" or "far-seeing." It is a combination of the Greek word "tele" and the Latin word "visio" meaning "to see". Generally speaking, it is a recording and transmission device that makes it possible for objects to be electrically visible in both natural and artificial settings and times (Cereci, 1996: 22; Temel Britannica, 1993: 135; Uyguç & Genç, 1998: 43). In addition to newspapers, radio stations, publishing houses, magazines, and media firms, television stations are part of the press and media industry (Li et al., 2023: 506). Television is taking people to all environments and times at the same time with great speed. As George Gerbner and Larry Gross (1976) stated, television, the most widely used mass media, has permeated almost every home from the cradle to the grave (Gerbner & Gross, 1976: 175). Television is an information and entertainment medium that traditionally occupies the largest share of domestic leisure time (Zillmann, 2000: 2). Watching television has always been a social activity. Both at the time of watching and after the fact, television serves a number of social purposes, such as providing topics for conversations, easing interaction, and promoting feelings of togetherness. People watch television together in their living rooms and outside their homes; they talk about last night's football match and even call each other to recommend an interesting program (Cesar et al., 2008: 1; Harboe et al., 2007: 116; Saxbe et al., 2011: 181).

Mass media, especially television, also produce and spread popular cultural items (Lule, 2012). Considering that television has followers as an element that affects people's culture (such as literature and art), it can be characterized as a cultural production and consumption tool (van Rees & van Eijck, 2003: 465). Television is a central storytelling system and an integral part of everyday life. Dramas, commercials, news, and other programs carry a relatively coherent world of common images and messages into every home. Programs prepared in various formats, such as television messages, news, entertainment, and drama, aim to influence the thoughts, attitudes, beliefs, values, and behaviors of individuals (Gerbner et al., 1986: 18).

Television is the most effective of the mass media. This is because it appeals to both the eye and the ear (Marriott, 1996: 69). As Baudrillard (1994) said, television is now a world watching you/your life. Many television channels have begun to broadcast since the millennium. The increasing number of channels has attracted the attention of many segments in terms of preparing publications for the interests and needs of people from all walks of life. As a result, society's interest has grown in television (İsmailoğlu, 2022: 8). Diverse television programs are grouped in various ways in many countries. It is classified according to the structure determined by TRT (Turkish Radio and Television Corporation) in Turkey. These are news programs, current programs, educational programs, cultural programs, drama programs, real-life programs, children's programs, entertainment programs, commercial communication and promotion, and other programs. Each program usually has a separate airing time and day from the others.

Prime Time, the time television is watched most frequently, is from 20:00 to 23:00 in Turkey. Soap operas, reality shows, and cultural programs are frequently broadcast on Turkish television during prime time. There are numerous programs on television with various contents under the title of cultural programs. This includes television shows in the subjects of design and architecture. Turkish television shows related to architecture come from both domestic and foreign sources. In this sector, television programs are produced using project implementations, purchases, or interviews as content. It is possible to come across many studies on television programs broadcast in Turkey. Due to the increase in the use of social media, studies carried out on the mass media for the discipline of architecture have recently attracted attention (Izadpanah & Gunce, 2021: 549). But, when the literature is examined, there is a study on the grouping of television programs only for the discipline of architecture, in the country or abroad (İsmailoğlu, 2022: 9). Additionally, research was carried out for

students of all ages with the idea that television programs have an instructional and guiding component (Baydar et al, 2008; Dimaki et al., 2005; Hoffner et al., 2006; King & Multon, 1996; Karaca & Yalçınkaya, 2019; Mares & Pan, 2013; Borzekowski, 2018; Wartella et al., 2018; Borzekowski et al., 2019).

### **The Effect of Television on Career Choice**

It has been determined that television is a major aspect in deciding on a profession as a result of studies on how it affects people (Atli & Gür, 2019; Özyürek & Atıcı Kılıç, 2002). The diversity of independent television shows increases the potential to appeal to different occupational groups in terms of content. An occupation is a set of activities based on knowledge and skills acquired through specific education and determined by society, the rules that individuals must follow in order to earn a living (Kuzgun, 1986: 217; Yanikkerem et al., 2008: 61). Occupations are a phenomenon that resulted from people's social consciousness, both as a necessity of coexisting and as a result of their division of labor and specialization (Köksalan & Celkan, 2018).

