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Enderhan Karakoç
Pınar Eke
Selçuk University, Konya-Turkey
enderhan@selcuk.edu.tr

NEWS LANGUAGE IN MEDIA AND "ERDOĞAN'S SPEECH IN STRASBOURG"

ABSTRACT

The aim of this research is to introduce the place of the speech by Recep Tayyip Erdoğan, spoken in Plenary Session of the Council of Europe Parliamentary Assembly on April 13, 2011 and reflected to the different daily newspapers as the "Strasbourg Speech"; starting from here, to analyze the news language used in the media. For that purpose, three newspapers, Cumhuriyet, Hürriyet and Zaman, which are assumed to represent the left, liberal and right parts of the media and have the highest circulation on their own ranks, have been chosen. The presentation style of this event on the newspaper pages during one week following to the speech has been investigated. As the review method, content analysis is used. The most basic findings obtained as a result of the study are as following; the most frequently used ideology forming strategy in the analyzed news is alienation. Again, the news was dominantly found its place in inner pages; however, it was on the front pages of almost all the newspapers on the first day. When the news on the aforementioned three newspapers are analyzed, 63.2% of them were found to be based on the explanations of the Prime Minister.

Keywords: Strasbourg Speech, The News Language, Media and Politics, Newspaper, News

MEDYADA HABER DİLİ VE "ERDOĞAN' IN STRAZBURG KONUŞMASI"

ÖZET

Bu çalışmanın amacı T.C. Başbakanı Recep Tayyip Erdoğan'ın 13 Nisan 2011 tarihinde Avrupa Konseyi Parlamenterler Meclisi Genel Kurulu'nda yapmış olduğu ve basına "Strazburg Konuşması" olarak yansıyan açıklamaların farklı günlük gazetelerde nasıl ve ne oranda yer bulduğunu ortaya koymak; buradan yola çıkarak medyada kullanılan haber dili üzerine bir inceleme yapmaktır. Bu amaçla Türkiye basınında sağ, sol ve liberal kesimleri temsil ettiği varsayılan ve kendi kulvarlarında en yüksek tirajlara sahip olan *Zaman*, *Cumhuriyet* ve *Hürriyet* adlı 3 gazete seçilmiş ve söz konusu konuşmayı takip eden bir hafta boyunca bu olayın gazete sayfalarında yer alış şekli incelenmiştir. İnceleme yöntemi olarak içerik analizi, kullanılmıştır. Çalışma sonucunda elde edilen temel bulgulardan bazıları şunlardır; Haberlerde en çok kullanılan ideoloji inşa stratejisi ötekileştirmedir. Haberler en çok iç sayfalarda kendine yer bulmuştur ancak ilk gün hemen tüm gazetelerde ana sayfada yer almıştır. Gazetelerdeki haber kaynağı incelendiğinde %63.2 ile Başbakan'ın açıklamalarına dayalı haber yazıldığı tespit edilmiştir. Bunu %21.1 ile köşeyazarları ve gazetecilerin görüşleri izlemiş, diğer haber kaynaklarının ise çok sınırlı kullanıldığı görülmüştür.

Anahtar Kelimeler: Strazburg Konuşması, Haber Dili, Medya ve Siyaset, Gazete, Haber

1. INTRODUCTION (GİRİŞ)

The mass media tools, their future and effects, their styles of functioning and their social consequences have become the basic themes of the social sciences, cultural criticism and the media. Social scientists and cultural critics have good reasons to show interest to this issue; it is difficult to mention another phenomenon which shapes the contemporary societies, in so comprehensive and permanent, fundamental and irreversible ways (Meyer, 2002:9).

When the most effective one among the mass communication tools is considered to transfer the "truth", at this point, it was news channels in visual media and the newspapers in the written media. Since the news channels and newspapers focus on solely the 'news'; namely the presentation of the events from all over the country and the world in accurately, believably, fast, multifunctionally and multidimensionally (Orhon, 2004: 3), they create great effects on the masses as soon as possible.

For this reason, the effects of contemporary mass communication tools on many fields of modern life are being discussed from many points of view as it has been in the past. One of the most heated discussions about the matter is the "news language used in the media". It is better to take a look at the terms of news, news language and media ethics.

2. RESEARCH SIGNIFICANCE (ÇALIŞMANIN ÖNEMİ)

The aim of this research is to introduce the place of the speech by Recep Tayyip Erdoğan, the prime minister of the Republic of Turkey, spoken in Plenary Session of the Council of Europe Parliamentary Assembly on April 13, 2011 and reflected to the different daily newspapers as the "Strasbourg Speech"; starting from here, to analyze the news language used in the media. For that purpose, three newspapers, Cumhuriyet, Hürriyet and Zaman, which are assumed to represent the left, liberal and right parts of the media and have the highest circulation on their own ranks, have been chosen. As the review method, content analysis is used. The elements such as the presentation style of this event on the newspaper pages, the content of the news, understandability and the photo of the news were determined through content analysis. The method of this formation was shown through content analysis which was used as the basic method. Findings which were obtained through content analysis Bernard Berelson (1952) described as "the research method to objectively, systematically and quantitatively explain the definite content of the communication" were presented in tables.

