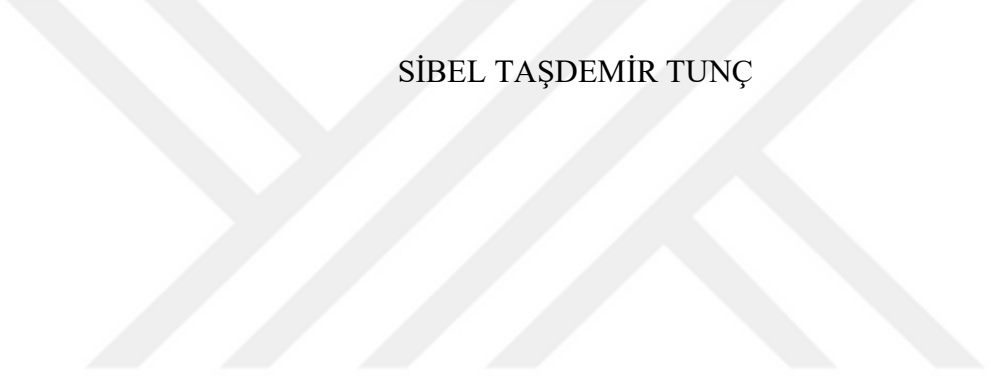


NEWS WEBSITES AND MANIPULATION: THE CASES OF ECONOMY NEWS



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BY

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PLAGIARISM

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

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Abstract

As a result of the increasing speed of technological developments in the world, printed newspapers have been moved to the online environment and the concept of “internet journalism” has emerged. The fact that it is easily accessible and does not require any extra fees has increased the tracking of newspapers on the internet day by day. Many people prefer internet journalism instead of buying a printed newspaper. In this case, it provides much more reading of newspapers.

Although every citizen has a natural right to receive news about daily life, it is a controversial issue whether the news reaches the society impartially. Especially with the use of manipulation elements in the news, accurate and unbiased news has not been presented to the target audience. In this context, this study examines the manipulation of the news published in the internet channel, which is much more preferred today than printed newspapers. How the news of the “Rise and fall of the Dollar“, which caused a lot of speculation in Turkey in 2019, was covered in the "Sabah Internet Newspaper", a publication of the Turkuaz Media group, and in the "Hürriyet Internet Newspaper", a publication of the Demirören Media group, were examined within the framework of Teun A.van Dijk’s critical discourse analysis. Six news selected from both newspapers between "01.01.2019-01.11.2019", which is the period with the highest Dollar activity, were analyzed within the scope of critical discourse analysis. As a result of the study, it was seen that the main stream internet news sites examined, in the context of the hypothesis of the research, the illusion of impartiality and manipulation as a result of the economy news

Keywords: Internet journalism, manipulation, Teun A.van Dijk, critical discourse analysis.

Özet

Teknolojik gelişmelerin dünyada hızını arttırmasıyla birlikte, basılı gazeteler çevrimiçi ortama taşınmış olup, “*internet gazeteciliği*” kavramı ortaya çıkmıştır. Kolay ulaşılabilir olması ve herhangi bir ekstra ücret gerektirmemesi gazetelerin internet ortamında takibini gün geçtikçe arttırmıştır. Pek çok kişi basılı gazete almak yerine internet gazeteciliğini tercih etmektedir. Bu durumda gazetelerin çok daha fazla okunmasını sağlamaktadır.

Günlük yaşamla ilgili haber almak her vatandaşın doğal bir hakkı olmasına rağmen, haberlerin tarafsız bir şekilde topluma ulaşip ulaşmadığı tartışılmalı bir konudur. Özellikle haberlerde manipülasyon öğelerinin kullanılmasıyla hedef kitleye doğru ve tarafsız haber sunulmamaya başlanmıştır. Bu bağlamda bu çalışmada günümüzde basılı gazetelere göre çok daha fazla tercih edilen internet medyasında yayınlanan haberlerdeki manipülasyon incelenmiştir. 2019 senesinde Türkiye’de çok fazla spekülasyona sebep olan doların yükselişi ve düşüşü haberlerinin Turkuaz Medya grubunun bir yayın organı olan “Sabah İnternet Gazetesi” ve Demirören Medya grubunun bir yayın organı olan “Hürriyet İnternet Gazetesinde” ne şekilde ele alındığı Teun A.van Dijk’in eleştirel söylem çözümlemesi çerçevesinde incelenmiştir. Konuyla ilgili dolar hareketliliğinin en fazla olduğu dönem olan “01.01.2019-01.11.2019” tarih aralığında her iki gazeteden seçilmiş olan altışar haber eleştirel söylem analiz kapsamında analiz edilmiştir. Çalışma sonucunda incelenen ana akım internet haber sitelerinin, araştırmanın hipotezi bağlamında ekonomi haberlerinde yansızlık ilüzyonu ve sonucunda manipülasyonun gerçekleştiği görülmüştür.

Anahtar Kelimeler: İnternet gazeteciliği, manipülasyon, Teun A.van Dijk, eleştirel söylem analizi.

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CONTENT

Abstract.....	ii
Özet.....	iii
Acknowledgement.....	iv
List of Contents.....	v
List of Tables.....	vii
List of Figures.....	viii
1. INTRODUCTION.....	1
2. THE SCOPE OF THE RESEARCH.....	4
2.1. Research Problem and Hypothesis.....	4
2.2. The Subject of the Research	6
2.3. The Purpose of the Study.....	7
2.4. The Importance of Research.....	7
3. NEWS AND JOURNALISM IN TRADITIONAL MEDIA.....	8
3.1. The Definition of News.....	12
3.2. News Production Processes.....	13
3.2.1. Selection.....	14
3.2.2. Research.....	18
3.2.3. Re-Selection.....	20
3.2.4. Extraction.....	20
3.2.5. Formatting.....	21
3.3. News Audit.....	21
3.4. News value/Criteria.....	23
3.5. Critical Studies for News Production.....	30
4. INTERNET MEDIA AND JOURNALISM.....	34

4.1. Internet Journalism.....	35
4.2. Social Media Tools and Journalism.....	42
5. MEDIA AND MANIPULATION.....	46
5.1. Manipulation as a Concept.....	46
5.2. The Use of Manipulation in the Mass Media.....	48
5.2.1 Functions of Manipulation	62
5.3. News and Manipulation.....	66
6. METHODS AND RESULTS.....	80
6.1. Critical Discourse Analysis Model of Teun A. Van Dijk	83
6.1.1. Macro-Structure: Thematic and Schematic Analysis.....	85
6.2. Analysis of Manipulation in News in the Context of Macro and Microstructures.....	86
RESULTS.....	166
REFERENCES.....	171
APPENDIX.....	185
Appendix 1. Sabah Newspaper News.....	185
Appendix 2. Hürriyet Newspaper News.....	198

LIST OF TABLES

Table 1. Comparison of the Characteristics of Internet News Media in the Periods of Web 1.0 and Web 2.0.....	38
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LIST OF FIGURES

Figure 1. Elements of the Communication Process.....	10
Figure 2. The Mass Communication Model	10
Figure 3. Example of Manipulation in the photo: Black Cormorant in the Gulf War.....	71
Figure 4. An Example of Manipulation in the Photo.....	77
Figure 5. The Decline of The Dollar Accelerated.....	87
Figure 6. Breaking News: The Dollar Is On The Decline! The Stock Market Is On The Rise... The Latest Situation In The Markets.....	91
Figure 7. The Euro Continues To Decline In The Same Way.....	93
Figure 8. On The Other Hand, While The Dollar And The EURO Fell, The Stock Market Also Rose.....	94
Figure 9. 100 Dollars.....	95
Figure 10. The Harsh Fall In The Dollar!.....	100
Figure 11. Flash Move From The Central Bank.....	102
Figure 12. The Bells Are Ringing For Dollars.....	107
Figure 13. Dollar Trend Continues In The Dollar.....	109
Figure 14. The Decline In The Dollar/TL Has Accelerated! Here Are The Current Exchange Rates.....	112
Figure 15. The Highest Level Of The Last 5 Years.....	114
Figure 16. Harsh Fall In The Dollar.....	119
Figure 17. Dollar Rolls.....	125
Figure 18. Dollars.....	133

Figure 19. Dollar Is Now In Decline.....	139
Figure 20. Dollar Continues to Decline.....	149
Figure 21. The Dollar continues to decline in the free market.....	154
Figure 22. 5 Cent On The Table.....	159



1. INTRODUCTION

Although the communication process began with the presence of human beings in its most general form, with mass media such as newspapers and television, it has now been shaped and transformed into digital communication environments thanks to computers and new communication technologies. These new environments have reached a quality and dimension that will require mass communication to be re-spoken both in the world and in Turkey.

In general, there have been remarkable developments in the political, economic, technical, and cultural fields around the world, while all these changes have had effects on mass communication both in communication and in its parallel. When the new communication technologies and related developments, which have emerged recently, have taken the whole world under their influence, of course, they have also had significant effects on Turkey's media structuring.

All these innovations in communication technologies have both changed the speed of information flow in the world and introduced the internet medium, which accelerates the circulation of information by creating spatial and temporal breaks. In this way, the internet, which has emerged in the relatively recent past of about 30 years, has spread all over the world in a short time and has an important place among the most used mass media.

Newspapers, television, the internet are among the mass media. With the rapid spread of the Internet, printed newspapers have lost their importance. Both television and newspapers have now started to be plugged in via internet. Day by day, these two mass media are also shifting to the internet environment. According to research conducted by RTÜK, television viewing rates are decreasing every day. In order to reveal clearer data, RTUK conducted research on television viewing time. The daily

television viewing rate in Turkey was 263 minutes in 2009, and when looking at the latest 2018 data, it turns out that this number has fallen to 214 minutes (Radyo ve Televizyon Üst Kurulu, 2018). In response to the decrease in television viewing rates, the use of the internet, computers and smartphones is increasing every day. The internet usage rate, which was 72.9 percent in 2018, increased to 75.3 percent in 2019 (Internet usage in Turkey, 2019). On the other hand, while the computer usage rate was 92 percent , it increased to 97.2 percent (Turkey's internet access, 2018). The usage rate of smart mobile phones also exceeded the computer in 2019 and reached 97.7 percent (mobile phone usage, 2019).

The concept of "media" is the plural form of the English word "medium". With the increase in visual and written publications in Turkey, it is a concept that has settled in the Turkish language as "media" and comes from Latin as the root of the word. Despite the fact that the word media is used very intensively today, both the scope and the boundaries of this word are still not clearly defined. That is why many researchers prefer to use “mass media” instead of the word “media” (Uluoğlakçı, 2011, p.3). Therefore, the situation of strengthening the communication field by multiplying it with the application of a certain technology with some techniques and bringing it under the influence of the masses is called mass communication, while the tools used for the realization of this situation are called "mass media" or "media" (Mutlu, 1994, p. 211). In general, one of the most basic functions of the media is to ensure that individuals receive news, in other words, to transmit news to people. Many traditional media organizations are now turning to internet media. Before the traditional media, the news is quickly delivered to the audience through numerous tracks in the Internet media. The fact that the news is delivered so quickly and to so many people, in a way related to the way the media is organized, also increases the

openness of the news to manipulation. Because hundreds of news about the same news topic, the desire of media organizations on the internet to earn more, and ideological functions lead to the manipulation of the news. For this reason, internet media is now attracting much more attention in terms of manipulation of news today. As news and journalism have undergone a remarkable transformation thanks to the innovations brought about by communication technologies, the style of news production of Internet media is also worth examining in terms of manipulation. In this context, it is useful to leave this division aside and evaluate both systems as a whole intertwined, in terms of a better understanding of news content, beyond falling into a traditional or new distinction when studying new communication environments. In this way, when both traditional media and internet media are considered to be articulated, it will be possible to see that the functioning of these two structures actually supports each other and provides continuity to the power-government structure of the system (Törenli, 2005, p. 16).

