

Motivation in Media Management: Factors Affecting Motivation of Media Workers in Turkey

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Abstract: Media enters to people life every day with a high speed as a result of the technological improvements. Media is now much more efficient in human life because it's integrated to communities much more than the past. Media which reaches to more people every day, is more responsible for its content that it produces. The content of media produced by people who work in media companies. These people have a big responsibility towards their companies and to media environment. This gives a high importance to work of content. While people create this content they are affected from many things. One of these is 'motivation'. As the media industry expands there has been many changes in the management of media companies and the importance of motivation became an efficient factor for media companies. Motivation now plays a big role in the work flow of media companies as well as the other industries. This study made a research for the factors affecting the motivation of media workers in Turkey. For this purpose there has been conducted a survey to media workers who work in different media companies to find out the factors that affect their motivation. The aim of this study is to make a determination for the factors affecting media workers motivation in media industry. In the first part of the study there is a literature analysis for the concept of "motivation" and the findings of global researches done for the motivation of media workers discussed. The method of the study is descriptive method and the data collected with a questioner prepared with likerd scale. The findings analysed in the SPSS software. In the analysis there is a determination of factors affecting motivation in Turkish media industry and analysis of factor, correlation, Kruskal Walls and t-tests. At the end of the study there has been a found that the 'social security' and 'economic condition' effect more than 'working conditions' and 'carrier' to the motivation of media workers in Turkey.