In this study, the methods of newspapers to tackle news were analyzed;

- How and in which rates did the Strasbourg Speech appeared in various daily newspapers?
- How and to what extents does the news language differ in media for the same news?
- In the study, what are the approaches of the newspapers and their manner of handling the matter?

This article is important because of to show the news language that used in media. The news language is an ideological structure and reveals to reference frames. So, the readers can have an idea about the information sources.

3. NEWS (HABER)

Although there is no single and agreed definition upon the question "what is news?" two basic factors should be considered in order to determine the nature of the news concept, meaning and characteristic in a concrete way, (Tokgöz, 2010: 202);

- The communication technology that is valid and used in society,
- The existing social structure.

In the same way, it should be also considered that the journalists who symbolize the producers of them are closely related to these aforementioned two basic factors (Tokgöz, 2010: 202).

A sentence which is attributed to John Bogart, the editor of New York Sun, summarizes within the many definitions. J. Bogart has said; "When a dog bites a man, this is not the news. However, if a man bites a dog, it is the news." (<http://download.nos.org/srsec335new/ch6.pdf>).

There are many different definitions and points of view related to news, and all of them carry a definite view of world and privity. Therefore, it's possible to encounter with many different versions of the same news. In writing news, "the news language", namely, the point which discourse starts is those various approaches.

4. ALTERNATIVE APPROACHES IN THE NEWS MANUFACTURING PROCESS (HABER ÜRETİM SÜRECİNDEKİ ALTERNATİF YAKLAŞIMLAR)

The news manufacturing process is a multialternative and a multi-equational structure mostly depending on the manufacturer and for whom the news is manufactured. Herbert Gans determines that the journalist encountered serious problems resulting from the status of a journalist both as a staff of a commercial enterprise and a profession expert with principles during the manufacturing process of news. According to Gans, the journalists summarize, refine the information and drive forward the definite aspects of it (Şeker, 1999:34).

Within this period, numerous different points of view such as Phenomonologist Approach, Instrumentalist Approach, Structuralist Approach, Feminist Approach, Critical Approach or Liberal-Pluralistic Approach (Özer, 2011:13-14) are consciously or unconsciously used. Among those approaches, especially three approaches come forward since they are commonly used and they are more inclusive. They are Critical Approach, Orthodox-Marxist Approach and Liberal-Pluralistic Approach.

The Critical Approach, with the simplest definition, is an approach which states that ideological production is performed in the discourse of news. This approach benefited from the explanations of Althusser about "ideology" and Gramsci's explanation about "hegemony" (Özer, 2011:14-15). This approach perceives the news as a product which is convenient to be blanketed and manipulated with ideology rather than a product which transfers the existing one, is objective and independent from the ideology.

The critical approach, represented by the School of Frankfurt, suggests that the mass communication tools have the structure which spreads and imposes the popular culture to the consumers, this structure passivizes the individuals. This theory doesn't evaluate the concept of news neither as a free flow of news nor a prejudicious concept. According to this approach, the news is within the communication process and the communication process is a structured process; in the other words, the communication process is open to be determined by the other structures it is included but the qualifications of the determination hasn't been previously defined (Akçalı, 2002:14). Thus, it can't be said that communication process and news are predictable.



In this context, the researches of news or journalism relying on the critical paradigm not only reveal the ideological dimensions of news in the social production and the organic bonds between the cultural values of the society they exist in; but also show the historical dependency of the journalist on the rhetoric of objectivity (Cangöz, 2009:72).

According to another approach, the Orthodox-Marxist Approach, the mass communication is a process. Based on the determination that there is a close relationship between the media organizations and both financial and political preferences of the governing groups, it defends that the styles of formation and presentation of news institutionally and systematically occurred in accordance with the interests of dominant classes; thus, it was non-objective and single-dimensioned (Akçalı, 2002:13).

According to the theory of the Orthodox-Marxist Approach, the news manufacturing, namely, the information manufacturing belongs to the power elites who also own the production tools. For that reason, the news which can completely shake the interests of capital, criticize the dominant class and affirm the oppressed classes are not accepted in the media. Every individual and/or group falling outside the majority is made the topic for news through being marginalized and otherized. The production process of news is completely filtered through the filter of ideology.

The latest approach, Liberal-Pluralistic Approach, relies on the claim that news can be objectively manufactured within an independent information flow and this approach evaluates the concept of news as an independent and free flow (Akçalı, 2002:12).