Occupational groups began to form with the increase in the division of labor and specialization. The increase in occupational groups has increased the importance of choosing a profession. The choice of profession has a very important place in the life of an individual. Occupation is a continuous occupation, not a one-time action performed by the individual in his life. One-third of human life is spent in professional activities. The chosen profession affects many aspects of the individual's life. Occupational choices affect many aspects of an individual's life, such as whom to marry, working style, daily lifestyle, and worldview (Brown, 2003: 18; Eryetiş, 2016; Hepkul, 2016; Kuzgun, 1986: 217; Nalbantoğlu Yılmaz, 2017: 225).

The profession is, first of all, a means of using one's talents, self-realization and development. While the individual does not feel tired while doing a job, they love, the probability of getting an occupational disease is reduced because they are not stressed. Therefore, the profession should not be seen only as a means of earning money. People who work in occupations that are right for them do so willingly; by advancing in their field, they are leading a happy life (Kars et al., 2014: 188; Sarıkaya & Khorshid, 2009: 394). Many factors play a role in the selection of a profession which affects human life in different aspects. The important thing in choosing a profession is that individuals make a choice in line with their personalities, abilities, and interests (Kuzgun, 1986: 43; Savickas, 2005: 42; Splaver, 1977: 13). After completing the compulsory education period, the individual either continues to higher education or enters the business world. The student who completes a certain education and training process chooses his profession and job. However, students often face the problem of choosing a profession as a result of their educational experience (Deniz, 2001: 3). Many studies have been conducted on the career choices of university students (Alkan, 2014; Çiftçi et al., 2011; Dinç, 2008; Genç et al., 2007; Özyürek & Atıcı, 2002; Pekkaya & Çolak, 2013; Sarıkaya & Khorshid, 2009; Şirin et al., 2008).

In order for a person to choose the most suitable profession for himself, he must first know himself and have a very good knowledge of the professions (Kuzgun, 2000: 42-43). Occupational choices are the result of a series of decisions influenced by individual preferences, aspirations, and social factors (Dimaki et al., 2005: 432). In addition, being successful in one's profession is related to choosing the profession knowingly and willingly and being physically, spiritually, and mentally ready for it (Mooney et al., 2008: 386). Choosing a career is an extremely complex process. For this reason, it is difficult to determine the factors that are effective in the process, to explain the relations between the factors and to determine the ones that will positively affect the outputs or the effect of each factor on the output (Germenijs & Verschueren, 2007: 224; Esbroeck et al., 2005: 8-9).

Factors affecting career choice and development are grouped as social and psychological. Harnquist (1978) and Blau (1956) also underlined the importance of psychological and social factors in the professional process. While the most important of these factors is seen as talent (Kuzgun, 2000: 21; Yeşilyaprak, 2012: 45), there are studies that show interest in the profession (Yılmaz, 2011), gender (Zysberg & Berry, 2005; Mau & Lynn, 2001), and choice of profession. Studies on the career preferences of high school and university students have revealed that many factors such as gender, educational background, personal preference (Karlsen, 2001), socioeconomic background (Kefal et al., 1992), family history and the father's occupation (Sjögren, 2000), the social environment, and oneself (Super, 1957) are effective.

While there are many factors in choosing a profession, the fact that individuals have the opportunity to see or experience different professions also affects their decision-making processes. What is known theoretically about the professions of individuals who make up the social environment can be better perceived by seeing or experiencing it. In cases where there is no opportunity to learn this way, mass media can obtain information. Today, especially in industrialized societies, the possibility for individuals to know professions by seeing and experiencing them is very limited (Eryetiş, 2016). In this context, information about professions is obtained by using mass media, which has become widespread with the effect of globalization. Learning experiences may be vicarious, which means that observers can learn behaviors, values, attitudes, and skills through simple observation of television, media, and books in addition to observing others (Bandura, 1977).