2. THE SCOPE OF THE RESEARCH

2.1. Research Problem and Hypothesis

It is expected from the media to create public opinion by presenting the right news to the public and informing them. However, as a result of neoliberal policies and globalization, there has been a rapid change in the world, and this change has affected the media along with technological developments. Due to the influence of the capitalist system and the conditions of the market, the media began to exist in the form of a commercial enterprise, as well as in the neo-liberal period. Since the ultimate goal of all commercial enterprises is to maximize their profits, the mainstream media has also adopted this goal in its activities.

Since 1990, the spread of Internet and computer technologies, which are relatively cheap and fast spreading power, has also led to many changes both in the political, economic, cultural and social sense and in the sense of journalism. In today's world, especially after the emergence of online media, many users through social media and other news media for news and content production to have made a remarkable new field has emerged. In this field, it is accepted that the “individual” has the power to share the news by shaping it as s/he wishes, thanks to many technological innovations such as photography, video and editing programs. There is also a widespread belief that this field is also quite powerful, because with a single “click” the whole world can view the same news at the same time.

The claim that the Internet media, which is an interactive environment, makes individuals inactive and active in the society and state relations in which they live, is generally accepted (Laughey, 2010, p. 56). Fast and multiple disseminated information becomes open to manipulation in these media. On the other hand, because social networks are now followed much more than traditional media, a very

large part of the world first learns the news through these media. In general, with the advent of Internet journalism, the impact of manipulation in the news has also increased.

In parallel with the widespread use of the Internet today, the use of Internet media has increased significantly compared to printed publications. As of 2019, 72% of the population (59.36 million) uses internet in Turkey (We are social, 2019). Considering the height of this ratio, the study of manipulation in the internet media seems to be important within the scope of this study. Manipulation is not a new phenomenon. Although it is observed in the channels expressed as traditional media, manipulation in the internet is important in various aspects. The massiveness of access to the internet media compared to other media can be seen as a distinctive feature. The production and circulation speed of the content on the Internet is higher than in other media. On the Internet, the area limit has largely disappeared compared to a newspaper page. On the other hand, there is a potential for continuous interference with content published on the internet. Based on these points, it can be said that manipulation is a deeper, more intense and continuous situation.

In this regard, the problem of this study was determined as the manipulation of news published in the internet by creating the impression of impartiality. It is intended to be examined that how the news about the rise and fall of the Dollar exchange rate, which caused a lot of speculation in Turkey in 2019, was handled in the "Sabah Internet Newspaper", a publication of the Turkuaz Media group, and in the "Hürriyet Internet Newspaper", a publication of the Demirören Media group with the framework of Teun A. van Dijk's critical discourse analysis. The most important reason for making platform selections in this way is that the traditional/new distinction mentioned above has lost its importance. Sabah and Hürriyet newspapers

are also presented to the target audience in print form. The daily sales figures of the Sabah newspaper were 193,571, while the Hürriyet newspaper was shared as 194,867 (newspaper circulation, 2021.) These figures that have emerged show that individuals have acquired the habit of following the news through social media. Six news to be selected on the subject has been determined since the date range "01.01.2019-01.11.2019" is the period with the highest exchange rate activity, and the news will be made within the scope of discourse analysis. In this context, the hypothesis of the research was established as follows: Manipulation in the economy news in the main stream media emerges as a result of a news fiction based on the claim of impartiality.

2.2. The Subject of the Research

With the advent of Internet media, the importance of traditional media has decreased. However, the traditional media's understanding of news and the news practices of the internet media are not the same. Millions of people share the same news in the Internet media in any way they want. For example, when a content is blocked by complaint, perhaps similar content continues to be shared by many people at the same time. For this reason, the news published on the Internet media is shared and disseminated by many people. In a way, this situation also causes manipulation to become widespread. In this context, in this study, 6 news to be selected about the rise and fall of the Dollar between 01.01.2019 and 01.11.2019 will be analyzed separately for both Sabah and Hürriyet, and the situation of manipulation in the news will be monitored.

2.3. The Purpose of the Study

In this study, it is aimed to investigate how news is manipulated and disseminated quickly in the Internet channel. Because of the prevalence and speed of the Internet media, manipulation with the news it publishes also spreads quickly and over large distances. In addition, it is aimed to investigate the relationship between manipulation and internet journalism, to contribute to future research and to raise awareness in the society.

2.4. The Importance of Research

This study aims to reveal the manipulation of the news shared in the rapidly spreading Internet media today, in this sense it is very important in terms of raising awareness among individuals in society.

3. NEWS AND JOURNALISM IN TRADITIONAL MEDIA

As a concept, the media refers to the means of communication with the communication environment (Türk Dil Kurumu, t.y.). In other words, the media is also explained as a common name that refers to all media broadcasting tools such as television, radio, newspapers, and magazines that allow information to be shared with individuals. İrfan Erdoğan, on the other hand, uses the term mass media while describing the media. He said, "Mass communication media are consciousness management tools used to produce the "intelligence structure" (freezing cognitions at the level of show and show/display) that supports the interests of the global market and thinks it is a skill to buy and use the products of mass production technologies without a brain" (Erdoğan, 2006, p. 3).

When mass is mentioned, very large groups of people are considered in quantity. In the TDK dictionary, mass as a word meaning is expressed as a "community of people who have come together and gathered somewhere" (Türk Dil Kurumu, t.y.). The mass, which is the basic concept of mass communication, reveals the numerical size of the community of individuals accessed by radio, television and newspaper-like media outlets (Yumlu, 1994, p. 17). According to such structures as public, crowd and group, the mass is much larger quantitatively. Many people from various groups within societies are included in the audience. In addition, it is not possible for the individuals who make up the audience to get to know each other because they are geographically dispersed. Even individuals or institutions that introduce the masses in the form of an audience through the mass media also do not recognize every member of the audience. It is also impossible to mention the situation of a numerically very large audience united around a common goal and acting in common.

On the other hand, mass communication is defined as the delivery of information to the masses through many technical means (Yumlu, 1994, p. 16). More precisely, it is also expressed in the form of encoding messages in such a way as to influence the masses and transmitting them to individuals with limited interaction through various means of communication. When it comes to mass communication, it is mentioned that the message or messages are sent from any source to the recipients in a one-way style. However, in mass communication, feedback, unlike the standard communication cycle, either does not occur at all, or it is suggested that it occurs quite limited.

The stages that exist in the communication process in the form of source, message, transmitter /channel, receiver (Figure 1) are included in the mass media with some differences (Figure 2). In the process of general communication, a message that has come out of any source is transmitted to the recipient through a designated transmitter. Sometimes this process appears similarly in mass media, however there are also various differences between communication and mass media processes. For example, in general communication processes, only one person can encode and transmit the message, while in mass communication, messages can be transmitted by institutions or institutionalized people. In addition, unlike in the communication process, the message is also systematically encoded in mass communication in order to focus the masses mostly around a common idea or goal. However, in mass communication, there are often many successive messages instead of a single message. In contrast to all this, in both general communication and mass communication, the means by which the message is transmitted from the source to the recipient is expressed as a transmitter. But in mass communication, the channel can take the form of many tools. Newspapers, radio and television are among the most

widely used channels in mass communication. Another difference between communication and mass communication is that the simultaneous feedback generated in general communication processes is limited or not occurring at all in mass communication (Binark, 2007, p. 21).

Figure 1

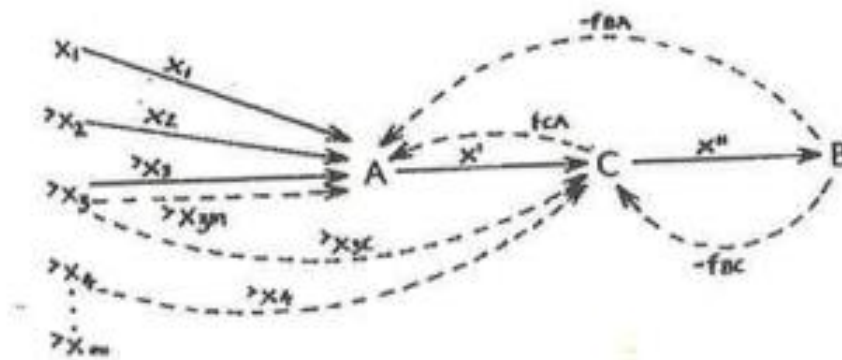
Elements of the Communication Process



Note. Fiske, J. (1996). İletişim Çalışmalarına Giriş [Introduction to Communication Studies]. (Trans. S. İrvan). Ankara: Bilim Sanat Yayınları.

Figure 2

The Mass Communication Model



Note. Fiske, J. (1996). İletişim Çalışmalarına Giriş [Introduction to Communication Studies]. (Trans. S. İrvan). Ankara: Bilim Sanat Yayınları.

In addition to all this, apart from the above-mentioned differences between general communication and the processes of mass communication, the technological tools that make up the concept of “decoupage”, which are used as channels in mass communication, are shown as the most obvious difference. When it comes to mass communication currently, among the most basic functions, educate, entertain, inform, product, or advertise goods/provide to sell, although making them messages, audio, image and text in a way to the masses through single or multiple leads in other words, media devices come to mind. Additionally, radio, television, newspaper, book, computer, cinema, magazines and posters are counted among the mass media (Yüksel, 2012, p. 17). Although the concept of “media” is also used, the terms “mass media” or “traditional media” are used a lot in the literature, because this concept, which includes all the written, audio and visual media, is not equivalent in Turkish.

The most common mass media that have created a big change in the concept of communication since they appeared and began to be widely used are radio, television and newspapers. Since these three tools are important for a better understanding of traditional media tools, they are discussed in more detail below. On the other hand, the concept of traditional media is used for environments where the auditory, visual and written press disseminates information using tools developed in accordance with these types of communication channels and maintains communication (Yüksel, 2012, p. 2). In other words, it is expressed as communication channels that use communication tools such as radio, television, newspapers and magazines to watch, listen to or distribute programs or products from one channel to

multitudes (one-to-many) to the audience (Çakır, 2007, p. 125). However, when it comes to traditional media, communication tools that produce information themselves, do not provide listeners, readers and viewers with the production processes and regulations on information, and transmit information in a one-way are understood when they are called traditional media. In this context, the main reason why the media is expressed in a new or traditional way as a concept is that other than these tools, which form a channel for communication with the increase in the functionality and diversity of mass media from past to present, other tools play an active role in the lives of the masses. In addition, modern media and equipment that provide advanced access to individuals during the production and distribution stages are called internet media (Mayfield, 2008, p. 8). In the scope of the study, it is important to examine the concept of mass communication in order to better understand the concept of traditional media.

3.1. The Definition of News

In a way, the fact that individuals want to be aware of what is happening around them has also set the stage for the emergence of journalism. In general, the concept of news is defined as a process involving the transfer of events that have taken place to society due to the learning needs of individuals. There are many definitions made by researchers when it comes to news. The most commonly used of these definitions is as follows; all the things that have happened, what was unknown yesterday, everything that people have talked about is seen as news. Everything that readers want to learn is news (Tokgöz, 2015, p. 241). A news story is the arrangement of a different event, thought, trend or idea in the form of a text that can be published correctly, quickly and clearly (Kaptan, 1999, p. 48). Impartial sharing of cases that have happened at a certain time and place with individuals who do not know about

them, new information that has happened in the past tense or that does not yet have certainties about its occurrence is called news (Girgin & Özay, 2013, pp. 3-5).

Although it is possible to increase the definitions related to news, in the summary of all definitions, news is a means of eliminating curiosity about events as a formation of an individual's need to learn and/or know.