According to the latest approach, there are numerous media institutions and each of them reaches to the truth in accordance with their worldview; it spreads the event through making it news. Thus, the individual reaches to the news/information through the channel/media he/she prefers with his/her free will. The approach claims that the process is completely independent and democratic and it supported pluralism since it allows the production and distribution of all types of news. The Liberal Approach has an extremely positive point of view.

Infact, according to this approach which emerged in the seventeenth century and has maintained its development up to now, the media has three political functions; first of all, the media intercedes to the society in expressing themselves due to its function of creating an environment for the public debates related to daily events. Secondly, it audits the state and the government on behalf of citizens and transmits the demands and opinions of the citizen to those upper authorities. Finally, it helps citizens to vote consciously during the elections through informing and training them (Işık, 2007:27). Shortly, media always works for the benefit of the masses.

While discussing the news production processes through Liberal Approach, there are four important hypotheses which require highlighting. According to those hypothesis (Akçalı, 2002:13).

- News is factual,
- It is possible for the news to be objective, balanced and neutral,
- Media enterprises may perform the first two potentials above in an environment which pluralist social structure is dominant and may exist independent from political and social systems,
- The media is ther mirror of the society as the fourth power.



As it can be seen, even those three general approaches contain serious diversities in considering news and it determines the ways to reach news to the masses. The process of producing news is rather complicated and it is impossible to define this process as "the transfer of the existing ones". When the frame of news which shapes according to those different approaches are supported the news language used during the writing process, the news becomes a completely produced/manufactured work.

5. NEWS LANGUAGE (HABER DİLİ)

The language that is the backbone of the 'news language' is a building category with its 'learnable' nature. The culture and meaning are produced over the language which is a fiction (Bostancı, 1998:153).

The news is the representation of the world within the language; because the language is a semiotic code and it imposes the structure of values. It's always possible to express the same event in a different language and discourse. The basic factors determining the discourse are the ideology and life style of the person, the message tool itself, the ideologic structure of the message tool and the characteristic features of the target mass. For this reason, the news of the newspaper is not the faithfully transfer of realities of the world; in general meaning, they are ideas, beliefs, values, theories, recommendations and ideologies (Devran, 2010: 118).

The News Language: Roger Fowler also confirms this opinion in his book which name is "Discourse and Ideology in the Press (1991)". He challenges the perception that "the hard realities occurring in the world are faithfully transferred in the news of the newspapers" and claims that they are built by the social and political world.

It can be said that the mass communication tools as the tools which produce the knowledge and information, have always relied on some specific ideas and ideologies or have directly undertaken a definite worldview. Because, neither it occurs as a social and practical events nor the the people who produce these events as information and present the masses are really objective and impartial. The decision about which page and font the news will be used is effected by a choice that affects the identity of the news and this affects the interest and outlook on the aforementioned news/event. The news that we read or watch everyday is the allocated events that selected by the commitment to track journals for us, and these events are learned only within the dimensions that given to us (Güneş, 2006:63-64).

At this point, the question arises; "why the media doesn't reflect to the social events as they do?" The news is a matter of language; and the language, contrary to the claims of positivist understanding of science, isn't transparent. The claim that the language is transparent assumes that the events which are happening in real world, has been reflected and transferred through language; whereas, the language carries within the opacity which world vision and a particular sense of the world were established (İnceoğlu ve Çomak, 2009:209).

By all measures, in fact, the basic problem is mindset and discourse problem which is related with the meaning. It's true that the media provides us opportunities to learn more about the world; but this is a 'virtual' world that is based on the relations between dominant and dependent. It is fictitious and manipulative. This world that offered by the media, not only informs about what is happening, but also gives "the interpretation formats" that how they can

understand. Before the media gives news its gives a mentality about how to understand the news and then give its own constant interpretation (Güneş, 2006:32).

The news language forms within framework of all these explanations and it carries the tips of the news about for whom, which ideologic backstage and references they were written. Everything, the vocabulary which is used or unused, the sentence structures, which dimensions were chosen or the content they are discussed all play a role in the formation of the news language. Here; the inspection, even in the minimum levels, the standarts are determined with the ethical rules applied or to be applied on writing news.

6. FINDINGS AND INTERPRETATIONS (BULGULAR VE YORUMLAR)

6.1. The Rate of The News in Newspapers According to Dates (Tarihlere Göre Gazetelerdeki Haber Oranı)

This article with the headline of *News Language in Media and 'Erdoğan's Speech in Strasbourg'* discussed the speech of Prime minister as the example event. The speech was recorded on April 13, 2011, in Plenary Session of the Council of Europe Parliamentary Assembly (AKPM) in Strasbourg. The most noteworthy aspect of this speech is the Prime minister's answer to the question from a French female parliamentarian using the Turkish phrase "being all greek to something". While some people thought that the style of Prime Minister was harsh and anti-diplomatic; some others thought that it was an upright posture and praised it. Thus, the subject was reflected to the domestic media in different ways and especially, it has engaged almost all the media in the first three days after April 13. Despite the gradually decrease in its importance, the news was processed in different media about a week; however, it was seen that the news after the third day was related sub-topics rather than the news itself.

