

## DIFFERENCES IN NEWSPAPERS' PRINTED AND INTERNET VARIATIONS ON THE BASIS OF VISUAL FACTS: NATIONAL FOOTBALL MATCHES BETWEEN TURKEY AND SWITZERLAND ON THE NEWSPAPERS HÜRRIYET, MİLLİYET, SABAH AND VATAN.

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In the research that has been the subject of this study, it was researched whether visual facts included differences in the newspapers' printed and internet variations. Besides, visual elements were tested if they were presented as biased or unbiased. Therefore, visual facts that was used in the news related to the world cup qualification matches between Turkey and Switzerland played on November, 12 and 16, 2005 was examined on the newspapers Hurriyet, Milliyet, Sabah and Vatan. The reason for choosing this subject is the remarkable events that happened during and after the national matches and that the newspapers gave large spaces for the news related to this subject. The reason for choosing the stated newspapers is that they are the first 4 newspapers that have the biggest circulations and websites.

### **The Social Role of the Media**

One of the most basic functions of the media is reporting. (Tokgoz 2003: 106). The reason why it is regarded as the fourth estate after Legislation,

Execution and Judgement in the pluralist democracies is its stated function of reporting. It is also possible to identify this function of the media as its social role. Media bring the voice of the public to the spotlight with its news and inspect the political power. In other words, it is thought that the media fulfill the supervisor mission in liberal democracies and constitute an idea market. Media, thus, are being the guarantor of the continuation of the democratic system and public's participations to the process and (Irvan 1995: 76) fulfilling its social role. It is possible to take this acknowledgement till the period of the struggle for the freedom of the press and till the perception aimed at the function burdened to the press in that period. To perform as the fourth estate, media must report objectively.

The researches examining the social role of the media in terms of reporting are done in the basic of concepts like bias/unbias, fairness, balanced, impartiality and neutral which are remembered with objectivity. One of these or rotatively can be used depending on the study. What the concepts have in common are that they presented the necessity of obeying the rule which is conveyed as "the standard of 50% to 50% fairness at the beginning. Journalist is the first to compose the news stories that the reader can describe as partial. A journalist must be fair towards the things happened in the news in order to be objective and fairness must gather information so as to be exact and true (Media..., 2005). For that reason, in terms of the resources that he uses from the production to the writing of the news, the questions he asks to them, the place and the time he gives and the language he uses, it is a compulsory for him to behave equally. Fair and balanced reporting is, at the same time remarkable for ethic and behavioral. (Frederick and William, 1999: 124-126). Stevenson and Greene (Frederick and William who transferred from 1980: 121, 1999: 125) point out that the truth and fairness are still problematic professional subjects and the public's considering partial can be lessened with some specific reporting and writing techniques. It can be suggested that the definitions made here are also valid for online journalism

It can be understood that partiality researches which are aimed at the social role of the media are published by this way especially in the USA. It is conveyed that the stated studies proceed in two ways. In the first way, the content of the media is examined in terms of rhetoric and through critical or content analysis focusing on the news in the period of the presidency elections in the USA. Dalessio and Allen have found 59 publications which make content analysis on news articles, TV news, magazine photographs and facial expressions related with the presidency campaigns in 1948-1996 (Transferred by D'Alessio, 2003: 282). The reason why the partiality researches are made in terms of the news related to the period of political campaigns much more can be that the media are thought to be able to fulfill the functions of observing/inspection and constituting an idea market first in a political plane, which is the basic of the acceptance that it is the fourth estate after Legislation, Execution and Judgement. Nevertheless, it can be suggested that the function burdened on the media has to be valid for the sports area. The other analyses have been made on whether they are given to home, senate or local competitions or woman, blacks or radical christians equably or impartially in terms of place/time (D'Alessio, 2003: 282)

The less examined second way is concerning the perception of the receiver on the subject of the media partiality. People thinking that the news media is partial hardly believe them and use them very rarely (D'Alessio, 2003: 282). It is also possible in terms of the second way to consider the researches aimed at the effect of "adversary media" as example. To sum up, receivers don't find the news of the publication organs whose point of views are reverse to theirs convincing. That the reporter gives space to the other party in order to prepare his report well-balanced, is perceived by those who are not in favour of this party as partial (Arpan and Raney, 2003: 265-266).

