Upheaval in Turkish Media

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PRINT MEDIA STATISTICS - 2011

Print media survey has been applied by TurkStat since 2005, in order to assess the general structure of newspapers and magazines published at local, regional and national levels in our country by their institution and content structures, and to derive and compare the information on the service quality, duration and frequency of these newspaper and magazines.

In this publication which covers survey results related to the print media statistics, the results of 2011 survey are released.

NEWSPAPER : 2.905  ( Widespread: 196, Regional: 91, Local: 2.618 )

MAGAZINE : 3.873 ( Widespread: 2.237, Regional: 259, Local: 1.377 )

TOTAL: 6.778

*Turkish Statistical Institute, 17 August 2012
Newspapers make up 94 % of the total annual circulation.

In 2011, total annual circulation of newspapers/magazines decreased by 11.9 % compared to 2010. In 2011, total annual circulation of the newspapers/magazines published in our country is 2 265 538 153. 94 % of these are newspapers’ circulation. 17.4 % of the total annual circulation is of local newspapers/magazines, 2 % is of regional newspapers/magazines, 80.6 % is of national newspapers/magazines.

Daily newspapers make up of 88.2 % of the total annual newspaper circulation. 55.5 % of the total annual magazine circulation are monthly publications and 12.4 % are weekly publications.

14.2 % of the newspapers are published daily, 31 % are published weekly, 86.3 % of the newspapers have political/news/actual content and 10 % of the newspapers give supplements. 23.6 % of the magazines are published monthly and 21.9 % are published quarterly, 19.5 % of the magazines have sector-specific/professional content and 9.8 % of the magazines give supplements.
The Latest Circulation Numbers of Major Newspapers in Turkey

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<tr>
<td>Zaman</td>
<td>873.744</td>
<td>755.459</td>
<td>655.283</td>
<td>616.021</td>
<td>628.636</td>
<td>523.997</td>
<td>489.614</td>
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<td>Hürriyet</td>
<td>397.451</td>
<td>411.199</td>
<td>429.523</td>
<td>485.474</td>
<td>535.574</td>
<td>593.355</td>
<td>573.179</td>
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<td>Sabah</td>
<td>313.838</td>
<td>334.593</td>
<td>345.795</td>
<td>351.013</td>
<td>384.715</td>
<td>501.461</td>
<td>470.297</td>
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<td>Sözcü</td>
<td>304.125</td>
<td>236.805</td>
<td>238.088</td>
<td>134.312</td>
<td>152.285</td>
<td>83.255</td>
<td>-</td>
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<tr>
<td>Habertürk</td>
<td>216.998</td>
<td>239.915</td>
<td>262.452</td>
<td>244.381</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Milliyet</td>
<td>155.022</td>
<td>140.624</td>
<td>152.333</td>
<td>166.512</td>
<td>203.294</td>
<td>210.323</td>
<td>250.839</td>
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<td>Star</td>
<td>135.568</td>
<td>117.026</td>
<td>109.917</td>
<td>102.190</td>
<td>123.442</td>
<td>91.817</td>
<td>92.053</td>
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<td>Vatan</td>
<td>109.825</td>
<td>105.712</td>
<td>135.653</td>
<td>175.181</td>
<td>193.712</td>
<td>212.654</td>
<td>184.701</td>
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<td>Akşam</td>
<td>104.173</td>
<td>105.225</td>
<td>145.493</td>
<td>158.747</td>
<td>171.981</td>
<td>196.664</td>
<td>192.480</td>
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Online Journalism in Turkey

Use of internet in Turkey → 1990s → a tool for modernization and technology → information society.

A project between:

- TUBITAK (The Scientific and Technological Research Council of Turkey),
- ODTÜ (Middle East Technical University) and
- Republic of Turkey Ministry of Development on 12th of April, 1993.

Digital age → change in the mass media tools → newspapers

- Leman Magazine: October 1995
- Zaman: 2 December 1995
- Milliyet, Hürriyet and Sabah: 1996.

- Online journalism in Turkey could be handled as two period.
  - emergence and development of Internet in Turkey: 1995-2000
  - post-2000
• Economic crisis
• Online journalism as a salvation?
• Pay for newspaper daily ≠ reading newspaper as online free of charge
• Qualification of news
  – Many portals and journalists can take the contents from AA
• understanding of speed factor on journalism changes.
  — online journalists try to give hot news with minimum details.
• Editor in chief and approval staff could not control the news which were created through web.
In Turkey, many news portals refer to agencies and websites of newspapers. Mostly, they don’t give reference to news. This is both non-ethical and unreliable. There is no control mechanism like traditional media. They do not have a reporter to follow and write actual news. In this system, there is only aim which is being more clicked.

In Turkey, there are 64 million phonesubscriber in population around 75 million. Twenty percent of these phones are smartphones. In this sense, there is considerable number of people who can always be online. The social media platforms like Twitter, Facebook, Friendfeed etc. Provide to share everything in daily life. This sharings could reach masses and turn into different type of journalism.
Alternative Media in Turkey

The Development of the Radical and Opponent Media in Turkey

• The emergence of alternative and opponent media → in Ottoman Empire
  – towards the despotism regime
  – “Gave” was published in 1908: in Izmir advocating the liberal socialism
  – The first leftwing paper published in Istanbul was weekly “İştirak”
• Most of alternative and leftwing publications could not survive against governments and official ideology
• After the 1990’s, the publications of minorities started to increase together with the integration process to European Union.
  – Agos is the newspaper of Armenian minority
Alternative Media in Turkey

• Kurdish media expansion
  – Halk Gerçeği
  – Yeni Halk Gerçeği
  – Yeni Ülke
  – Özgür Gündem
  – Azadiya Welat: published in Kurdish

• publications of other ethnic, cultural and politic minorities which struggle against economic and legal problems
  – Cem TV (Alevi), Kaos GL (Lesbian, Gay, Bisexual, Transgender/Transexual), Evrensel Gazetesi, sol.org, Özgür Radyo, Express Journal, Birgün, sendika.org, ucansupurge.org (feminist), amargi.org (feminist)

• Bianet: unifying these ethnic and gendered minorities, workers and political groups.
  – powerful online publication aiming peace, citizen journalism and communication
  – respectful to all human rights.
  – announces demonstrations of all minority groups and advocates them.
# Differences Between Online Journalism Practices in Turkey & EU

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<th>TURKEY</th>
<th>EU</th>
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<td>Mostly lack ability of making news independent from mainstream actuality</td>
<td>Better at defining its own actuality</td>
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<td>Establishment Culture is not that strong</td>
<td>Culture within organizations are stronger, employees are more attached</td>
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<td>Short history and less experience</td>
<td>Longer history and more experience</td>
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<td>Most of the reporters are working in part time format.</td>
<td>Most of the reporters are full time employees.</td>
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<td>Lack of fiscal resources</td>
<td>Rich in terms of fiscal resources</td>
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Similiarities between Turkey and EU Online Journalism Practices

- Most of the organizations in both have financial support fees from similar NGOs.
- Principles of alternative online broadcasting are stated clearly in both with global perspectives.
- Hate Crime and lack of perfectness in controlling the feedbacks are common problems.
- Income sources and financial stability of both practices are in danger because of being unable to pay the costs in existing form of online publication.
What’s next?

The struggle between mainstream and alternative media is rising in Turkey. The admission process into the EU has certainly triggered this.

Key questions:

• Where does EU head to in terms of ICT media?

• How did online journalism evolve in EU? Was it in the conventional way; a transformation from printed media?

• What new policies and landscapes arise?

• How will these trends and changes potentially impact Turkey and other candidate countries?
Bibliography


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