The dates and degrees of the news in the related newspapers can be seen at the following table.

Table 1. Dates (Tablo 1. Tarihler)

	Date	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	14 April 2011	17	39,5	39,5	39,5
	15 April 2011	11	25,6	25,6	65,1
	16 April 2011	3	7,0	7,0	72,1
	17 April 2011	3	7,0	7,0	79,1
	18 April 2011	3	7,0	7,0	86,0
	19 April 2011	3	7,0	7,0	93,0
	20 April 2011	3	7,0	7,0	100,0
	Total		43	100,0	100,0

6.2. The Use of The Visuality on The News (Haberde Görsel Kullanımı)

According to the definitions in the books, the best news is the news with the most contribution to the public interest. Nowadays, however, the best news is to catch the news no other journalists can. Reaching the message to the public first is also crucial. "The concern of public" is the main objective of the news rather than "the interest of public". Even the worldshaking political or economical news is presented through variegating. Current conception of news entertains people and it is claimed that such news is demanded by the reader. In this sense, the journalists "hunt for novelty" rather than

the real news. Because, those interesting news sells the newspapers (Soygüder, 2003:234).

Thus, the front pages of the newspapers which we can call the shopwindows of the newspapers are transferred through big photos and spectacular headings; the only concern is the sense of wonder among the readers and a way to discuss the matter was opened.

Nowadays, as Guy Debord expressed, everything is visualized by the media or adopted to the code of navigation and visibility. Michel Henry evaluates this situation as follows; "The media pollutes everything it touches. If the media encounters with an important thing (a book, a person or an idea, etc.), it also causes the loss all the weight of it through including it in actuality" (İnceoğlu and Çomak, 2009: 168).

Looking at the newspapers, the rates of photos and texts used in the newspapers were found to be equal although two of those newspapers (Cumhuriyet, Zaman) which deal with the speech of Prime Minister in Salsbourg. This situation draws attention to the importance of visual representation from the point of newspaper, while it is also very important in keeping somebody in mind or forming an idea.

Table 2. Usage of the Visual on The News
(Tablo 2. Haberde Görsel Kullanımı)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	10	23,3	23,3	23,3
	PHOTOGRAPH	16	37,2	37,2	60,5
	CARICATURE	1	2,3	2,3	62,8
	ONLY TEXT	16	37,2	37,2	100,0
	Total	43	100,0	100,0	

6.3. The Most Frequently Repeated Words in The News (Haberde En Sık Tekrar Edilen Sözcükler)

As a result of changes in media and socio-politic structure during the years just before and after on 2000's, as it became a necessary for the politicians to take place in media for explain message from the electorate. The media has started to make a determinant effect on the message format; the media has given the importance to transmit to the public if the political message and the politicians have the entertainment dimensions. Therefore, the politicians encode the message on the format that media wanted in order to transmit their message to the public; and thus, they become the material and object of the media (Devran, 2011:23). At this point, it can be said that the Prime Minister used the Turkish phrase "being all greek to something" with conscious and plannedly. It can be claimed that he seeks to do an output before the elections that described as the second "one minute". If the abovementioned speech had continued in accordance with the normal procedures, it would cover a limited place on the inner places of the newspaper only on the first day since the agenda of the period before the elections is rather busy. However, the topic has been spoken for almost a week through discussing it from many aspects thanks to that outburst.

As it can be seen in the study example, while the arguments of the politicians were relatively important in the media while drawing audience started to gain importance and thus, the discussions of the political parties and politicians reached to tabloid level and topics from serious matters. Thus, the policy became a navigational phenomenon (Devran, 2011:23).

Andreas Dörner who mentions that the media had been tabloidized comes up with the term of policy for entertainment (politainment). This term can be described as the interlock of politics and entertainment culture in the American style and symbiotic manner. At the present time, political actors do politics over "politainment" in order to be appeared in the media (Devran, 2011:25).

This situation can also be seen in the sample case. There are most frequently repeated words in the following news and most of them are the words with a value to speak on, popular and tabloidized. The politicians are focused on drawing attentions while choosing the style as well as the media tends to sabotage it during the transfer to the agenda, to lighten and popularize.

Although Erdoğan's speech is rather comprehensive and important from the point of discussed topics, only the saying "being all greek to something" and the analogy of the book to a bomb appeared in the newspapers". Other words that appear in the newspapers are the expressions such as "the army of the imam", "the prisoner journalists", "freedom of expression and belief" and "the sledgehammer case". As it can be seen they are the words which occupy the masses, they are enjoyable to discuss on, sensational, and are convenient to be tabloidized.

As seen in all the other topics, the news related to the politicians is produced through the process off fiction and packaging and it has a great share in the comprehension of a politicians, political parties and events.