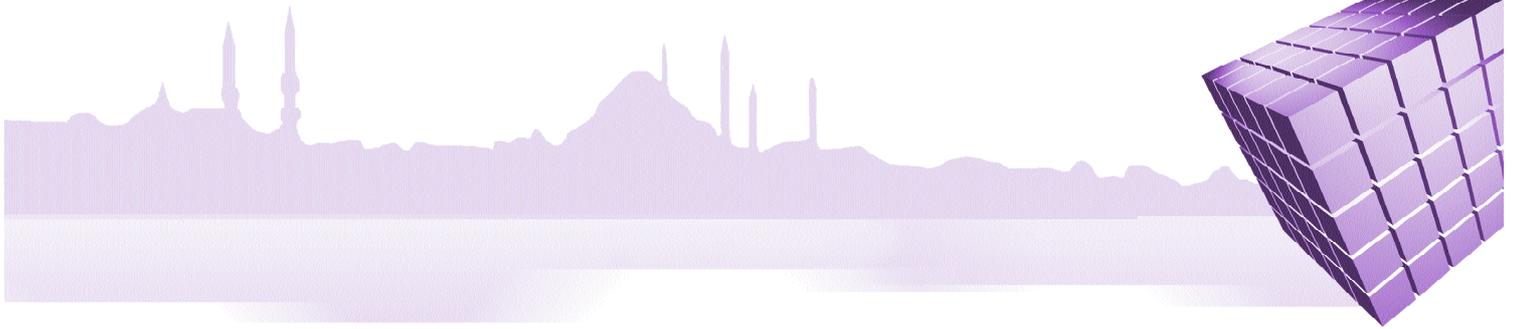
As could be seen, researches about partiality on the news are often concerned with political issues. However, it will not be right to exempt the sports area from standards of news sphere. It can be stated that the comprehension on news must be same for all

areas. An antecedent research executed in Turkey indicates that some newspapers present the games between Beşiktaş, Fenerbahçe and Galatasaray, that are known as 'the three bigs', biased (Özer and Paksoy, 2006). It could be said that the research mentioned is the most appropriate about the partiality issue. Indeed, the newspapers may legitimate their partial attitudes on political issues according to their policies; however in turkey, it would be reasonable not to expect objectivity in news about 'the three bigs'. At this point, it could be argued that turkish newspapers' partiality about the national games between turkey and switzerland is normal. However, it should not be overlooked that the idea of objective news must include all issues. Partiality is concerned with political issues because the partiality in freedom of press period are often focused on political issues. In other words, it could be said that in periods when the partialities are developed, journalism limitedly focused on political issues. However, in our times, sports area occupies an important place too. In fact, it can give an extend idea about news understanding of media if the researches on partiality turn towards to lighter areas like sports. An other explanation also should be made on this direction: although it is the sports area, about international problems, media's attitude to present in favour of the country it belongs is a topic which should be considered and debated. Indeed, it is possible to read the comprehension of objective news as media should not be partial on any issues and conditions.

### **The Features of the Classical Newspaper**

Before the emergence of the newspaper, there were newsletters after the medieval in Europe and they were the productions of the capitalism of the west Europe. It was in the 19th century when the mass newspapers of today emerged (Tokgoz, 2003: 97). Newspaper is defined like this: "A publication which is published with or without comment, regularly on a specific day of a week or everyday in order to give news or information about politics, economy, culture and other issues" (Yuksel and Gurcan, 2005: 13).

Customary Newspaper is a printed publication and it is pressed in printing offices. First, news are gathered by the reporters by the time the printing starts. Later



on, passing through some editorial processes as well, these news take part on the pages according to the order of importance. These are the things available among “visual materials” which are given space in a classic newspaper: Photograph, caricature, infographichs giving information.

It is photograph that the newspapers, especially today, use the most often as a visual material. The reason of these preferences are, Trustworthiness, Definition, Closeness, Visualization, Silence, Style, Harmony.

Although the definition of the infographics is generally understood as “visual presentation of the statistical information”, it is used as the representative of a kind of supporter material group which is used to transfer report in journalism. Charts, tables, maps, schemas showing how something works and shapes indicating the development process of an event are the information giving graphics used in newspapers.