The word “incident” is frequently used in almost all news definitions. According to the dictionary definition of the Turkish Language Institution, the situation that arises, occurs, attracts attention or is of value that can attract attention is the general name given to all the work, incidents, and cases (Türk Dil Kurumu, t.y.). Even if the concept of an event makes it possible to generalize that an event must exist in order to be able to talk about the formation of a news story, it also reveals the problematic of whether each event is also news. Even if the news is described as an event in its simplest form, it must be observed correctly in order to understand whether the events are newsworthy. Therefore, the main thing is to evaluate the transmission of sensations obtained from sources or observations as news (Girgin & Ozay, 2013, p. 2). So, events may or may not be news, depending on who is transmitting, how they are transmitting, and whether the person who is actually transmitting is witnessing the event. According to another definition of news, there is a situation where the media does not characterize every event that occurs in the world and societies as news. Therefore, in order to call any event news, it must affect its “agenda” (Yaylagül, 2008, p. 34).

3.2. News Production Processes

Before the events are broadcast in the form of a news story, it is necessary to go through several stages. There are news production processes in the form of

selecting the topic, conducting in-depth research on the selected topic, evaluating the re-selections after the research, sorting, formatting, and publishing (Girgin & Özay, 2013, pp. 56-65). Individuals working in the process of preparing the news for publication should gather the information that should be included in their news, by making use of live sources if necessary, in addition to written texts, before the news is produced. Newsperson should not be limited to the information available to them, but also thoroughly investigate events from different sources in detail. Considering that there may be aspects of events and/or issues that are both obvious and hidden, the journalist should take it as her/his main task to expose the parts that are not obvious. Uncovering the hidden parts behind the events, conducting research is an important job that requires not only experience and skill, but also patience, hard work and dedication (Girgin, 2014, p. 122).

3.2.1. Selection

Some selection criteria are determined for news among similar events of any event. First, the journalist should determine these features and correctly select the events that may be news.

The increase in information today, much faster, and more than in the past, increases the number of information reaching journalists, making it difficult to communicate with the audience that reads, watches or listens, and most information is difficult to understand. For this reason, the most vital point of journalism is seen as the choice of news (Girgin & Özay, 2013, p. 57). The news value is again determined by journalists in the dimensions or directions that allow events to be evaluated independently of each other. The most important criterion of the journalism profession is seen as the

ability to choose news or make decisions, which can also be called the smell of news or the value of news (Girgin, 2014, p. 122).

During the collection of news, the journalist should know best where and when he can obtain newsworthy information, who s/he should contact for this, how s/he can decipher and work on the information s/he has collected. However, it is also another part that the journalist should pay attention to that the basis should be news sources constantly at the stage of editing the news. While a journalist or a reporter can bring the news directly together, they often do not have the chance to observe or watch all the events, and in such cases, the journalists contact the people who know the events directly by using the interview method because they need second sources. On the other hand, sometimes news sources can be created by press releases, and even the fact that journalists make news by adhering to them too much can also be seen as a problem area in the media (Tokgöz, 2015, p. 272).

There are notable differences of opinion between the researchers who examined the production and dec of the news. In the context of the opinion of journalists, news is “the reporting and selection of real events in accordance with professional principles” (Manoff & Schudson, 1986, as cited in Şeker, 2004). Researchers working on news have argued that many factors involved in the selection and structuring of news damage reality (Manoff & Schudson, 1986, as cited in Şeker, 2004).

The statements made by Lippmann about the fact that news and reality are not the same thing in the first research conducted on news also brought the studies carried out for the selection of news editors in the following periods. Some of the research stated that the news is selected in the context of individual beliefs and value

judgments of the editors, while others revealed that the job of choosing the news is carried out according to professional and technical norms (Schudson, 1997, p. 309).

It has been suggested that the selection process of the news is made because of the judgments and wishes of the institution in which they work, as well as journalists, and that the journalist also complies with the rules of the institution by many methods. The aforementioned idea also argues that newspapers, when hiring new employees, choose people who correspond to their own ideas, and the journalist stays away from organizations that are already contrary to the individual opinion structure. On the other hand, it is also stated that after the journalist started working in an organization, he/she exhibited a behavior compatible with the publication policy there. In this context, these journalists are constantly guided at the daily meetings held by the editors, and the arrangements on the news produced by the journalists are also carried out within the framework of the journalist's jurisdiction identified with the institution. However, this approach is not considered to be sufficiently descriptive because it considers the institution as the sole determinant in the selection and production of news (Inal, 1994, pp. 162-164).

The researchers, who claim that the organizational structure of the journalist or the newspaper is not the decision maker on which events will be selected as news, and that the news sources also have a significant share in the selection, argue that the news is the result of the ongoing interaction between the bureaucratic bureaucracies, which are the bureaucratic structural news sources in the media. (Tuchman, 1978; Fishman, 1990; Molotch & Lester, 1981, as cited in Şeker, 2004). As a result of this interaction, news is first determined through primary identifiers and is translated and communicated to the public by the media. This approach suggests that the news is not

chosen randomly from the events, but the news is realized as a result of the methods used and within the functioning of the bureaucracy of the news (Hall, 1981).

A different opinion that claims that news is structured by selecting it with the influence of cultural and social symbols argues that the main determinant for news selection is not the individual judgments of journalists, the bureaucratic structure of the institution or journalistic organization, or its relationship with sources. Journalists cannot act independently from the point of view of the cultural and social structure in which they are located in relation to events. Thus, it exhibits behavior within the framework of the social judgments involved in the selection and structuring of the news. Researchers with similar views carried out many news production studies expressing the level of cultural-social judgments in their presentation with their news selection on topics such as "minorities, homosexuality, alcoholism, drug addiction, foreigners". (Hartmann & Husband, 1981; Pearce, 1981; van Dijk, 1999; Gans, 1979). It can be said that factors such as the views of the organization and the journalist, the organization of the journalism work within the framework of bureaucracy, daily routines, dependency on resources, economic-political priorities of the media institution, concern for profit, socio-cultural judgments, news values, professional norms and principles have an impact on news production processes. After all, in the end, the choice of news to justify Lippmann's views turns out to be not a process in which the truth is directly reflected, but a process in which reality is reconstructed under many influences, in other words, it is structured. As in many researches carried out in Western countries, it has been stated in the news production studies carried out about journalists in Turkey that the news is "a structured discourse, the selection and presentation of news is determined by factors such as professional practices, news values, relations with sources, and priorities of the organization" (İnal, 1992, p. 43).

3.2.2. Research

After the journalist chooses the topic of the news, he/she should examine the news from such angles as whether the audience, reader or listener is interested in this event or how important the event is from the point of view of society in order to examine the issues in detail in order to make certain decisions. The journalist who completes the review of these in detail should start collecting information about the subject in detail after the finalization of the news topic (Girgin, 2014, p. 130).

Most often, research in this area begins with the scanning of information that exists in the archives about the person or events that make up the subject of the news, as it is considered a preliminary preparation of journalism. All information related to the incident that occurred before the day of the incident should be carefully examined.

Archives are considered very important in this field because they offer materials that will allow studying current events from different sides. The journalist should make use of physical documents such as old publications and their issues, reports, dictionaries, biographies and catalogs found in the archive of the institution where s/he works, when necessary (Girgin & Özay, 2013, pp. 57-59). In addition, the main element of the research, which can be defined as being able to get to the truth by going deep into the case, can be revealed as not looking at anything with certainty, looking at everything with suspicion and not losing sight of the possibilities that it may be. Therefore, it is considered very important to control many materials (archives, files, books, newspapers, magazines, libraries, videos, films, sound recordings, photographs) as part of the research process. In addition to all this, it is also among the things to be done in the research section to decipher the opinions of people who know and to interview individuals who are related to the subject (Girgin, 2014, p. 116). Today, since the internet is now a very important source of

information, journalists have taken a more advantageous position in terms of research, when compared with past periods, they have used both the internet and their own archives to perform the stages of their research faster.

Conducting research through various sources makes the news more objective, as well as reducing false information that should not be in the news. No matter how confident the journalist may be of the sources revealed during the research, s/he should never compromise the principle of skepticism. Although there is no doubt during the research, the cause-and-effect parts of the case and the assumptions that emerge are also important. "How do we know this part? Why would the audience reading the news believe this? What assumption is there behind this sentence? If the case reveals that a certain event can cause question marks in the minds of individuals, who is the person who claims it? A reporter? A source? A citizen?" (Rooster, 2013, p. 115).

The necessity of citing the source for all the information used during the research is seen among the most remarkable elements of this section. It is quite important that all the information found is associated with the source. In some cases, the journalist will not get a chance to observe the news himself/herself. Therefore, the data obtained from the individuals who witnessed or saw the incident through the interview and the press releases prepared about the incident will be very helpful for the journalist. It is also noteworthy that the sources that will be used during this period are reliable, and the information obtained is confirmed through different sources. However, although the openness of sources is a remarkable element that increases the reliability of news, in some cases the news source can be kept secret if it is deemed necessary (Tokgöz, 2015, p. 92).

In short, although the scope of research is a very remarkable part in terms of the reliability and accuracy of the news, the variety of sources allows the information to be obtained in the full sense.

3.2.3. Re-selection

A re-election is called a re-evaluation of the way events are handled in order to make the best use of news fiction after the topic and research stages that have been selected for the news.

Since the re-election stage is a control process, it is also considered to be remarkable in terms of deciding how to use the information obtained during the research. In this part, the news reporter has to decide how s/he should use the information s/he has obtained. At this stage, it is necessary to determine the words, sentences that will be used in the news, the details that should be considered, how the flow and dimensions of the news should be (Horoz, 2013, p. 116-117). The re-selection phase is considered as a part where the journalist should re-evaluate this data and review the news a second time when deciding how he should use the data he has obtained. This stage is considered quite important in terms of increasing the journalist's experience. News reporters achieve this practice by making quite a lot of news in this way.

3.2.4. Extraction

What happens in the story part of the news is remarkable in terms of the formation of the news. In this context, after re-selection, sorting includes formatting the news by extracting it from unnecessary items by reviewing the materials left for the news in terms of importance, interestingness, and currency, which are among the news value criteria (Girgin & Özay, 2013, p. 62). There is a direct proportion between the experience that the news reporter has in his/her profession and the correct deciphering of the data. The more news a journalist writes and feeds himself/herself

with different sources, the more s/he will master them over time. This situation also affects the fact of the journalist's decision about which elements s/he should extract during the editing of her/his news. In other words, the re-selection part is seen as a stage that should be done carefully in order to make the important parts of the news free from unnecessary details and sentences and to bring them to the forefront (Horoz, 2013, p. 117)

3.2.5. Formatting

An event that can be easily monitored can be difficult to identify. What's more difficult than that is about making it news. Formatting and editing must be used to process the news. When it comes to formatting, it comes to mind to give meaning to the text by creating content with the collected data. The production of information obtained by observing events one-on-one or with the support of witnesses in the form of news, deconstructing rhetoric, turning some parts of life into a story are among the issues that the journalist should take care of. News transmitted using a foreign language must have decency of action and meaning, contain clear statements and be written objectively. It should have a form consisting of short paragraphs that will not exceed 5 sentences at most, with care that the words that are not easy to say and terminologically difficult are not included as much as possible, that the sentences are of a length that will not disrupt the integrity of meaning (Girgin & Özay, 2013, pp. 62-63). In addition, there are some journalism rules that are used to shape and format news.

3.3. News Audit

Among the processes of producing news, the news control part is sometimes deciphered in the literature during the publishing phase, and it is often considered as a separate title. A journalist should prepare the news in a certain order, in a fast manner,

as described in the production processes, but then immediately deliver it to the part that will publish the news. Even in cases where it is necessary to be much faster in this process, the journalist must devote enough time to review the news prepared for him as an editor did for the last time after the news production stages (Girgin, 2014, p. 135). Although news reporters are the ones who produce the news, they are also readers, so respecting the news can be interpreted as respecting the readers in a way. In this regard, it is important that the news reporters have checked the news many times before sending it to the publication, since there will be no way back except for a retraction after the news is published.

During the final audit, which should be carried out after the completion of the news, the journalist should look for answers to the following questions. The following questions are addressed by the understanding of liberal theory.