The fact that television is the most widely used medium among the various forms of mass media plays a great role in obtaining information about professions by observation. The diversity of the programs broadcast on television shows that they include a wide professional group. Considering the educational role of television, a study was conducted on the effect of broadcasted programs on the choice of architecture and interior design professions. The broad field of architecture is the design of buildings, environments, and building stock, with various disciplines including architecture, industrial design, interior design, landscape architecture, and engineering. To define it in a broad perspective, "architecture," where concrete and abstract phenomena coexist, has scientific weight in terms of orientation to society and people and is based on technique and engineering in terms of structure and equipment. It is realized as the result of a very special and complex synthesis aimed at artistic activity in terms of form, mass, and space phenomena (Erbil, 2009: 59; İzgi, 1999: 10).

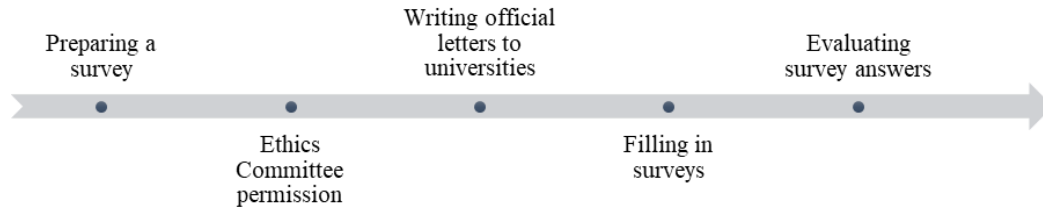
According to Lawson (2005), designers in the fields of architecture, interior architecture, industrial design, city planning, and regional planning need to produce beautiful, durable, and functional products for mass and environmental spaces. All of these areas are concerned with the creation of objects or places designed to be used for practical purposes and viewed for artistic purposes. Most of the time, performing designs in these areas necessitates a high level of technical knowledge and experience, as well as visual creativity and design skills. According to a study conducted by İlerisoy and Aycı (2019) with 69 students on why architecture students choose this profession, 59.4% of architecture students have an interest and information response. The lack of a more detailed and comprehensive study on why the profession of architecture was chosen has led to this research. In addition, the rapid increase in the use of mass media in daily life, especially after the COVID-19 pandemic process, has created the idea that these tools have become one of the factors in individuals' better knowledge of professions and career preferences. In this context, a survey was conducted with students who had undergone the COVID-19 pandemic during the university entrance exam and preferred architecture and interior architecture departments, and the effect of television on their career choices was revealed.

## **METHOD**

The investigation aims to determine the effect of television programs on the choice of profession for architecture and interior architecture students in Turkey. Semi-structured survey technique, one of the quantitative research methods, was used. A questionnaire with 17 semi-structured questions that students can electronically respond to was created with this goal in mind. The survey questions consist of the following: demographic characteristics (gender, age, university, department), frequency of watching television, types of programs watched on television or the internet (series, news, sport, documentary, entertainment, art and culture, reality show) and what architectural programs are and the frequency of viewing. The duration of usage of devices such as mobile phones and computers, which may be used to watch television over the Internet, is also included in the study to prevent data loss since the study's focus is on architectural television shows.

The questionnaire form was created in Google Form, and students accessed it via a link. Ethics Committee permission for the survey study was obtained by the researcher from the institution where she worked. Some parameters were taken into account while determining the boundaries of the study sample. The first of these is to target students who were high school students during the COVID-19 pandemic and started to study in architecture/interior architecture departments by choosing a university in the same year. The reason for this is that students have to use technological devices such as television, computers, and mobile phones more than

usual during the COVID-19 period. Therefore, the fact that students are always at home, even when they are at online courses, increases the probability of encountering television programs on architecture. This is due to the fact that students must use technology-such as television, laptops, and mobile phones-more frequently than usual during the COVID-19 period. Therefore, the fact that students are always at home, including during their education process, increases the probability of encountering television programs on architecture (Figure 1).



**Figure 1.** Steps of the study

In this context, a total of 7957 first-year students enrolled in the Architecture Department and Interior Architecture Department of universities in 2021 constituted the sample universe. The sample size was determined to be 367 students with a 95% reliability and a 5% margin of error. In order to enable students to access the survey, the universities with the Department of Architecture and Interior Architecture were asked to share the survey link with the students by giving information about the research. When the desired number of students in the survey was reached, the survey link was closed. The data were analyzed in the SPSS 29.0 statistical package program on the computer. Descriptive analyses (number, percentage, mean) were used in the analysis of the data. Frequency and chi-square tests were used in the study. First of all, the frequency and percentages of response groups were included in the study. Since the data used in the comparison of the groups are classified data, the chi-square test was applied. In this study, the error level was taken as 0.05.