### **Online Newspaper**

Internet does not use only writing. It uses pictures, photographs, animations, videos, voices, because of that reason internet called a hybrid medium. (see Lapham, 1995) It is not a newspaper, radio or television. Internet is more than them. It is a new communication structure. This communication is described “Internet-based, computer mediated communication” term by December. In this term, Internet based communication means that, at data level, it conforms to a particular set of data communications protocols. This protocol is called TCP-IP. It defines the rules for data exchange on the internet.

Internet based communication is essentially human communication via internet computer network, so any definition of Internet communication necessary involves defining human communication itself. Human communication can be characterized as a process in which people exchange symbols. The process of symbol exchange occurs in the context of internet communication with mediation characteristics as described above, following the client server model for information exchange and the

TCP-IP protocol suite for data exchange. (see December, 1996)

According to Rafaeli there are five defining qualities of communication on the net. These are

- Multimedia:
- Hypertextuality:
- Packet switching:
- Synchronicity:
- Interactivity:

### **Newspapers on the Net**

Weakness of feedback which is most lean speciality of traditional mass media is transformed an interactive communication on the internet said McAdams (see McAdams, 1996). Lapham said “newspapers must describe their targets again” and he defend easy access to interests, newspapers, editors, reporters, fast and easy distribution of news are increased interest of young generations to internet (see Lapham, 1995). According to Guissiani newspapers are no longer a product. It becomes a place. A place where people from the community stop by, make contacts and come back again to build a common future (see Guissiani, 1997).

Online newspapers readers do not differ from print readers who can scan headlines. But news stories on the web offer more diversions and problems. With a multitude of links to others sites and technology that causes poor readability and slow download time, getting and keeping readers attention is more difficult online than print (see Rich, 1998). On the other hand the distinguishing characteristic of the World Wide Web is hypertext, clickable links to other information on the same or other web pages. Hypermedia adds audio, visual and video links. The result is nonlinear information, a format that allows users to read and access information in any order they choose (see Rich, 1998).

### **The Differences and the Similarities of the Online Newspapers**

The most important side of the online newspaper is that it provides easiness in order to solve the problems born of the classic newspaper’s being in two dimensions. Unlimited virtual space that we describe as cyber space makes this possible. We

can go around in this freedom environment by the courtesy of the web pages made of hypertext. Different approaches, different resources that the web has brought and transitions made by hypertexts have changed the readers' point of views as well as journalists'. A number of differences that has to be adapted have come out like newspapers' and journalists' reaching the news and using the new vehicle;

The attitude of an online newspaper reader is far different from a classic newspaper reader's. While some people surf on the internet, some people do research. There's nothing like geographical obstacle for the internet because it's a global vehicle. Even local news is not limited with local media. Internet has helped different interest groups come into existence and helped them grow stronger, so it has broaden the target mass of the newspaper. Many things like weather forecast, road and sea reports, train, plane and metro tariffs, which are not in accordance with the definition of classic news and which have not found a detailed space in the papers so far, can be given in the newspapers in a detailed way. Newspapers have to contest with the new rivals who have come from different departments and whose real jobs are not journalism. These rivals can be professional organizations as well as individual, amateur enterprisings. Classic newspapers are the commercial products that purchased by money. On the other hand, cyber newspapers mostly come to the reader free of charge. However, there are also some newspapers applying a subscription system. The possibility of a free newspaper is a possibility that can cause an increase in the number of the daily newspapers the individuals read.

The difference of a group of information on a newspaper from a phonebook or an encyclopedia is the organization structure of the newspaper and its being able to be researched. Besides, publishing such a comprehensive newspaper everyday and updating it as needed along the day require a big amount of effort. The comeback of this effort is exactly a daily newspaper. A classic newspaper that has been published today gives the news of yesterday. but internet can also give news about the