1. Has it been covered from all sides in terms of the news topic?
2. Has the action or discourse of the news been evaluated and examined in all aspects?
3. Do all the questions in the Wh-questions find answers in the news?
4. Is the narration of the news making the most correct way?
5. Are the names of the institutions or persons mentioned in the news brought into the correct form in accordance with the spelling and writing rules?
6. If there are numbers and dates in the news, are they true?
7. Is there a side left that the target audience will have a pause about understanding the news, or is it incomplete and meaningless?
8. In general terms, is the whole news in compliance with Turkish rules?
9. Has the news been cleared of an excess of unnecessary words?
10. Does the news create a feeling of satisfaction in the journalist? (Girgin & Ozay, 2013, p. 106).

3.4. News Value/Criteria

The fact that the concept of news has many definitions is since, in a way, news has a multidimensional structure. The foundations of many of the definitions made also seem to be essentially the same. For an event to be referred to as news, it should contain at least one or more of the elements such as "reality (accuracy), novelty (up-to-date), interesting (arousing interest), importance (to be considered important) and comprehensibility (meaning) (Horoz, 2013, p. 82). Because it is actually the elements that exist in its structure that make the news become news. Any text that does not contain these elements will not be considered news, nor will it go beyond plain text. In addition to the items mentioned above, Oya Tokgöz also adds the timeliness and decency elements that are among the value and basic elements of news to other items (Tokgöz, 2015, p. 63). The elements of the news are also listed as mentioned below.

A. Reality (Accuracy)

News that has a social function should be presented to the public in an objective way, as well as the transmission of the truth and the truth (Şahin, 2008, p. 27). The framework that the news reporter creates while making certain choices among the facts related to the events s/he encounters naturally includes the meanings attributed to the facts that exist behind the events. Here, the journalist should convey the events in the most appropriate way by establishing a relationship between the news and reality. (Tokgöz, 2015, p. 245). The news reporter, while evaluating the information s/he has obtained, does not believe in any of them and evaluates everything within the scope of the possibility that it may happen, but must go down the main lines of events and look for the facts.

Among the main responsibilities of journalists is the fact that the news reflects the facts. Among the main responsibilities of journalists is the fact that the news reflects the facts. However, individuals sometimes experience confusion about what the facts mean (Horoz, 2013, p. 75). Individuals are in a very deep demand for facts. That is why journalists should deal with the remarkable and real elements of the news instead of being hasty to reveal the comments and content of the news or dealing with implied rumors, comments, and insignificant details (Horoz, 2013, p. 77).

In this context, Article 6 of the "Professional Principles of the Press" determined by the Press Council in Turkey includes the following sentence: "The news whose investigation is within the possibilities of journalism cannot be published without being investigated or without being sure of its accuracy" (Basın Meslek İlkeleri, t.y.).

On the other hand, when it comes to the reality of the news, things that are unrelated to the truth, made up, distorted, exaggerated, even if they excite individuals and contain funny elements, will not gain value as news if they do not have reality.

When it is called the truth, either the event itself or the reasons that make up the events should come to mind. It is both necessary and quite important that the news is fictionalized in a way that reveals the facts. A news story created in this context will be transmitted to the people in its target audience and the facts will be shared with the public (Horoz, 2013, p. 96). Because news creates a sense of reality in individuals, people question the authenticity of all the news they are exposed to. In general, individuals have the perception that what they see only with their own eyes is real. Therefore, it is common among the public that the news shared by the media is mostly untrue. In this case, in a way, it reveals how important it is for news to contain an element of reality in their structure.

Today, since the press consists of different institutions and all organizations in competition, it seems possible that an event can be turned into a news story by more than one journalist or reporter and edited independently of each other. In this context, it is also possible that individuals follow the news from different mass media and different organizations. In this case, the reality of acting with the awareness that it is possible for messengers to control the concept of reality by both viewers and institutions comes to the fore.

B. Modernity (Topicality)

In other words, the concept of timeliness is associated more with the time when events are shared with the viewer and/or reader than with the time when events occur. All of the news shared by the mass media is used by linking to some current events (Tokgöz, 2015, p. 64).

As an important part of social life, news fulfills its duty to convey the events that have happened in its habitat to people as soon as possible. Therefore, in order to fulfill the function of informing the news masses in a timely manner, it must be up-to-date. In addition, the news that is created by the institution or people who carry out the production of news is shared with the target audience in a hurry so that it does not lose its novelty (Horoz, 2013, p. 99).

In addition to all this, when it comes to innovation or timeliness, it comes to mind that even if a certain time has passed since its occurrence, events that are useful to the public for remembering are brought back to the agenda (Durmuş, 2013, p. 86). Because when a news story loses its relevance, it can no longer form a public opinion. However, in the event that a phenomenon that used to be has been found and / or gained importance in the public again, the news can be brought up to date and brought

up because it is a topic again. For example, based on the news of a repeated murder of a woman, what has happened before can also be brought up and used as data in the news

C. Interestingness (Arousing Interest)

Individuals often make the events or problems they are closely interested in the center of attention. In addition to this situation, the areas of interest of individuals are increasing every day in parallel with technological developments. Today's interests of the individual usually consist of topics such as "tension, excitement, adventure, science, risk, emotions". On the other hand, another factor that attracts the attention of individuals is the concepts of distance and proximity that arise in an emotional and physical sense. In order for individuals to be interested in these concepts, they also need to establish a physical or psychological connection. For example, if an event occurs in an environment where they live or where their immediate environment lives, it is much more interesting for these people. The best example of this situation is that disaster news such as tornadoes attract the attention of individuals living in the country where the most tornadoes occur. In this case, those who do not live in the region where the hurricane occurred may not show much interest in this type of news (Girgin & Özay, 2013, pp. 12-13).

In order for the events to be reported about to be of interest, there are decisive elements such as the emergence of ordinary situations, the surprising, different and sudden occurrence. In general, the metaphorical example that is used quite frequently in journalism, the sentence "it is not the dog biting the person, but the news is the person biting the dog" is also seen as proving the attractiveness of the news.

Today, the concept of attracting attention in journalism has mastered this type of profession in general. It is known that the facts attracting the attention of audience or societies are mostly the price hikes on products, tax rates, unemployment, cost of living, which are seen as the most remarkable factor in people's life conditions, as well as popular topics about the lives of famous and / or rich people. Journalism has been subjected to a distinction in the form of colored and plain news in past periods. In general, magazine news turns individuals into an emotionally dramatic mood, whereas plain news is known as news in which the identity of the news reporter is written in secret. With its differentiated journalism dynamics, flat news is surrounded by magazine news. Nowadays, the idea that news will be understood much better with the use of individual transmission language and colorful words while the news is being made has dominated the idea.

Since the content and stylistic change that exists here has, in a way, also caused a change in the state of definition of news, a sweet and serious news distinction has now emerged. Although the serious news mentioned here is not under the immediate influence of individuals, it refers to the types of news that are perceived after a certain thinking process. This type of news mostly includes topics such as domestic and foreign policy issues, education, labor-worker problems, economy and terrorism. On the other hand, the concept of sweet news defines the news that arouses interest quickly and that is perceived without thinking, with intense entertainment. The best example of sweet news is considered to be tabloid journalism (Tokgöz, 2015, pp. 264-268). Tabloid journalism, which increases its influence every day with the increase of private television broadcasting in Turkey, has made it a focus of keeping people's interests alive by instantly sharing the private lives of famous people whom the masses are interested in.

Establishing a certain link between the concepts of journalist, important and interesting, it is necessary to put the remarkable situations that need to be highlighted in the content of the news in a way that can attract the attention of individuals. Thanks to “storytelling”, which is one of the main goals of journalism, news reporters make the semantic integrity of news relevant and attractive during editing in order to convey the information needed by people. Almost everything that arises from the sense of curiosity of individuals and wants to learn can be of interest. The news reporter should be conscious and aware of this situation and should construct the news in an interesting way with all other necessary elements.

D. Materiality (Considered Significant)

For any phenomenon to be considered remarkable, it must have a direct impact on cultural, financial, or social life and trigger a change or development in these areas. Although these news are expressed in the form of serious news, the news of “fuel oil hikes or high inflation”, which will affect a fairly wide segment of society, can serve as an example for these news. To understand the importance of a phenomenon, it is necessary to look at the measure of the phenomenon and its consequences. For example, the degree of importance in the news of a traffic accident is determined depending on the number of people who lost their lives in the accident. The fact that the outcome of the phenomenon is decisive can be measured by the fact that it affects a significant segment of society. The most accurate example that can be given to this situation will be the news that the positive or negative effects of a law that has just entered into force on society are discussed (Girgin, 2014, pp. 123-124). In this context, the size of the cases, the social multiplicity-like variables that are interested in the events show the degree of importance to be given to the cases.

Individuals who have gained importance in society with their status, situations and numbers that are considered interesting are considered to be among the elements that make a news story important (Tokgöz, 2015, pp. 263-264). “Materiality”, which is considered to be one of the most remarkable elements that increase the relevance to news, is also considered to be among the elements that increase the quality of news (Alver, 2007, p. 277). On the other hand, the item “materiality” is also known as one of the criteria used in terms of determining both the location and the ranking by which news will be published in the mass media. Because the first page or even the headline in a newspaper is the most effective part in creating an agenda in society. In addition, the ranking of the news broadcast on television and radio is considered important for determining the agenda. In short, the fact that individuals are affected by the facts and the negative or positive results that the facts have revealed affects the importance value of the news. Because the vast majority of individuals consider it important to hear about events that directly affect their lives in order to take personal precautions.

E. Timeliness

Today, news is being edited very quickly and their importance is disappearing at the same speed. With online journalism, which is today's new news transmission tool, news is transmitted to the masses quite quickly in the mass media. Because everything is so fast, news at the same speed are losing their value. However, the distinctive feature of the news from any information is that it is transmitted as soon as it is learned. This feature is seen as one of the basic conditions for news (Tokgöz, 2015, pp. 259-261). Therefore, when it is called timeliness, this concept is compatible with the word timeliness.

F. Result

It is the elements that make news accurate. When the news is an assessment of what has arisen from complex, conflicting events and problems, the magnitude and importance of the outcome of the news is also determined in parallel. According to the liberal theory, the fact that the news reporter evaluates the result of the news well and determines the magnitude and importance of the news, ensures that the news is successful by coming to a correct and appropriate conclusion about the news (Tokgöz, 2015, pp. 262-263).

3.5. Critical Studies on News Production

In addition to these mainstream views that tend to treat news production in a mechanical way, news production processes have also been discussed within the framework of critical approaches. Within the framework of the basic approaches in communication research, many methods have been discussed within the scope of news production. Some of the people who conducted research within the framework of the "pluralistic communication" approach, in particular, conducted research on whether only news production was done objectively at the first time (Inal, 1994, p. 156). The concept of objectivity is also considered to be one of the basic requirements of journalism in accordance with the basic decepts of the pluralistic approach. The main role that is assigned to journalists is the transfer of events as much as possible in a way that is consistent with reality and objective. Even in this context, the concept of objectivity was considered as the cornerstone in American journalism at the time it was first discussed (Schudson, 1997, p. 9).