As it is in the speech of Erdoğan; a show for elections were held in an international and different field and the environment there formed a stage for it while especially the French Parliamentarian undertook the role of them. Reflection of this case to the newspaper pages was not different, the news was given in original form; only Cumhuriyet newspaper criticised the event and Zaman was appraised for its standing upright. If we omit the parts of criticising and appraising, it can be seen that the roof of the news is nearly the same, the highlighted sectiona were the same sensational points. For that reason, the presentation is an independently total problem and there are discriminations which were created through nuances; thus, being visible on the screen with the notion of "there is no bad advertisement" is important for the politicians as well as all the other actors.

6.4. The Most Frequently Used Ideology Strategies in The News (Haberde En Sık Kullanılan İdeoloji İnşa Stratejikeri)

The question of 'what is real?' is important for the news. There are different approaches on the reality itself and the perception and denomination of the reality. Even the closest perception of given reality occurs in the absolute ideological framework. The symbolic construction of the ideology occurs through via legitimation, dislocation, merge, unification, shredding and/or reification (Aslan, 2004:15).

These concepts that are used as a vehicle to transfer the ideology are described below (Aslan, 2004: 15);

- Legitimation: It shows that anything is fair, equitable, rational and therefore worthy to support.
- Dislocation: It evaluates any action out of its' current and concrete integrity.
- Merge: It creates a sense of 'unity' via some symbols and values in some different parts of the society.

- Shredding: It deals to the segments of society, facts and events as being 'we' and 'others'.
- Reification: It's a kind of objectification.

The 'othering' namely 'shredding' is the leading of those strategies. The 'other', strengthens to the perception of we-ness. Hence, it's not surprising to use this strategy before the elections; even it's very sensible.

6.5. Location of The News in Newspapers (Haberin Gazetede Konumlandırıldığı Yer)

The presentation of the news in newspapers is also brings a new question on minds; how does the media make an issue important? Of course, the answer to this question is publishing or getting it on the agenda. For example, for a newspaper, the most important news is published on the headline while the other issues with less importance are published on front page with the big headlines post. In addition, there are less important issues that are published on inner pages; and there are many issues that are not published in any place at all (Yüksel, 2009:131).

Table 3. Location Of The News In Newspapers
(Tablo 3. Haberin Verildiği Yer)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	10	23,3	23,3	23,3
	HEADLINE	1	2,3	2,3	25,6
	HEAD PAGE	4	9,3	9,3	34,9
	INNER PAGES	28	65,1	65,1	100,0
	Total	43	100,0	100,0	

Looking at this table, it can be seen that the news has been given predominantly in the inner pages of the newspapers with the rate of 65,1%. In 23,3% of the newspapers, the news were not included at all. With the rate of 9,3%, some news took part in the front page. A little news took part to the headline with the rate of 2,3%. Here, a question comes to minds; "Which one is more important to achieve to the interest of mass?" Looking at the newspapers such as Hürriyet, it is more important to take a small place in front page than a big place in inner pages. However, the opposite of this is true for idea newspapers.

6.6. The Number of News That Seen in the Newspapers (Gazetede Yer Verilen Haber Sayısı)

Another indicator of the importance given to the issues by the media is the number of the news that made on it. If there is lots of news about an issue, the readers think that it's an important issue. In addition, the size of the place allocated to news gives an idea about the importance of the issue (Yüksel, 2009:132).

Table 4. The Number of News That Seen in The Newspapers
(Tablo 4. Haber Sayısı)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	One News	12	27,9	27,9	27,9
	Up to One News	21	48,8	48,8	76,7
	No News	10	23,3	23,3	100,0
	Total	43	100,0	100,0	

When the table above is examined, it can be seen that the newspapers published the news more than once during the week with the rate of 48,8%. The subject is reflected on the newspapers only one news with the rate of 27,9%. With the rate of 23,3%, the subject weren't included on the newspapers. The bigger size the media gives place to an event or issue, the more it is perceived as important. Looking at the proportions, almost 50% of all news has addressed the issue the news with more than once. This is an indication that gives considerable attention to the subject.

6.7. The Source Of The News Seen In Newspapers (Gazetelerde Yer Alan Haberin Kaynağı)

Table 5. The Source of The News
 (Tablo 5. Haberin Kaynağı)

		Responses		Percent of Cases
		N	Percent	
THE SOURCES OF THE NEWS	THE STATEMENTS OF THE PRIMARY SOURCES (Prime Minister, Parliamentarians, etc..)	24	63,2%	72,7%
	THE VIEWS OF JOURNALIST	2	5,3%	6,1%
	UNKNOWN SOURCE	2	5,3%	6,1%
	COLUMNIST AND COMMENTATORS	8	21,1%	24,2%
	FOREIGN MEDIA	1	2,6%	3,0%
	THE NEWS SERVICE OF THE NEWSPAPER	1	2,6%	3,0%
Total		38	100,0%	115,2%

As a source of the news, especially Prime Minister's statements were taken into account with the rate of 63,2% by most of the primary sources. Columnists and commentators' statements were taken into account with the rate of 21,1%, and the views of the journalist were taken into account with the rate of 5,3%. The rate of unknown source of news has the same percent as the previous. The foreign media and the news service of the newspapers were used as a source of news with the rate of 2,6%. It is seen that the roof of news is the same in every newspaper.