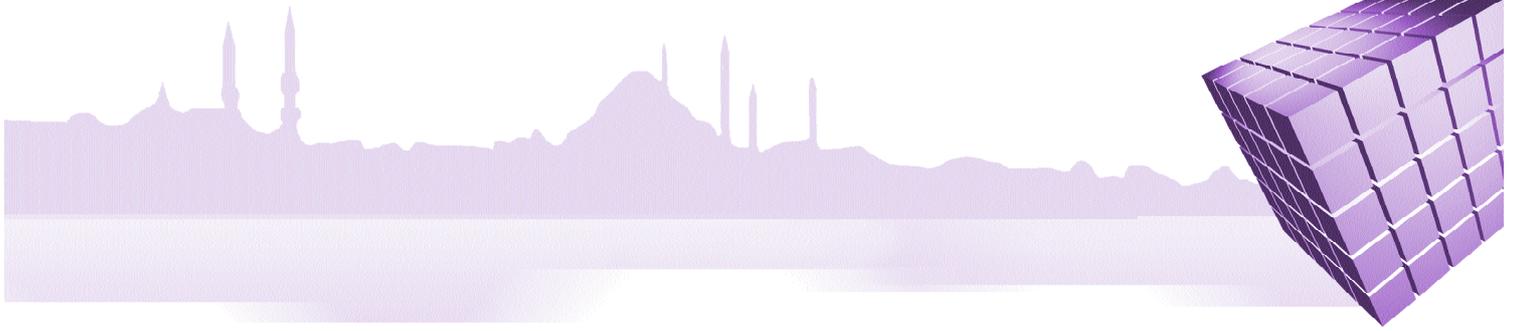
happenings along the day. This is the biggest earning of the online journalism against the classic journalism.

As the classic newspaper has been in the society's life for a long time and caused a habit, the online version has to be very different and also better than it. Because of this reason, while preparing the online version of a newspaper, it shouldn't be forgotten that the target mass will substantially be of the classic newspaper readers and the expectations, attitudes, habits of the reader should be considered and evaluated according to the situation which computers and internet has brought. While using the system, reader shouldn't face any difficulties and get bored. Compared with the classic newspaper reader, cyber newspaper reader is freer to choose which information to take. Classic newspaper reader has to be contented with what s/he is given on the pages of the newspaper about the interested subject. Online newspaper reader, on the other hand, can find the interested subjects in the newspaper as well as get more detailed information by visiting the other newspapers' web sites. This situation makes online newspaper reader more free about reaching the information.

### **Presentation of the News on Internet**

The attitude of the online newspaper reader is not different at all from the attitude of the classic newspaper reader who just scans the headlines. However, even the most simple news that on the online newspaper has differences born of its organ's characteristic. On the other hand, technological problems like a lot of encouraging links that direct the reader to other pages, slow loading, difficulty in reading cause the reader to lose interest more quickly than the classic newspaper (Rich, 1998).

The most characteristic feature of the internet is its hypertextuality. This feature makes the reader to reach any place in the text on the same page or the other pages by means of the links. Besides, the advantage of the multimedia creates a possibility to add sound and video to the pages. The structure that will appear in this situation is an information presentation which is non-linear. The reader has the



opportunity to reach the information from any place and any stage with this structure (Rich, 1998). Since the editor or the reporter can prefer a non-linear writing style of the news, he can segment the news in terms of thematic, chronological and presenting different options to the reader to examine the news. The most vital point of writing news for internet is to place more than one fact in a true and fluent way (Pinnick, 1999).

There are two basic points to be decided while writing a news story for internet newspaper. On the internet, since people scan in a quick way before they read something and then they decide to read, editors and reporters should make the links attractive, use meaningful subheadings, subheadings and other links should be listed, only one subject should be examined in each paragraph, reverse pyramid should be preferred, the number of the words should be lessened, visual material should be chosen among photos, infographics and videos and it should be decided how to present these on home page or the detailed page.

**Method**

The general assumption of this study was founded in this way: Media partially presents the visual facts in the news. There is also a partial presentation in newspapers'online and printed forms. The tested basic hypothesis of this research is: Hurriyet, Milliyet, Sabah and Vatan newspapers presented the visual facts partially related to the world cup qualification matches played between Turkey and Switzerland on November, 12 and 16, 2005.

Related to assumption and basic hypothesis, partiality was focused on and some measurements were done and results were gathered related to this. In the research, the news were discussed in three periods. First, three days before the first Turkey and Switzerland national match (November, 10 - 12, 2005 ). Second, between the next day of the first Turkey and Switzerland national match and second Turkey and Switzerland national match (November, 13 – 16, 2005) Third, during the three days after the second Turkey and Switzerland match. (November, 17 – 19, 2005)

The data getting from the codifications were analyzed in SPSS. The expected rate from here is equal distribution. (Erdogan, 2003: 391). The expectation in the partiality research is equality, too. Since two encoders coded at the same time and on the same material, there is no need for the coder security test. Analyses are done separately in terms of online and printed newspapers. And, in the evaluations, both of the analyses' results were considered. In the presentation of the findings there were some frequency distributions. Generalization can only be done in the research subject.