In the context of Hackett's opinion (Hackett, 1999, p. 31), research on objectivity is first based on the idea that the media should reflect the real world in a balanced and accurate way. According to the first belief, a journalist can transfer news

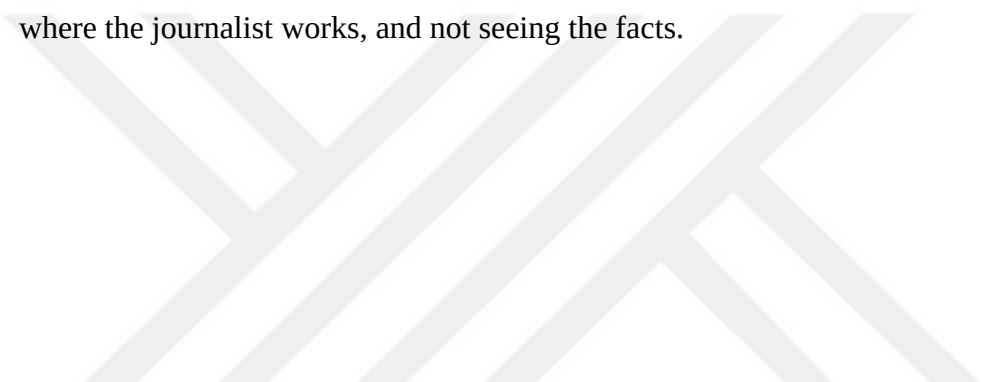
writing techniques directly by using neutral language. According to the second proposition, the biggest obstacles in front of the concept of correct and balanced journalism are attitudes and political prejudices. In the third proposition, the situation of political bias arising in the news can be controlled and exhibited by existing research methods. The last proposition is that the most prominent bias situation in the media is that a particular person or group is unwittingly preferred to others. Taking up these postulates, Hackett also came to the conclusion that the concept of objectivity is a paradigm that has lost its significance. The fact that objectivity has not been investigated in news production processes in the recent periods of contemporary communication research is also a proof of this situation. In this context, the situation in question has been described by Hackett as “a paradigm or myth that has lost its importance of objectivity in news” (Hackett, 1999, p. 41). Another research topic of news production processes in the context of a pluralistic approach is the position of journalists in news research.

The research in question focused on the autonomy of journalists with their decision-making power and revealed how the professional activities of journalists are put under pressure through their professional routines with the organization. Researchers who conduct studies in the context of a critical approach have also focused heavily on the topic of “the economics of the media”. This approach has highlighted the tendency to explain the outputs involved in the production process of news through the economic and political structure of the news organization. Another approach, unlike other approaches, is the cultural approach, which argues that the coercive pressures of the dominant cultural system, leaving aside the corporate structures and work routines, form the basis for the production processes of news (Schudson, 1997, p. 310).

In particular, news production research conducted after the 1960s can be examined under these three categories. In the context of James Curran's opinion, (Curran, 1990, p. 239) judgments made within the framework of the economic-political approach should be supported by analyzing the ideologies and professional practices of employees of media institutions. On the other hand, the critical studies conducted on journalism have investigated whether objectivity, impartiality and accuracy are possible in the context of freedom of expression and professional ideology in the journalism profession. In their opinion, there may be various pressures on media professionals, but thanks to their professional ideologies such as objectivity and autonomy, it is still possible for production to take place within the framework of professional supervision.

Researchers working in the context of the critical approach have argued that professional ideologies such as objectivity and autonomy do not have any function other than concealing the submission of professionals to the dominant ideology. On the other hand, especially in the last period, those who have done research within the framework of a critical and pluralistic approach have come together on some basic common points. While advocates of the pluralist approach accept that there may be many limitations on the independence of media professionals, and that the limits of the principle of neutrality cannot go beyond the existing socio-political consensus, those who adopt a critical approach also acknowledge that there is relative autonomy in the media. On the other hand, researchers in two different camps also think that powerful groups and organizations in society have a more advantageous position in accessing the media, because such groups are considered reliable and credible by the media and are mostly used as resources. Both approaches agree that professional criteria such as impartiality and objectivity are fundamentally the principles on which

journalists depend too much. The fact that the principles prevent journalists from being criticized, as they place the responsibility of the information in media products on the sources, is among the common findings in both pluralist and critical studies. In addition to all this information, Schudson stated that the view of the political economy approach on news production is suitable for understanding the general lines in the news (Schudson, 1997, pp. 311-313). At the same time, Schudson criticizes the aforementioned model for ignoring the initiative of journalists on the news, editors rarely encountering publishers, not knowing the manager at the head of the institution where the journalist works, and not seeing the facts.



4. INTERNET MEDIA AND JOURNALISM

The fact that the news is covered in different formats within the possibilities in various environments does not prevent or even improve the content sharing feature inherent in the news. However, to make the development of internet technology and the transformation in the field of journalism more meaningful, it is necessary to express whether internet journalism causes a difference in the presentation of the news as well as the technical innovations that internet journalism has brought in the field of journalism by considering the differences in the presentation of the news in the mentioned communication media.

“Internet journalism”, which can be expressed by concepts such as “online journalism and virtual journalism”, has emerged as a new type of journalism from the point of view of news broadcasting. Internet journalism is decoupling towards an “integrated news presentation” where all the journalism techniques are combined (Yüksel & Gürcan 2005, pp. 201–202).

In the later stages of the 2000s, internet journalism has shown a significant development both in the world and in Turkey. As the internet has become widespread, other areas in the media sector, such as television and newspapers, have started to lose power. The research conducted on the subject reveal that the internet media has negatively affected television and newspapers. In this regard, the sales of newspapers have fallen, the number of viewers of television has shown a tendency to decrease. Individuals have entered a tendency to meet their news needs through the Internet. Therefore, they had to restructure their television and newspaper channels themselves. The internet advertising revenues of newspapers are higher than the traditional newspaper revenues. As a result of this situation, all media tools have started to show more and more interest in internet journalism day by day (internet journalism, 2005).

4.1. Internet Journalism

Since the advent of the internet, social life, as well as cultural, economic and corporate life, has been seriously affected. In general, all forms of business have started to change and transform after the invention of the internet. Today, many public services have been made available through the internet without going to any public institutions, and many transactions such as shopping, banking, etc. have been made available online without going anywhere.

Information shared with the audience that is the internet as a channel, within its own facilities for carrying tools distributed by traditional media in addition to sharing information, the information produced from repetition, has become a medium where it can be shared with new shapes (Karaduman, 2005, p.143). On the other hand, journalism is at the top of the media most affected by the rapid development of the internet space and the widespread use of it (Narin, 2016, p. 119). With the publication of newspapers on the internet, concepts such as "internet journalism, online journalism, web journalism, network journalism" have emerged. By this means, newspapers have found the opportunity to access the target audience in the internet field using a new method other than a printed medium.

Although "teletext broadcasts" first come to mind when it comes to internet journalism, it is accepted that the first internet journalism appeared in America in 1995. Major newspapers such as "The Washington Post, New York Times, Daily Mirror, Herald Tribune" published in the USA have started the internet news era in the history of news broadcasting in an organized manner by establishing an institution called the "New Century Publishing Network" to transmit the pages of the newspapers that are ready for print to the internet (Gürçan, 1999, p. 32). As a result of the widespread and rapid penetration of internet publications into the lives of societies

over the past 20 years to the present day, internet journalism and media technologies are continuing their development and transformation. As technological innovations also transform working conditions, the innovations that have emerged in social life with the increase in the number of media employees working in this field have transformed and changed today's internet journalism into a much different form than the journalistic activities of the early days when the internet appeared.

Though traditional media require high investments, internet journalism has made it possible to use multimedia and become more common over time, by facilitating the design of web pages by enabling software and code languages in the online medium, as it contains the functions of all communication media at less cost (Çakır, 2007, pp. 137-138). According to Gezgin, the internet, which is a means that makes it easy to access information, can connect printed newspapers all over the world with the target audience at any time by means of applications developed for web pages with portable smart devices. The target audience of the shares of the mass media provide physical access to an entirely different newspaper or shared and is not able to pay for it, the fact that these publications are published both independently of time and place and free of charge via the internet, and that it has the opportunity to find the news through a few relevant keywords, has made internet channels indispensable over time. (Gezgin, 2002, pp. 31-32). On the other hand, the fact that it is difficult for the target audience to access the retrospective archive of any newspaper belonging to it has become easy thanks to internet journalism, and users have become able to easily access the archives of newspapers online.

According to Tokgöz, internet journalism has gone through three different periods from the moment it appeared to the present day. The first of these periods is the period when journalists did not make the news for online journalism environments

but made it for the print newspapers they were affiliated with, and then reformatted the content of the news on online pages. The second period is considered to be the period when journalists produce original news content for the online journalism environment. It is claimed that the third and last period is the period in which interactive communication has replaced one-way communication with the use of applications such as “360 degrees” that produce news for online journalism and enable the target audience to monitor these news and enter the news (Tokgöz, 2015, pp. 113-114). These periods mentioned basically describe the processes called web 1.0 and web 2.0 in which the internet has undergone changes and transformations. As a result of this transformation that the internet has undergone, it is possible to say that changes have also emerged in the use of internet technologies. This transformation that has emerged in the online environment is actually in important relations with the capitalist society. On the other hand, Web 1.0 technologies are positioned as "an information source for everyone", while Web 2.0 technologies have revealed the "internet as a sharing platform" infrastructure. These environments created by web 2.0 technologies are now interactive environments where interaction and sharing are open. Even if users voluntarily shared the information shared in these environments, the “digital labor exploitation” that actually occurs makes these environments an extension of capitalist systems (Fuchs, 2015).

In addition to the elements that distinguish between print newspapers and internet journalism, internet journalism has also made progress since its emergence. The most significant contribution of this change in the online environment to internet journalism is that while only the ready-to-publish pages of the newspapers were transmitted to the internet in the Web 1.0 era, the harmony of multimedia and hyper-

texts with internet journalism with Web 2.0 found the opportunity to interact. (Table 1).

Table 1

Comparison of the Characteristics of Internet News Media in the Periods of Web 1.0 and Web 2.0

WEB 1.0/ Internet News Media Open Media Code	WEB 2.0/ Internet News Media Participating Open Media Code
A.Regulation and Classification of News Content	
1.Weak hierarchical decoupling between departments.	1.The decoupling between departments is weaker.
2.There is no hierarchical decoupling between pages.	2.There is no hierarchical decoupling between pages.
3.Poor hierarchical decoupling between news stories.	3.Very weak hierarchical decoupling between news stories.
4.Content directed to various/different areas. There is little or no user-derived content (UGC).	4.Content that is highly oriented to different areas. User-derived content (UGC) is mostly being used.
5.News pieces are linked to background materials and databases.	5.News pieces are linked to external media outlets, blogs and social networking sites. Further contextualization
B.How to Deliver the News	
1.Interactive communication. Readers decide on the choice of news.	1.Participatory interactive communication. Readers decide on the choice of news and participate in the production of content.
2.Text-oriented structure. Limited multimedia presentation.	2.Increased multimedia formality, more video sharing, Youtubization
3.Updating news at fixed times.	3.A great deal of directness/proximity/immediacy in the presentation of flash news, live webcast, live chat, live information sharing.
4.The peer-to-peer sharing rate is low.	4.There is a lot of sharing with a peer and on a social network.
5.Search	5.Detailed and powerful search
6.Personalized news delivery format is possible.	6.More customization options. Personalization through new communication technologies.
7.A single web version.	7.Personalization is possible in the web layout

Note. Narin, F. B. (2016). Hypertext Production in Internet Journalism. Gazi University Journal of Communication and Theory Research

The most obvious difference introduced in the Web 1.0 and Web 2.0 periods is the part of the news regarding the editing of the content. Web 1.0 has shown effectiveness in the first decade of the Internet's emergence. It will not be possible to say that during this period the obvious difference that exists between the varieties of online news has decimated. The most notable reason for this situation is that the news made at that time did not contain hypertext, in other words, hypertext (Harper, 1998). In Web 2.0 applications, which describe the second decade after the next decade, when users read a political news, they are directed to another news about an actor in the relevant news, they can access the films in the vision by clicking on the link about a movie in which that actor takes part, and they can access information about different artistic activities in the evening by clicking on a link that includes the events in the city they live in. For this reason, sections of traditionally accepted printed newspapers with titles such as foreign or domestic politics, agenda, sports, and magazines constitute a starting point for the online newspaper reader to read only the news. This transition between the types of news has been decoupled in the Web 2.0 era (Narin, 2016, p.124).