6.8. The Author Of The News Seen in Newspapers (Gazetelerde Yer Alan Haberin Yazarı)

Table 6. The Author of the News Seen in Newspapers
 (Tablo 6. Haberin Yazarı)

		Frequeny	Percent	Valid Percent	Cumulative Percent
Valid	0	10	23,3	23,3	23,3
	Journalist	12	27,9	27,9	51,2
	Columnist or Commentators	8	18,6	18,6	69,8
	The News Services or Centres	7	16,3	16,3	86,0
	Unknown Author	6	14,0	14,0	100,0
	Total	43	100,0	100,0	

When the table is examined, it can be seen that the news written by reporters has the rate of 27,9%. The news written by columnist and commentators had the rate of 18,6% while news desks/centers followed the reporters with the rate of 18.6% and the news with unknown authors

with the rate of 14%. The point of view in the news means that where your position is across to an action or discourse; thus, the authors of the news are also important. As it seen above, the news was usually written by the reporters of the newspaper. This also means that the news reaches us after the journalist pass them through filter. Therefore, maintaining the ethical understanding and impartiality in news language is extremely important for the news reporters.

6.9. The Ratio of the Existence of News in Newspapers (Gazetelerde Habere Ayrılan Yer)

Although it may seem like a technical issue, fitting a particular place and time of the news is actually an ideological and political choice (Aslan, 2004: 53).

Table 7. The Ratio of The Existence of News in Newspapers
(Tablo 7. Habere Ayrılan Yer)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cumhuriyet	15	34,9	34,9	34,9
	Hürriyet	17	39,5	39,5	74,4
	Zaman	11	25,6	25,6	100,0
	Total	43	100,0	100,0	

When the table is examined, it can be seen that the most number of news have taken place in Hürriyet, was described as liberal press, with the rate of 39,5%. After Hürriyet, news have taken place in Cumhuriyet, was described as the representative of left press, with the rate of 34,9%. Finally, the news have taken place in Zaman, was described as the representative of right press, with the rate of 25,6%. Hürriyet is more prone to popularize the news, and so it could talk on it for a long time. Cumhuriyet has given priority to critical side of the news and Zaman has given the news with praised and supported the attitude of Prime Minister.

6.10. The Names Frequently Repeated In The News (Haberde Adi Geçen İsimler)

The newspapers were reiterated the name of Prime Minister Erdoğan mostly with the rate of 44,3%. This was followed by the journalist Ahmet Şık's name with the rate of 12,9% and the French Parliamentarian Militello's name with the rate of 8,6%. Here, it's possible to say that the phrase "being all greek to something" shaded to Militello, and the news was given to supporting the gaze of Prime Minister. Zaman has virtually ignored Militello, the side of this phrase. Hürriyet was interested in her history and her family whose origins from İstanbul, and gave widely space in the inner pages. Cumhuriyet made an emphasis on the history of Militello and her positive views about Turkey; criticized the biased attitude of Prime Minister.

Table 8. The Names That Frequently Repeated in The News
 (Tablo 8. Haberde Sık Tekrarlanan İsimler)

	Responses		Percent of Cases (%)
	N	Percent (%)	
Recep Tayyip Erdoğan	31	44,3	93,9
Muriel Marland Militello	6	8,6	18,2
Ricciardone	5	7,1	15,2
Anne Brasseur	1	1,4	3,0
Ahmet Şık	9	12,9	27,3
Zekeriya Öz	3	4,3	9,1
Abdullah Öcalan	3	4,4	9,1
Andreas Gross	1	1,4	3,0
Ria Oomen Ruijten	1	1,4	3,0
Armen Rüstemyan	1	1,4	3,0
Nedim Şener	2	2,9	6,1
Anders Kjellgren	1	1,4	3,0
Francais Naucadie	1	1,4	3,0
Party Officials	4	5,7	12,1
No name	1	1,4	3,0
Total	70	100,0	212,1

**6.11. The Institutions Frequently Repeated in the News
 (Haberde Adı Geçen Kurumlar)**

Between these institutions, PACE (Council of Europe Parliamentary Assembly) was in the first rank with the rate of 48%. It was followed by the news that wasn't mentioned to an institution name with the rate of 10%. Finally, the two opposite institutions of Turkey, AKP (Justice and Development Party) and TSK (Turkish Armed Forces) followed it with the rate of 8%. These two institutions are the two highest organizations which have news value at the last period of Turkey.