**Findings and Comments**

At first, examples of printed newspaper findings and then the online newspaper findings were presented.

**1. Printed Newspaper Findings**

When it is considered, the numbers of the facts that are used in the newspapers' graphic categories, it is understood that Sabah has 9, Hurriyet has 2, and Milliyet has 3. However, Vatan did not use any graphic facts. Therefore, these results were gathered from the che-square analysis.

Table 1: Photos in Printed Version of Sabah Newspaper

	Observed N	Expected N
Soccer footballer	55	17,8
Coach	21	17,8
Head	9	17,8
Security	1	17,8
Soccer fan	13	17,8
Opponent		
Soccer footballer	29	17,8
Opponent		
Coach	4	17,8
Others	10	17,8
Total	142	

$\chi^2$ : 121.324      df: 7      p: 0.001

The distribution of the subjects of the photos in the Sabah newspaper is not equal. It's seen on the table that the expected number is 17.8 however the

distribution is not 17.8; but also each observed numbers differ than each other.

Table 2: Photos in Printed Version of Hürriyet Newspaper

	Observed N	Expected N
Soccer footballer	21	9,0
Coach	11	9,0
Head	4	9,0
Security	1	9,0
Soccer fan	8	9,0
Opponent		
Soccer footballer	15	9,0
Opponent Coach	4	9,0
Others	8	9,0
Total	72	

$\chi^2$ : 33.333      df: 7      p: 0.001

The distribution of the subjects of the photos in the Hurriyet newspaper's is not equal. The test was significant.

Table 3: Photos in Printed Version of Vatan Newspaper

	Observed N	Expected N
Soccer footballer	43	15,7
Coach	17	15,7
Head	3	15,7
Soccer fan	7	15,7
Opponent		
Soccer footballer	27	15,7
Opponent coach	3	15,7
Others	10	15,7
Total	110	

$\chi^2$ : 83.073      df: 6      p: 0.001

The distribution of the subjects of the photos in the Vatan newspaper's is not equal. The test was significant.

Table 4: Photos in Printed Version of Milliyet Newspaper

	Observed N	Expected N
Soccer footballer	37	12,8
Coach	12	12,8
Head	5	12,8
Security	2	12,8
Soccer fan	9	12,8
Opponent		
Soccer footballer	26	12,8
Opponent coach	4	12,8
Others	7	12,8
Total	102	

$\chi^2$ : 83.412      df: 7      p: 0.001

The distribution of the subjects of the photos in the Milliyet newspaper's is not equal. The test was significant.

## 2. Findings of the Online Newspapers

When it is considered, the numbers of the facts that are used in the newspapers' graphic categories, it is understood that Sabah has 74, Hurriyet has 1, Vatan 44, Milliyet has 64. Different from the printed newspapers, online newspapers used videos. This Distribution is: Sabah has 74, Hurriyet has 40, Vatan has 44, Milliyet has 64. Therefore, these results were gathered from the chi-square analysis.

Table 5: Photos in Printed Version of Sabah Newspaper

	Observed N	Expected N
Soccer footballer	29	12,3
Coach	9	12,3
Soccer fan	10	12,3
Opponent Soccer footballer	13	12,3
Opponent Coach	1	12,3
Others	12	12,3
Total	74	

$\chi^2$ : 34.324      df: 5      p: 0.001

The distribution of the subjects of the photos in the Sabah newspaper's is not equal. The test was significant.