Today, the unlimited requirements of messengers for information have also started to be met with the advent and development of the internet there. In addition to the fact that messengers receive help from the internet as a source of information when creating news, the internet offers a wide range of opportunities for sharing and publishing news. On the other hand, there are five different items that news reporters

should know about the internet (Karaduman, 2005, p. 144).

According to Karaduman's opinions;

1. **The Internet is like a toolbox:** The internet includes various tools "such as e-mail, web, transferable files, newsgroups, e-mail lists, discussion groups, audio and video elements." The fact that messengers can use the internet much more and use it efficiently depends on them knowing which tool they will use to obtain and disseminate which information.
2. **The internet is in a constant state of change:** Like a living organism, the internet also changes depending on every new technological development.
3. **The internet is social:** One of the main elements that a news reporter should pay attention to when producing her/his news is society. For this reason, the social status of the internet is among the priorities of the journalist.
4. **The internet is always and everywhere:** The Internet is considered to be the fastest communication tool that has emerged so far in the development stages and dissemination of news. It provides access to information without noticing the place and time.
5. **The internet causes addiction:** The internet, which provides a very useful environment for news reporter, can also easily isolate readers from the society in which they live.

Even if there are currently no international standards for regulating internet journalism, there are certain different characteristics of internet journalism.

Traditionally, printed newspapers are quite easy to read. However, reading through the screen reduces the reading speed by 25 percent compared to printed newspapers (Kaufman & Flanagan, 2016, p. 3). The studies conducted on this topic indicate that

the texts read through the screens are much less understandable. On the other hand, the results of the studies revealed that written texts such as articles and news that users read in the printed media affect their ideas much more easily. For this reason, the design of web pages is considered quite remarkable, especially in terms of making it easy to read in online journalism (Kaufman & Flanagan, 2016, p. 5).

The most notable distinction between the prominent feature of internet journalism and the written media is the ability to change the information at any time. Updating information occurs in three different forms in internet journalism (Halici, 2005, pp. 156-158).

1. "Irregular Update": Describes the constant change and editing of web pages for a new text or news that has been created.
2. "Periodic Update: Refers to the periodic update of the contents existing on the website at a specified time of hour, day, week or month.
3. "Continuous Update": Means that news from news reporters, news agencies or authors is updated instantly on the web page.

Today, web pages that are now engaged in internet journalism are constantly updated. In this way, readers can access the web page of many local or foreign newspapers online, as well as use their freedom of choice. In this case, it also reveals a serious increase in the amount of information. (Halici, 2005, p. 159).

In summary, with the invention and rapid development of internet media, news reporter has started to become digital and thus has been able to reach a much wider audience. The online environment has not only caused a transformation in the journalistic activities carried out by press organizations, but also provided a medium in which citizens can carry out their own journalistic activities.

4.2. Social Media Tools and Journalism

Online media have become common tools for the development of mobile devices such as mobile networks and the expansion of the scope of not only acquire the ability to transmit the audio data, and the data transmission rate is emerging day by day with the increase of the speed of journalism in the form of a branch of “mobile journalism”, the term has emerged. Applications related to journalism have reached a completely different dimension today through mobile devices that media professionals and citizen journalists use in a common way when producing content and news (Törenli, 2005, p. 124). In direct proportion to the progress in mobile communication tools, mobile tools have become more integrated with the work of journalism, especially with the advent of 3G systems. Today's mobile phones, in other words smart phones, can offer almost all multimedia devices integrated and together with broadband internet connection, they allow data to be transmitted at very high speed levels. It has become the biggest assistant of journalists today by bringing together many devices that journalism systems used in the past in a single and easily portable device (Timisi, 2003, p. 132).

Smart mobile phones, which have now become part of individuals in everyday life, have led to significant differences in the production, distribution and consumption of news with the ability to be everywhere and at the same time. When the situation is examined in terms of the production of news, these mentioned devices can turn into a news camera in the hands of even ordinary users besides professional journalists. Some images taken with smart mobile devices have become an indispensable device in terms of making history of remarkable events and announcing them to the masses that follow. In direct proportion to the fact that the use of such devices in the field of journalism is increasing day by day, the expression “mobile

journalism” as a news production process has become widespread day by day (Ünal, 2012, pp. 65-66).

Journalism is often named and defined depending on the medium in which it is broadcast, as in "newspaper journalism, radio journalism, internet journalism, television journalism". In online journalism environments, the production and distribution channels of news may vary. In this context, different concepts have emerged in professional journalism on the internet, as below (Ünal, 2012, p. 66).

- VJ (Videojournalist) is the name given to video journalism prepared by a single person with a video camera.
- Backup Journalist: These concepts are defined by the journalists who make news with their backpacks equipped with "laptop, digital camera and up-link devices capable of broadcasting all over the world".
- MoJo; The term “Mojo”, derived from the English concepts of “mobile” and “journalism”, refers to reporters who are armed with portable multimedia news gathering devices. MoJo, in other words, mobile messengers is a name used to identify messengers who can reach sudden events as quickly as possible together with a citizen without ever going to news centers. On the other hand, such journalists use smart mobile devices at all stages from collecting and transmitting news. The things they have shared may include "news, articles, audio, photos, images and/or the composition of them". News reporters of this type most often prefer to work on their own. In fact, "MoJo"s can even conduct private interviews by entering environments that cannot be entered with cameras on a large scale thanks to new technology portable smart devices with ease. Because now, news can be both produced and easily edited thanks to smart mobile devices. All of today's portable mobile devices are actually computers, and thanks to many editing programs, they are very much

preferred because they allow news to be quickly edited and sent to news centers or published online.

Nowadays, news centers have also been influenced by technological development and have come to the forefront of multi-media (Ünal, 2012, pp. 65-72). In addition, news videos are added as well as news published on web pages created by traditional newspapers online. This means that news organizations or centers have made certain arrangements to use news pools jointly. It has become easier and cheaper to produce news with today's technologies compared to past eras. If there is no professional news reporter when there is an event anywhere, citizens can also become a mobile news reporter even for a short time thanks to smart devices at their disposal. It is known that every smart device owner, even if s/he cannot be qualified as a citizen journalist or mobile news reporter, has a remarkable place in the production of content for publications. Looking at the historical process, it turns out that the visuals of quite remarkable news are prepared by citizens. The tsunami images taken in Southeast Asia in 2004 and the news of Saddam Hussein's execution in 2006 are among the most prominent examples in this regard (Gawdat, 2006, p. 313).

In addition to this situation, many remarkable events such as disasters, political developments and conflicts that occur in different places around the world are spread in social media environments before the media tools. For this reason, mostly individuals, including journalists, access information through videos and photos shared by citizen journalists in real time and usually by overcoming the censorship barrier. The situation most of the time, even though it has advantages such as speed and transparency, reality, considering that content can spread quickly due to the nature of the online medium unclear news as the spread is very open to

manipulation although they cause too many question marks about the reliability of is on the site. Despite all these disadvantages, news institutions benefit from citizen journalism and even the main news bulletins mostly use images taken with the cameras of smartphones (Bulut, 2014, p. 196).



5. MEDIA AND MANIPULATION

Today, the media now continues its activities in the hands of multinational enterprises. The news value has undergone transformation and change with the functions of the media. It should be that among the functions of the media, manipulation stands out more than other functions. In this regard, manipulation gives leaders the opportunity to shape the mind of society.

Media manipulation is defined by Coxall as: "... the creation of images or arguments by pro-media operators using a range of manipulative techniques that pursue their own interests rather than those of their victims" (Coxall, 2013, p. 201). Due to its flexible structure, the media, which provides rapid adaptation to conditions that are constantly changing in society, tries to gain the consent of society in favor of the dominant ideology on the one hand, in accordance with the new conditions, and on the other hand, it carries out ideological reproduction.

In this context, the manipulation and manipulation elements that are considered important and are constantly used by the media are examined in detail in this section.

5.1. Manipulation as a Concept

The word "manipulation" is derived from the French "manipulation" and settled in Turkish as a word meaning manipulation, which means making changes on information by selecting, adding, directing and removing. When it comes to the manipulation of information, it is meant to use the information for the benefit of the parties performing the manipulation, to change the information in the desired way by cheating and to be included in the content of the manipulation (Dursun, 2001, p. 183). In addition, manipulation is also defined as the way in which individuals exert influence on these people, other than their own teachings and knowledge, or direct them within the framework of a certain idea. As a result of such influence and

orientation of individuals, it is expected that they will change their behavior and ideas at the request of the individual or organization that performs the manipulation. In this context, manipulation is known as a notion that helps explain mostly mental activities such as "directing, influencing," (Bryan, 1993, p. 64).

The areas of use of manipulation in the scientific context have a fairly wide place, especially in the field of communication. The meaning of manipulation in communication, which is also considered to be "orientation", is in an integrated relationship with the meaning of "orientation for the benefit". In this context, the media is moving away from the function of providing news and information and towards purposes such as routing and formatting. Creating disinformation and/or misinformation in order to protect and realize the interests of individuals instead of protecting the public interest, and creating disinformation and/or misinformation in order to direct people and societies instead of making news, is seen as manipulation (Çakır, 2007, p. 88).

Manipulation of the news means interference with the content in the news. In general, manipulation most often occurs in the monopolized press or much more often in the holding press. Manipulation can be carried out not only in the news, but also in many literary genres. If it is a member of the press who carried out the event aimed at manipulation, this person has taken a completely opposite position to the ethics of communication by appearing to exhibit a free behavior with this action that he has performed (Bülbül, 2001, p. 75).

If the concept of manipulation is viewed in the light of Schiller's views, "it is possible that the manipulation performed can be effective if the elements indicating its existence do not appear in a clear way. If the manipulated person believes that events are flowing in the natural environment, the manipulation has been successful. If we

want to put it briefly; manipulation requires a false reality, the function of this false reality is to constantly deny the existence of manipulation” (Schiller, 1993, p. 23).

5.2. The Use of Manipulation in the Mass Media

According to Özdemir, news is shaped by media managers before it is delivered to the target audience. Consciously generated messages that do not coincide with the realities of social life reveal that media managers work in the way of mind routers. The news, the content of which is differentiated, which causes the reality to be perceived incorrectly, manipulates individuals by taking the form of messages one by one. In the context of mass media, manipulation is seen as a tool used by those who have power, in other words, those who manage or want to manage society, the partners of power in order to shape society in the context of their own ideas and instill the desired behavior patterns (Özdemir, 1998, p. 98).

Messages encoded for the purpose of performing manipulation are created to prevent people from perceiving reality imperfectly and accessing real information about what is happening in real life. Thus, individuals are both unable to make an informed choice and never see the reality behind the manipulative message created. Herbert Schiller mentioned that manipulation can only be used when it comes to the emergence of a semi-awake society (Schiller, 1993, p. 10). It is unnecessary to apply manipulation to societies that are governed by direct pressure, because they have to fulfill what they have already been told themselves. As Schiller has stated, it is unnecessary to encode manipulative messages to the masses that are managed and directed by pressure and using force. Today, manipulation mostly applies to the masses, where personal freedoms are seen at the forefront and are governed by liberal democracy. Because in such masses, it is considered necessary to realize the

“production of consent”. The most notable means by which “consent production” is carried out is currently the mass media (Önür, 2002, pp. 186-187).

The use of manipulation within the scope of “persuasion management” is not only a concept applicable to today's societies. One of the most notable examples of this situation was the end of World War II in 1945. Schiller revealed this fact. The US community has been brainwashed that the Soviet Union, which suffered quite serious losses in this war, poses a threat to the existence of the United States. It has been systematically injected into the masses with the support of the mass media that there is a state under the name of the Soviet Union, which is seen as a devil that can invade the US A and spread its evil all over the world, and that the Soviet Union is ready to do evil by taking advantage of the slightest weakness of the USA. In this process, writers, artists, politicians, opinion leaders with opposing views were named as “red agents” and deciphered with the help of mass media and made targets. In this way, a tense atmosphere and pressure that shows continuity on individuals or society are provided (Schiller, 1993, p. 16).