Table 9. The Institution That Frequently Repeated In The News
 (Tablo 9. Haberde Sık Tekrarlanan Kurumlar)

	Responses		Percent of Cases (%)
	N	Percent (%)	
Council Of Europe Parliamentary Assembly (PACE)	24	48,0	72,7
Union Movement in Puplic (UMP)	2	4,0	6,1
The Armenian Diaspora	2	4,0	6,1
Justice and Development Party (JDP)	4	8,0	12,1
Chieff of Staff	2	4,0	6,1
The Turkish Armed Forces	4	8,0	12,1
Peace and Democracy Party (PDP)	3	6,0	9,1
The USA Embassy	3	6,0	9,1
European Council (EC)	1	2,0	3,0
No Institution	5	10,0	15,2
Total	50	100,0	151,5

6.12. The Readability of the News (Haberin Okunabilirliği)

Table 10. The Readability of The News
(Tablo 10. Haberın Okunabilirliđi-Anlařılabilirliđi)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	10	23,3	23,3	23,3
	25 -	32	74,4	74,4	97,7
	25 +	1	2,3	2,3	100,0
	Total	43	100,0	100,0	

Here, the weighted part of the news as with the rate of 74,4% , was written with the speedlites under 25 words; so, it has been identified that there aren't any problems in terms of readability. The news didn't exist in the newspapers with the rate of 23,3%. The rate of the speedlites that written with up to 25 words wass 2,3%. This also shows that, in Turkish media, the striking and short speedlites come to the fore.

7. CONCLUSIONS (SONUÇLAR)

This research examined the 'Strasbourg Speech' of Recep Tayyip Erdoğan, the prime minister of the Republic of Turkey. This speech was examined in during a week via the content analysis. The results are as follows;

Zaman, Cumhuriyet and Hürriyet were examined within the framework of the following 12 chapters.

The first title is *The Ratio of the News in Newspapers According To Dates*. Looking at this title, it can be seen that the news took place intensively in the newspapers during the first two days. Then, it took place with decreasing rates for one week, too. The news occupied the newspapers at a rate of 39,5% on April 14 and 25,6% on April 15; took place on pages at a rate of 7% during the following five days. Another remarkable point except to declining rates of the news is the news about indirect issues such as the autobiography of the French Parliamentarian. This case is a result of having very limited places on any issue because of the high-speed information flow in the press. Particularly in Turkey, there is always having a very full agenda, there is too much subject matter to talk and so, it's sensational or important, and any issue couldn't stay on the agenda in the foreground during a long time. When the edition race is added to this density, the media has to present new issues continuously in front of the masses for the consumption. Sice no issue has a chance to be spoken for a long time, the social memory is adversely affected and in a sense the news loses its gravity, too. Therefore, it may be argued that the ratio of the news in newspapers according to dates has a large share on perceived of the news as the tidbits of consumption.

The second title is *The Use of the Visuality on the News*. When we look at this title, it can be seen that the news that use of photograph and only text are head to head with the rate of 37,2%, while using caricatures had rate of 2,3%. Here, there is a balance between the *Cumhuriyet* (which has a font-weighted page structure) and the *Hürriyet* (which has a visual-weighted page structure) that was established by the contrast. As a result of the use of the visual on the news to high rates, the news became lighter and more theatrical. In Turkey, its effects can be seen the differentiation of the newspapers that purchased to read and purchased to look. Infact, the newspapers like Hürriyet included in the class is to be looked, and the newspapers like Cumhuriyet or Zaman included in the class is to be

read. As can be guessed, the amount of sales of newspapers in first group is higher than the second group; and the general reader profile is determined in this direction. This situation negatively affects the news language and the power of talk about on the news.

The third title is *The Most Frequently Repeated Words in the News*. The first line of this title, there is two words that belong to the Prime Minister; "being all greek to something" and the analogy of "the bomb". These two words occupy the mass, give pleasure to talk about, have entertaining content and are suitable for tabloidizing. Especially, "being all greek to something" is at the beginning of the words that most frequently cited in the news. This word includes disdain and a trunk show; so it won't be wrong to say that this situation increases the popularity of the Prime Minister before the elections.

The fourth title is *The Most Frequently Used Ideology Strategies in the News*. The "othering" comes at the beginning of these strategies. The "othe", strengthens to the perception of we-ness. Hence, it's not surprising to use this strategy before the elections; even it's very sensible.

The fifth title is *Location of the News in Newspapers*. When we look at this title, it can be seen that the news especially in the inner pages to the newspapers has the rate of 65,1%. In 23,3% of the newspapers, the news were not included at all. Some news took part in the front page with the rate of 9,3%. Some news took part in the headline with the rate of 2,3%. Here, a question comes to minds; "Which one is more important to achieve the interest of the mass? Taking part in the front page as a fragment or take part in the inner pages at length?" When we look at the newspapers such as *Hürriyet*, taking a small place in front page is more important than taking a big place in inner pages. However, the opposite of this is true for the idea newspapers.