## FINDINGS AND RESULTS

First of all, the demographic characteristics of 367 students who participated in the survey were examined. Demographic information consists of gender, age, university, and department information at the university. 64.8% of the students participating in the research were female, and 35.2% were male. The ages of the students were discussed in three groups: under 20 years old, between 21-29 years old, and over 30 years old. 66.2% of the students participating in the survey are under the age of 20. 33.2% of the students participating in the survey are studying at Atatürk University, 24.5% at Dicle University, and 16.3% at Akdeniz University. In addition, more than half of the students (69.2%) are students of architecture (Table 1).

**Table 1.** Demographic characteristics of students

Parameters	Frequency	%	Parameters	Frequency	%		
Gender	Female	238	64,8	University	Akdeniz University	60	16,3
	Male	129	35,2		Atatürk University	122	33,2
Age	17-20	243	66,2		Dicle University	90	24,5
	21-29	109	29,7		Hacettepe University	18	4,9
	30-40	15	4,1		Istanbul Technical University	4	1
Department	Architecture	254	69,2		Karadeniz Technical University	29	7,9
					Ondokuz Mayıs University	39	10,6
					Samsun University	5	1,6
Department	Interior Architecture	113	30,8				
	Architecture	254	69,2				

The students who participated in the survey were asked to give one or more answers to the question of which program or programs they prefer to watch on television. Almost half of the students stated that they watched art/culture programs (175 students) and TV series (171 students). When asked how much of their daily time they spend watching television, almost all of the students (347 students) watch television for 1-3 hours daily.

In addition, more than half of the students (240 students) stated that they spend 1-3 hours on the internet (except for Instagram, Facebook, TikTok, WhatsApp, etc.) (Table 2).

**Table 2.** The programs they watch, the frequency of watching television, the time they spend on the internet excluding applications

Parameters	Frequency	%	Parameters	Frequency	%		
<b>Tv Programs</b>	Series	171	46,5	<b>The frequency of watching television</b>	1-3 hours	347	94,5
	News	68	18,5		3-5 hours	19	5,2
	Sport	114	31		5-7 hours	1	0,3
	Documentary	151	41,1		More than 8 hours	-	-
	Entertainment	148	40,3	<b>Time spent on the internet excluding apps</b>	1-3 hours	240	65,4
	Art and culture	175	47,6		3-5 hours	83	22,6
	Reality show	111	30,2		5-7 hours	33	9
	Total	367	100		More than 8 hours	11	3

When the students were asked whether they followed the television programs related to their departments on television / on the Internet, 60% (220 students) said that they followed it; 33.5% (123 students) stated that they partially followed it. To the question of the frequency of following these programs; 26.2% (96 students) answered once in 2-3 months, 19.3% (71 students) answered 1 per week and 17.4% (64 students) answered once a month. When the students were asked about the television channels they follow for these programs, 72.2% (265 students) answered TLC and 21.5% (79 students) answered BEIN H&E (Table 3).

**Table 3.** Channels followed and frequency of watching television programs in the field of interior architecture/architecture by students

Parameters	Frequency	%	Parameters	Frequency	%		
<b>Frequency of following programs</b>	Once in 2-3 months	96	26,2	<b>Television channels</b>	Kanal D	49	13,4
	Once a month	64	17,4		Star TV	28	7,6
	2-3 times a month	58	15,8		TRT 2	67	18,2
	1 per week	71	19,3		TLC	265	72,2
	2-3 per week	58	15,8		Bloomberg HT	53	14,4
	Everyday	20	5,5		Bein H&E	79	21,5

To the question of whether television programs are effective in choosing a profession, 35.1% (129 students) of the students who participated in the survey answered that they are. When the students who stated that they were effective were asked to what extent they had an impact, 59% (76 students) stated that they had a medium level of impact, and 18.6% (24 students) stated that they had more than a medium level of impact (Table 4).