On the other hand, the idea that it is necessary to establish consent and that it is necessary for the authorities to base their legitimacy on the consent of the governed has formed both an essential part of the concept of democracy and one of the remarkable issues of the studies carried out in the context of propaganda and communication. According to the information expressed by Chomsky, who used the communication elements of the administrations to be a propaganda tool; it has also been demonstrated by the studies carried out by Edward L. Bernays and Walter Lippmann, who served in the Creel Commission next to Woodrow Wilson. The concept of “fabrication of consent” was first mentioned by Lippmann in his work *Public Opinion* (1922). In this work, Lippmann used expressions such as “the world

outside", "pictures in our heads", "fake environment", "confused herd", while revealing how to form public opinion and how consent is produced. In this context, the mass media has a very important role in the construction of the pictures in the minds of the individuals depicted as a "confused herd" by Lippmann and in the creation of public opinion. The expression "the manufacture of consent" is explained by Lippmann as "the new revolution in the art of democracy" in order to create public opinion. Having initially relied on the rationality of individuals, Lippmann considered the informing, educating individuals and obtaining their consent as a remarkable element of democratic life in democratic societies. But in later periods, he argued that it was necessary that the management part belonged to individuals who were experts and elite, with the idea that individuals were inadequate, ignorant, and lacked rationality, but also stated that it would be much more appropriate to create a public opinion. In contrast, Bernays, on the other hand, named the same concept, which he put forward with the expression "the art of building a relationship", with the phrase "manufacture of consent", beyond the purpose of creating a public opinion, in other words, manipulating the society (Chomsky, 1997, p. 8).

By means of manipulation, the ambitions of the dominant minority part are shown as an inference belonging to the whole society and in this way, the goals of the minorities are costing the whole society. In this way, it is ensured that the masses have the ideas of minorities. As the masses realize this phenomenon, they look, feel and believe in it with all their being as if they are defending their own interests. The mass media plays an active role in the realization of the decision-making of societies, in other words, in the formation of public opinion. If we look at the concept of power from a political point of view, it will turn out that it is explained in its general form within the framework of concepts such as authority, power and control.

In other words, politics is expressed in the form of “power relations”. The most remarkable basis of power, which is an indispensable subject and element of politics, is its legitimacy. Legitimacy, on the other hand, means the continuity of power and the guarantee of its cause. It is thanks to this legitimacy that the consent of society towards power arises. In other words, legitimacy is ensured when the people submit to power. However, if political power does not win the consent of individuals, it will be a representation of necessity and bullying. This therefore, the most basic problem of all political powers is to have personal approval and social consent (Coşkun, 1997, p. 150).

According to Friedman (Friedman, 1990, p. 60) who expresses the concept of political power in the form of “the ability to use legitimized power”, the concept of power defines and expresses itself through concepts such as pressure, power, manipulation, persuasion, consent.

In the light of all this information, manipulation is revealed in the form of those who hold power, in other words, those who manage or try to manage the masses, the middle of power trying to shape the people within the scope of their ideology and instill the desired behavior. The most important tool of manipulation carried out within the scope of the mass media is propaganda (Özer, 2011, p. 1). The masses are manipulated through these tools in order for individuals to think or act as desired by some power groups in the society.

Overall, mass media, encouraging, directing, and assimilation with the principles of “a proper story” reveals, and they typically, mold and sample by being an individual with hopes and fear that lies at the bottom of judicial reflected constitutes a plot.

Bernays, on the other hand, put forward the idea that "conscious manipulation of the organized behavior and ideas of the masses is the central feature of democratic

society, and communication is the key to consent engineers for social action" (Bernays, 1947, p. 116). In this context, considering the relationship between the mass media and democracy is taken into account, it becomes clear that, in addition to the need to reorganize the mass media among democratic systems, it is also necessary to reorganize democracy in the context of the relationship between democracy and media (Yaylagül, 2008, p. 150).

Herman and Chomsky, on the other hand, express the issue of democracy and the media in a critical and political context, but also structurally investigated the role of mass media. Individuals, expressed as "consent engineer" by Bernays, "elite section" by Lippmann and "symbolic elite" by Herman, are servants of the propaganda activities of those who have power in other words, those who have power in their hands. Using the concept of democracy, the already existing power and/or power relations and the structural decencies that have been formed between the political institution and the media are camouflaged (Lippmann, 1998, p. 155).

On the other hand, the "discourse on democracy" expressed in the news has also been translated into a process that does not carry democratic elements in any way in real terms. It performs the function of instilling into society the actions and goals of the actor in the relationship, based on the understanding of journalism on the basis of propaganda aimed at legitimizing the activities of dominant political actors (Chomsky & Herman, 2012, p. 291).

Bernays' activities, expressed as "consent engineering", also reveal a cognitive and discourse-based transformation process in the direction of creating consent by the masses in the interests of a political actor or the business world by directing the codes of mind to a certain side. In particular, the idea of "the necessity of controlling the society" of the leaders of the American industry also coincides with the political

agenda (Baban, 2005, p. 84). In this case, the production of consent represents a rather remarkable situation in terms of all areas, both economic and political, but the importance of using this concept in terms of manipulation and mass communication is emerging.

Manipulation, which is expressed as “manufacture of consent” by Chomsky and Herman and much discussed by the mass media, is used as a function of disinformation and manipulation by those in power in society for their own interests. The mass media now exists as a "propaganda device" in this position. Especially in the totalitarian masses, the social decoupling carried out using force is formed in the form of obtaining consent among democratic societies, in other words, producing consent. The production of consent is provided thanks to the mass media. It is planned to create a discourse space for the realization of political legitimacy using the mass media and to produce consent through the propaganda process (Chomsky & Herman, 2012, p. 155).

In this context, manipulation appears as a method that the elite class, which has social power, has used society for its own purposes. Those who carry out the manipulation are the actors who legitimize the conditions of the prevailing order, explain them and obtain the consent of the masses in order to ensure the continuity of the order established in the interests of the elite minority. In this sense, manipulation in a way fulfills the task of “social supervision”. This audit mechanism also reveals that the production of consent is an “unsubstantiated consent” that has been obtained indirectly (Chomsky, 2008, pp. 74-79).

Among the first goals of the production processes of consent is the decapitation of those people of society who are known as intellectual and/or opinion leaders. Actors who have power must legitimize themselves by gaining the consent of

the masses in order to maintain their power in their hands. Therefore, the first goal that needs to be realized is to show that the interests of the masses and the interests of the ruling class are compatible. This emerging unity of interests can only be realized by obtaining consent. In this context, manipulation has a key role in directing the minds of their societies while realizing the process of producing consent of the existing system, achieving hegemony and establishing domination over the masses (Chomsky, 2008, pp. 87-89).

Those who perform the manipulation apply it within the framework of five basic myths (Schiller, 1993, p. 19). In order to fully explain the manipulation, it is important to explain what these five myths of Herbert Schiller are in the scope of the study. The first of these myths has been called the “Myth of Individuality and Personal Choice”. The “Individuality and Personal Choice” that form the basis of the myths actually constitute the very space in which manipulation is built. Although it seems to be quite opposite to the concept of manipulation, the concept most commonly used by those who perform manipulation is known as “freedom”. The importance of individuality is mentioned when defining the aforementioned freedom within the framework of manipulation. In the opinion of manipulators, individuality is the most remarkable part that provides a person with freedom and serves freedom. By these statements, manipulators also legitimize the fact that the means of production are under private ownership. In fact, private property is put forward as if it were a right that an individual should not give up and fight for. In this case, it is processed into the brains of societies where an individual cannot maintain her/his personality structure without the right to acquire property. In this way, if a person has no money and/or property, it is emphasized that their individual wishes cannot be realized, while adding statements that even the personalities of such individuals will not exist.

Individuals have to have money and/or property if they want to maintain their existence on earth. In order to obtain them, every way that has been tried is considered correct. Because only in this way will the individual be able to gain the right to move on with her/his life by proving herself/himself. According to Schiller's definition, within the framework of this myth, freedom is expressed as a individual phenomenon. In this regard, many ideas have arisen that the rights of the individual should be well ahead of the rights of the group and form the basis for its social organization. These ideas have become respected due to the increase in material rewards and free time. Individuality is the most defended notion by capitalism, as dividing the masses into individuals and camps will allow people to be manipulated quite easily and shaped in the desired direction (Schiller, 1976).

In other words, Schiller emphasizes that those who primarily carry out manipulation with the “myth of individualism and personal choice”, reach out to the masses by bringing the concept of “individuality” to the fore and carry out manipulation. They also often do this by using the concept of “freedom”.

"Individuality" is imposed on the masses along with "freedom". It is aimed to process the idea that individuality and freedom are actually equal concepts to the masses by processing ideas that things related to a person and unique to a person constitute the basic element of the concept of “freedom”. It has been stated how important “private property” is to go beyond individual rights, and the individual is now in a position to afford and/or fight to do everything to defend the right to private property (Schiller, 1993, p. 20).

The second myth, which was put forward by Schiller, is called the “Impartiality Myth” (Schiller, 1993, p. 24). In general, this myth is quite closely related to the effectiveness of manipulation. In order for the manipulation effect to be

at a high level, it is necessary not to notice any signs of its presence. Manipulation always requires an unreal reality. The most important reason for this is the constant denial of the existence of manipulation. The mass media constantly mention that they are neutral, principled, equal, pluralistic and democratic in relation to themselves. They also transfer these bets when they advertise themselves, in addition to their regular news feeds. The most effective method of deceiving an individual, group or society begins with convincing the other party that they are “equal, fair, impartial” (Schiller, 1993, p. 32). However, in today's capitalist system, at a time when everything is measured by money, considering that money is the only thing necessary for the mass media to survive and compete, it is also important to state that such rhetoric remains only in the form of rhetoric.

By putting the political institution first, all institutions are working to create an idea that everyone is treated equally and to consolidate this situation. Media institutions are also pursuing this kind of trust. Media bosses admit that they have been biased from time to time under the pretext of "due to the journalistic profession". But they also emphasize that this situation is caused by individual mistakes, and there are no mistakes around the principles of the organization. In order to accept and understand this situation, it is also necessary to clearly prove their biased behavior. On the other hand, media bosses base the reason for these inaccuracies and biased data on the idea that an individual may make a mistake and this situation should be excused. With these statements, the news and programs contained in the media are legitimized. When the shared messages are examined carefully, the ideology and opinion of the party encoding the message in these messages can be easily understood. It is possible to see traces of the sharing institution in all of the shared messages (Wolf & Raue, 2000).

One of the efforts of media organs to reflect themselves impartially is to resort to "*opinions of the experts*". In particular, the reason why all television channels resort to the opinions of biased experts on the evening news is to support their own impartiality. In turn, these individuals are mostly individuals who work in the institutions of the state and, in fact, fulfill the task of transferring a certain ideology to the masses. Since the information that these experts will share is in accordance with the will of the government, in particular, these people are selected. The media organ that broadcasts reflect individuals who have worked for the state, either openly or secretly, as wing leaders or commentators, and they state that the ideas shared by them are shared by an impartial source. Behind the people who are seen as experts, there are mostly the same idea patterns, and the points where even the subjects they have conflicts arise, but the ways of conveying and/or applying are different (Dursun, 2001, p. 93).

In other words, what is meant to be expressed by this myth called "*Impartiality or Objectivity*" by Schiller is that the basic element of the manipulation process was created by this myth. If the masses do not have the idea that they have an impartial and equal attitude towards the information presented to them, they will feel a suspicion of manipulation, which will lead to a decrease in the effect of manipulation. For this reason, media organizations constantly deny manipulation and claim that they are making principled, equal, pluralistic and impartial news (Schiller, 1993, p. 25).