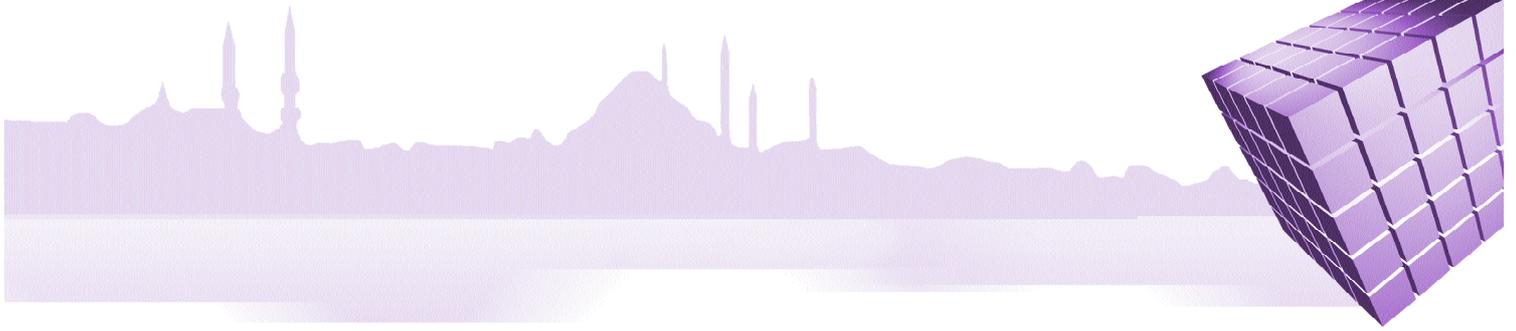


Table 6: Photos in Printed Version of Hürriyet Newspaper

	Observed N	Expected N
Soccer footballer	9	4,9
Coach	9	4,9
Head	1	4,9
Security	1	4,9
Soccer fan	2	4,9
Opponent Soccer footballer	6	4,9
Opponent Coach	2	4,9
Others	9	4,9
Total	39	

$\chi^2$ : 20.282      df: 7      p: 0.001

The distribution of the subjects of the photos in the Hurriyet newspaper's is not equal. The test was significant.

Table 7: Photos in Printed Version of Vatan Newspaper

	Observed N	Expected N
Soccer footballer	13	5,5
Coach	8	5,5
Head	2	5,5
Security	1	5,5
Soccer fan	3	5,5
Opponent Soccer footballer	8	5,5
Opponent Coach	1	5,5
Others	8	5,5
Total	44	

$\chi^2$ : 24.364      df: 7      p: 0.001

The distribution of the photos in the Vatan newspaper's is not equal. The test was significant.

Table 8: Photos in Printed Version of Milliyet Newspaper

	Observed N	Expected N
Soccer footballer	20	8,6
Coach	8	8,6
Head	5	8,6
Security	2	8,6
Soccer fan	4	8,6
Opponent Soccer footballer	10	8,6
Others	11	8,6
Total	60	

$\chi^2$ : 25.167      df: 6      p: 0.001

The distribution of the subjects of the photos in the Milliyet newspapers is not equal. The test was significant.

When the results were generally considered, it appeared that both type of the newspapers' photos were not equally distributed. All of the tests were significant. While the usage of the graphics of the newspapers is different number from each others, the rate of the graphic usage of the online newspapers is much more than the printed newspapers. The reason of this may be that there is no problem of restriction for the pages and area in printed newspapers. Vatan did not use any graphics in the printed newspaper. Besides, adding video to the online newspapers shows the differences from the printed newspapers. In terms of video usages, differences among newspapers are remarkable.

### Conclusion

One of the most important results that gathered from the research is that, newspapers use different numbers of visual facts in their online and printed variations. Apart from that, another important result is that the distributions of the photos in the both kinds of the newspaper variations are not equal. This result shows that the presentations of the both newspaper types are partial.

Partiality is a serious problem in the news presentation and seems hard to overcome. As a matter of fact, it is so hard for the journalism in which

the dimension of time is so important, to behave equally to the both sides which are the subjects of the news in the process of news production, to produce news from the information which are gained from the sides in a equal way in terms of place and time and language.

Starting from the results that gathered from this research, another evaluation can be made. Media has to protect its impartiality in any case. However, even the publication organs stated as impartial seem that they are publishing impartial benefits of the countries that they are belong to. In this point, the results, which were gathered from this research, have proved that the newspapers, whose news was analyzed, show impartiality to Turkey's benefit in their visual facts.

In this sense, while the media is fulfilling the reporting function, it could be beneficial to develop an acceptance that can overcome the partiality problem. Therefore, accepting that it's impossible to prevent from partiality in reporting and developing a new reporting understanding in this point of view can be suggested. Acceptances like these cannot be correct: "However, it's not very necessary to obey "50% to 50%" standard by approaching to the subject especially in the basic of fairness, but the media can be fair; it can stay as possible as close to the objectivity" As a matter of fact, an acceptance on this direction will again be rejected due to the results of the statistical analyses.

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