**Table 4.** Do the programs on television have an effect on the choice of profession? If yes, what is the rate? responses to questions

Parameters	Frequency	%	Parameters	Frequency	%		
<b>The impact of television programs</b>	Yes	32	8,7	<b>How effective are TV programs?</b>	1	9	6,9
					2	20	15,5
	Partially	97	26,4		3	76	59
					4	18	14
No	238	64,9	5		6	4,6	
			Yes or Partially	129	35,1		

The students, who stated that television programs were effective in choosing a profession, answered “Flip or Flop” with 15.4%, “Home Awesome” with 12.6%, and “Love It or List It” with 12%. In addition, all of the students who participated in the survey were asked which television programs they preferred to watch for their departments. Students answered “Flip or Flop” with 13.3%, “Home Awesome” with 12.5%, “Fixer Upper” with 12.1%, and “Love It or List It” with 10.9%. Some of the students gave the answer for the television channel instead of the television program. These answers are included in the discussion section to be evaluated (Table 5).

**Table 5.** Answers to the questions about the television programs that affect the choice of profession and the television programs about the architecture they prefer to watch

Parameters	Programs	Frequency	%	Parameters	Programs	Frequency	%
<b>Television programs that affect the choice of profession</b>	Home Awesome	9	12,5	<b>Television programs for the architecture you prefer to watch</b>	Home Awesome	32	12,5
	Let Me Do It	1	1,4		Threshold	5	2
	Threshold	2	2,8		Mim	6	2,4
	Mim	2	2,8		Awesome Homes	1	0,4
	Architecture Interviews with Aykut Köksal	2	2,8		Architecture Interviews with Aykut Köksal	9	3,5
	Awesome Homes	1	1,4		Flip or Flop	34	13,3
	Flip or Flop	11	15,2		Christina on the Coast	4	1,6
	Christina on the Coast	3	4,1		House Hunters	7	2,7
	House Hunters	4	5,5		Fixer to Fabuou	1	0,4
	My Home Is Better	1	1,4		Love It or List It	28	10,9
	Love It or List It	8	11		Beach Hunters	2	0,8
	Beach Hunters	1	1,4		Stone House Revival	4	1,6
	Stone House Revival	2	2,8		Stay Here	2	0,8
	Stay Here	1	1,4		Good Bones	8	3,1
	Good Bones	3	4,1		Fixer Upper	31	12,1
	Fixer Upper	7	10		Property Brothers	14	5,5
	Property Brothers	3	4,1		One of A Kind	1	0,4
	Flipping 101	1	1,4		Bargain Mansions	5	2
	Bargain Mansions	1	1,4		Grand Designs	7	2,7
	Mega Structures	1	1,4		Treehouse Masters	5	2
	Tough Love with Hilary	1	1,4		Tiny House Hunter	13	5,1
Tiny House Hunter	4	5,5	Amazing Interiors	8	3,1		
The Art of Design	2	2,8	Extreme Engineering	3	1,2		
Craft Wars	1	1,4	Building Alaska	1	0,4		
Total	72	100	Cabins in The Wild	2	0,8		
			Windy City Rehab	3	1,2		
			Abstract: The Art of Design	2	0,8		
			Mediterranean Life	3	1,2		
			The World's Most Extraordinary Homes	12	4,7		
			Interior Design Masters	5	2		
			Total	258	100		

After the frequency analysis of the answers, the chi-square test was conducted to determine whether there is a significant relationship between the demographic characteristics of television channels and programs and the frequency of watching. As a result of the test, it was seen that there was no significant relationship between the genders, age groups and departments of the students and the television channels, programs and watching frequencies related to their departments. Since the number of students participating in the survey was not close to each other, no comparison could be made between universities.

## CONCLUSION

Choosing a profession is one of the most important decisions in a person's life. Occupation has a decisive role in creating the individual's social status and identity. For this reason, it is important as a factor that shapes the individual's identity and determines his social and financial status. It is known that there are a number of factors that affect the choice of profession. This study is based on the hypothesis that television, one of the mass media, which reflects the professional life that constitutes a large part of daily life, is effective in people's choice of profession. In this direction, a questionnaire was applied to first-year undergraduate students in architecture and interior architecture. Among the television programs that vary in content, those with cultural and artistic content, whether of domestic or foreign origin, have increasingly taken place in television channels in Turkey since the turn of the millennium. Among these programs, the ones that attract attention and are in demand by society are those in architecture/real estate and the food and beverage sectors. High school senior



students who have experienced staying at home, social isolation and online education during COVID-19 have experienced a different preference period than students in their upper and lower terms. During this period, students were heavily exposed to mass media such as the telephone and television. In this context, it has aroused curiosity about whether the mass media have an effect on the choice of profession of the students who started university after COVID-19, who are in the departments of architecture and interior architecture.