The sixth title is *The News Number Seen in the Newspapers*. When we look at this title, it can be seen that the newspapers placed the news for more than one the week with the rate of 48,8%. The subject is reflected on the newspapers only one news with the rate of 27,9%. The subject which weren't included on the newspapers had the rate of 23,3%. The more often the media deals with an issue the more it is perceived as important. When we look at the proportions, almost the part of 50% in all news has addressed the issue a lot of news. This is an indicator giving importance to the matter and having a capacity to draw attentions.

The seventh title is *The Source of the News Seen in Newspapers*. As a source of the news, most of the primary sources, especially Prime Minister's statements were taken into account with the rate of 63,2%. Columnist and commentators' statements were taken into account with the rate of 21,1%, and the views of the journalists were taken into account with the rate of 5,3%. The rate of unknown source of the news was the same percent with the previous, too. The foreign media and the news service of the newspapers were used as a source on news with the rate of 2,6%. This situation led to the almost exactly the same roof of the news, no matter in what newspaper it occurs. So, the newspapers used a news language that is almost the uniform and independent from the general trends.

The eighth title is *The Author of the News Seen in Newspapers*. When we look at this title, it can be seen that the news written by reporters had the rate of 27,9%. The news which didn't receive a place in the newspapers had the rate of 23,3% and the news written by columnist and commentators had the rate of 18,6%. The rate of the news



that written by service of the newspapers was 16,2%. Some news was written by unknown writer had the rate of 14%. The point of view in the news means that where is your position across to an action or discourse; thus, the authors of the news are also important. As seen above, the news was usually written by the reporters of the newspaper. This also means that the news reaches us after passing through the filter of the journalists. Therefore, maintaining the ethical understanding and objectivity in the news language is rather crucial in transferring the news "as it is".

The ninth title is *The Ratio of the News in Newspapers*. When we look at this title, it can be seen that the highest quantity of news have taken place in *Hürriyet*, described as liberal press, with the rate of 39,5%. After that, news have taken place in *Cumhuriyet*, described as the representative of left press, with the rate of 34,9%. Finally, the news have taken place in *Zaman*, described as the representative of right press, with the rate of 25,6%. *Hürriyet* is more prone to popularize the news, and so it could be talked on for a long time. *Cumhuriyet* has given weight to critical side of the news and *Zaman* has given the news with praised and supported the attitude of Prime Minister.

The tenth title is *The Names that were Frequently Repeated in the News*. The newspapers were reiterated the name of Prime Minister Erdoğan mostly with the rate of 44,3%. This was followed by the journalist Ahmet Şık's name with the rate of 12,9% and the French Parliamentarian Militello's name with the rate of 8,6%. Here, it's possible to say that the phrase "being all greek to something" shaded to Militello, and the news was given to supporting the gaze of Prime Minister. *Zaman* has virtually ignored to the side of this phrase, Militello. *Hürriyet* interested with her history and her family whose origins from İstanbul, and gave widely space in inner pages. *Cumhuriyet* made with an emphasis on the history of Militello and her positive views about Turkey; criticized the biased attitude of Prime Minister.

The eleventh title is *The Institution that Frequently Repeated in the News*. Between these institutions, the first row belonged to the PACE (Council of Europe Parliamentary Assembly) with the rate of 48%. This was followed by the news that wasn't mentioned to an institution name with the rate of 10%. Finally, the two opposite institution of Turkey, AKP (Justice and Development Party) and TSK (Turkish Armed Forces) followed it with the rate of 8%. These two institutions are the two highest organizations which have news value at the last period of Turkey.

The last title is *The Readability of the News*. Here, the weighted part of the news as with the rate of 74,4% , were written with the speedlites under 25 words; so, it has been identified that there aren't any problems in terms of readability. The news which didn't exist in the newspapers had the rate of 23,3%. The rate of the speedlites that written with up to 25 words was 2,3%. This also shows that, in Turkish media, the striking and short speedlites come to the fore.

To summarize, Turkish media has a structure as resource-dependent, partly reflects to the general trend of the newspaper, and gives priority to popular topics in terms of news language. Especially the political leaders appeal to the masses with using the concept of 'tidbits politics' very well. The newspapers don't hesitate to turn it into even more sensational. Here, the concern about sales numbers and elbow contacts with the politicians directly affected the use of sloppy and biased news language.

This study is a research that is particular in Turkish Press and the relations between press and politicians in Turkey. Thus, it's revealed a general framework on the subject. We hope that it will give an idea for the studies and extensive researches in the future.

As a result, it's not possible to say that the news language is neutral. For the impartiality, first of all the press must have a full economic independence. In continuation of this, it must have a fully democratic structure that far from hegemony.

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