As a result, in the survey study, 35.1% of the students (129 students) stated that television programs for their departments were directly or indirectly effective in choosing a profession. This result can be seen as modest when viewed as a percentile. However, the fact that television programs are a factor at this level among many socio-cultural, environmental and economic factors that affect the choice of profession makes it an important parameter. There are many alternatives to television channels of local and foreign origin. The television programs students prefer to watch and say are effective in choosing a profession also vary in this direction. The program “Home Awesome”, in which an architect from the local program changes a room in a selected house’s interior design, has the highest viewing rate. This is followed by the “Threshold” and “Mime” programs, which deal with the structures and thoughts of Turkish architects. However, most students prefer to watch TLC and BEIN H&E television channels with foreign programs, not these programs. Among the foreign programs, “Flip or Flop” and “Fixer Upper”, which include the applications of houses through both architectural and interior design, and “Love It or List It”, which includes the architectural and interior design of the houses as well as their worth as real estates, are two of the most watched programs. The fact that these programs are on the TLC channel and that it is the television channel that students prefer to watch shows that foreign-based television programs have a greater effect on students’ choice of profession. In addition to the question that students are expected to write a television program, some responded by writing the name of the television channel or digital television platform (TLC: 55 students; Netflix: 11 students; DMAX: 6 students; TRT Documentary: 7 students), and some by writing an Instagram page. The fact that they write the name of a television channel instead of a television program shows that these channels are coded with programs from the field of architecture in the students’ minds. On the other hand, the TV/radio melodrama series “Sen Çal Kapımı (You Knock on My Door)” and “Her Yerde Sen (You Are Everywhere)” are among the answers that affect career choices. The fact that the professions of the leading actors in this series are architecture and landscape architecture indicates that the series can be a source for obtaining information about professions.

Contrary to the news, soap operas, sports and daytime programs broadcast on television, culture and art programs that have an educational role and are utilized in real life provide more information about professions. In addition to obtaining information, television programs provide information on the process of professional life, although not in detail but superficially. In the programs in the field of architecture, it is shown how the professional life consists of fiction both in theory and in practice. Among these programs, “Threshold”, “Mim” and “Architecture Interviews with Aykut Köksal”, which are local programs, continue the program setup with more well-known architects regarding the theoretical side of architecture. In the television programs about the application part of the profession, the construction site process, the application of materials, the decisions made about the application, etc. are included, among many other events. In this context, besides the fact that local programs on television channels are present in a small number of theoretical programs, it is evident from the results of the study that they have contributions. The fact that almost all of the programs for vocational practice are of foreign origin and that they are popular among students shows that programs for comprehensive practice projects should be made locally. In this way, it will be possible to obtain information about the professional life and procedures in the country as well as the operations abroad. In addition, television programs can be included in both theoretical and project studio courses for undergraduate students and can be used as an educational resource for students who do not have the chance to practice or gain experience. It is thought that the contribution of television programs related to the choice of profession of students studying in the department of architecture and interior architecture in the literature will be a guide for both educators, television programmers, and content producers. Within the scope of future studies, studies on documentaries, interviews, movies, social media pages, digital platforms and channels related to the discipline of architecture can be conducted and research can be made on the effect of their content on informing both university students and high school students who will choose a profession. In addition, when programs for architectural disciplines other than architecture and interior architecture are broadcast on television, studies can be conducted for students from these fields.

### Authors' Contributions

There is a single author in this paper who contributed 100%.

### Competing Interests

There is no potential conflict of interest.

### Ethics Committee Declaration

Within the scope of the research, ethics committee approval was received from Recep Tayyip Erdoğan University Rectorate Social and Human Sciences Ethics Committee dated 24.05.2022 and numbered 2022/115.

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