The third myth, expressed by Herbert Schiller, is known as the "Unchanging Human Nature". The basis of this mentioned myth consists of expectations. The concept of expectation here is a factor that paves the way for social change. When people's expectations are too high, mobility occurs in society. The view, which is

revealed by the nature of a person, also has an effect on the behavior of an individual. People act “not in the direction of their own wishes, but in the direction that they believe is expected of them”. In fact, according to the opinion of those who direct the mind, the nature of man and the world do not change. Although technological changes have occurred, the activities that people will perform in the coming periods may vary in shape, but they remain the same in essence. By their nature, people will also create families in the coming periods and continue to work for them. In other words, the nature of the individual will remain the same in every period. In the context of this myth, the individual always seems to be constant and his expectation has been the same for centuries (Schiller, 1993, p. 26).

Since there is a flaw in the nature of humanity, theories produced by movement lead humanity to despair rather than a cure. As a result of the emergence of such an unresolved situation, the status quo is gaining strength. By identifying the concepts of disorder and destructiveness inherent in humanity with nature, it is shared that this situation will not change and that there is a need for an order in order to balance it, and it is shared with them that the society also needs this order (Schiller, 1993, p. 28).

With the “myth of the unchanging human nature”, Schiller suggests that especially those who carry out the manipulation do not believe that individuals will change, but also defend the idea that a person's wishes will not change. In addition, manipulators argue that although significant advances in the fields of technology and economics have created remarkable changes, due to their nature, humanity will only experience changes aimed at a simple function and actually remain the same. It is from here that the idea of order, which is constantly expressed, arises. Since the individual is inherently destructive in the context of this idea, manipulators actually

carry out manipulation with the idea of ensuring an order and ensuring everyone's compliance with this order (Schiller, 1993, p. 27).

Another myth expressed by Schiller is that “Social Conflict does not Exist” (Schiller, 1993, p. 31). The existence of social conflict is denied by those who direct the mind. In the context of their idea, there is no origin of social conflict, and according to them, there are “good” and “bad”. The distribution of roles revealed by the social categories formed under the name of good and evil is a sufficient reason for moving away from reality. Everyone is considered equal in the face of the media, no one has a superiority over anyone in the face of the law or on the floor of public opinion. In this way, it is conveyed that individuals are equal but also free. The problem that the ruling class is most afraid of is “social conflict”. Since the equality of all in society means the destruction of the order of the ruling class, it is imposed that everyone who lives to the masses is equal by making a great effort through the media. In other words, it is stated through the media that everyone is equal, that everyone can do what they want as long as they do not usurp someone else's right. In contrast, individuals who are actually against the sovereign powers do not manage to appear in the media, but they are in no way able to share their ideas with the society.

The media has a rather inadequate attitude to the understanding, perception and evaluation of social events. Proceeding from the statement “the study of social issues makes the public uneasy“, the media, which exhibits behavior, remains extremely deficient in perceiving the basis of “social conflict”. According to the ruling classes and media owners, the smartest behavior to do is to prevent such issues and problems from being raised. On the other hand, the media covers up the truth, which is the main thing, by claiming that there is no “social conflict and classes”. In this form of behavior, the media manipulates it by preventing the minority and the

oppressed from understanding this situation. According to the media's statement, everyone living in society is seen as equal in front of the law, in front of the state and within the scope of the messages conveyed by the media. But this is only an expression of a simulation that was made in order to hide the dark side of exploitation and hegemony (Schiller, 1993, pp. 41-42).

In other words, within the scope of this myth, Schiller expresses that the idea that there is no “class conflict” is imposed on society in a way by using the expressions of good or bad individuals. In their opinion, there are only good or bad among the masses. In particular, the status quo adopts this view in order to maintain its own existence. By imposing the idea that there is no class diversity and conflict in society, that all individuals have an equal life, the unequal situation that is actually experienced is covered up (Schiller, 1993, p. 31)

The last myth of manipulation, expressed by Schiller, is also in the form of “Media Pluralism”. The concepts of diversity and choice have formed this myth. According to Schiller, it is very important to evaluate the myth in the context of the relationship of these concepts with each other. Although selection is possible if there is a variety in the middle, it is both meaningless and difficult to make a choice in an environment where there are no options. One of the reasons why the diversity of opinions that should be in news topics and contents is not fully formed in any society is the conflict of interest that exists between media bosses (Schiller, 1993, p. 33). In this position, the media actually offers only a single interpretation of reality, which is the reality in which they defend or create themselves. On the other hand, it seems that the media shares a lot of ideas about news to the masses, and in fact, all these are thoughts that are reflections of each other. In fact, the media allows individuals to question and think only about issues that they have determined. Different ideas and/or

opinions are excluded by editors, media institutions, opinion leaders and sovereign powers, preventing them from taking part in the media (Schiller, 1993, p. 35).

In other words, while diversity was mentioned first in the “media diversity myth”, it was also wanted to mention neutrality. The fact that the pluralistic structure in the media is being discarded actually turns out to be a manipulative act of the media. In fact, the perception that information is shared within the scope of diversity and impartiality is created by the image that news and programs published in the media are created and transmitted by obtaining different thoughts from each other (Schiller, 1993, p. 34).

The myths that are expressed, except for when you deliver the news media that builds a big bomber in other words, there are so many news and more on any subject, nor is the target audience questioning what that transmits find no time for thinking. As a result of this news bombardment, only the information contained in the memory of the individual is shared by the media by manipulating it. On the other hand, another situation that is applied as a method of manipulation in the context of Schiller's work is the “keeping news up to date”. The concept of keeping news up to date actually “accelerates divisiveness”. The media, which seems to be constantly trying to give the publication to the target audience in its freshest form, actually applies manipulation in a different way with this behavior. The fact that the life of the news is short and therefore it is constantly updated actually makes it difficult to understand the previous news and causes it to be forgotten after a fairly short period of time. In other words, the situation expressed by Schiller with the concept of timeliness is aimed at demonstrating that media organizations are constantly striving to serve the public, and therefore they deserve respect, but the constant bombardment of information undermines the ability of people to perceive and comprehend real

information (Schiller, 1993, p. 46). In the studios where the news is being prepared for publication, the projection of images of people who are constantly working behind the announcers through computers on the screen also turns out to be a remarkable indicator for understanding the importance of the concept of “topicality”. In fact, the message that media organizations want to give in this way is nothing more than the phrase “we are working here day and night to bring you the most up-to-date news quickly”.

5.2.1. Functions of manipulation

Since its first appearance, the media has become an area of constant scrutiny due to its ethical behavior. Because of these characteristics, it has been tried to be controlled in almost every period. In the process that emerged with the industrial revolution, it became clear that communication tools were accepted on a social basis, and sectorization in this area has become rapid. The media not only influenced the masses, but also created an environment of mutual interaction. The media occupies a decisive position both in the restructuring of the political system and in public life (Güz, 2005, p. 1).

One of the roles of mass media, which has many functions, is related to the creation of “social knowledge, in other words, consciousness and ideology”. Through the information selectively given to the society by these tools, people not only learn their inner and outer worlds, but also grasp the general integrity as they see their own reality and the reality of other people's lives together (Erdoğan & Korkmaz, 2005, p. 364).

Today, the media is considered to be the largest audit tool in some ways. In this regard, some words are committed by the media to individuals whose speech and discussion will pose a danger to society. Thus, through the intimidation and

repression mechanism established for the masses, individuals are directed and brought into the shape that the status quo wants (Erdoğan & Korkmaz, 2005, p. 402).

Reality is defined by the mass media within the scope of the interests of the media owners. Issues and words that conflict with the interests of the status quo are manipulated through editors and re-coded as the government wants. Because the principle is adopted that the only reality in the middle is the reality that has been reconstructed by the mass media. In addition, these tools perform the task of identifying the truth almost like a judge and perform both the trial and sentencing processes together. In general, looking at all this, it turns out that the mass media is doing everything to maintain the existence of power. But it should also be remembered that the interests in this relationship are always mutual. The status quo is maintained and defended by the mass media in all circumstances. In turn, it actually continues to exist on its own. Sometimes the interests of the status quo become the interests of individuals, and sometimes the individual interests of media owners can become the interests of the masses. In this case, the media shows that all the mistakes of itself and the status quo have been made to society in a way (Bulut, 2009, p. 160).

On the other hand, manipulation of the individual's needs can also occur. For the most part, this situation is exemplified by the fact that advertisements and mass media still “need” individuals against things they do not need (Lodziak, 2003, p. 40). The media makes anything we don't need so attractive that the fact that many people are buying products they don't need at the time of shopping is the most well-known example of this situation. In particular, through advertisements, the individual is misled and manipulated in a desired way. Because of the manipulation messages that are specially placed inside the advertising texts, the codes are processing under their consciousness without realizing it while individuals are watching them. In fact, this

situation becomes such that an individual may even feel that s/he has a bad and unhappy life when s/he does not live the way the advertisement tells her/him to (Lodziak, 2003, p. 40).

Manipulation is such a powerful strategy that it is possible to mislead and deceive a fairly large audience through it. No matter by what means manipulation is carried out, the main goal is to manipulate and direct the public in the context of the interests of the status quo. The masses who do not have an information source other than the media are also influenced by manipulative messages encoded in one way or another, but they necessarily trust the source of information. Since the media has been a very strong structure since the first moment it appeared, it is not at all difficult for individuals to tell what they want and influence them (Güz, 2005, p. 18). In this context, the media can create the event it wants and glorify or denigrate the phenomenon or individual it wants.

Today, individuals and even the masses can be easily directed or manipulated through the media. The media has the power to change and direct society in any way it wants while sharing events and facts. Nowadays, the individual is now so neutralized that he/she will not doubt and/or question these shares, which he/she considers harmless because he/she is exposed to and accustomed to every day. In fact, on the contrary, although society should always have a skeptical opinion, especially against the media, it is also very important that individuals question the authenticity of the information they are exposed to. Because now, individuals can be easily manipulated in their private areas through television, radio, newspaper, internet and publications of their own choosing. Even further, the mass media can prevent individuals from accessing the right resources and put them under the influence of manipulation.

The media, which has developed itself from good to good after developing technologies, is now the most remarkable factor affecting the attitudes, thoughts and ideas of the masses today. People now need the guidance of the media even on subjective issues such as how to dress, what to eat and how to talk. In other words, in fact, individuals are watching the media in order to not look different in society and to be a part of society, and others are actually trying to copy the opinion patterns of the media in a way. On the other hand, the media, which holds the agenda setting, in this way also influences the intellectual structure of the masses. In a way, the media can also decipher the topic of interpersonal communication, so it tells you what people should think about and discuss. In this way, the attitude and thought structure of mass media is discussed and deciphered in interpersonal communication (Bulut, 2009, p. 176).

In general, the media is seen as a protector and supporter of the status quo in a sense. For this reason, those who want to become a sovereign power in a country first try to have mass media. Because in today's universe, the most effective institution that can easily create reality and make the masses believe in these facts is considered to be the media. "Hegemony and power foci" make the most effective use of this power of the media in particular. Thanks to the media, the ruling powers can show the masses the white one in black and the black one in white at any time. As the dominant media transmits messages unilaterally by its nature, information is transmitted in the direction desired by the transmitting party, in other words, by the media. The mind, influenced by the transmission of ideology that reaches the institutions of the masses that hold power, is able to scan ideas and have an impact on the activities of the individual (Lull, 2001, p. 38).

After the transfer of ideologies, the individual is influenced through the subconscious, and when the time comes for these messages, which are first addressed to the person's subconscious, they also have the power to direct him in an intellectual and intellectual sense towards the relevant issue. Although the media has the power and ability to build a world order on behalf of the masses, it also makes efforts to make it happen. In doing so, they prepare an agenda on behalf of the public opinion without determining the side that any thought will take (Erdoğan & Alemdar, 2005, p. 180).

The masses are in need of information sent by the media. As a result of this, as the individual uses the media in the name of his goals, his dependence on it increases and thus a one-sided pattern of exploitation emerges. Since the individual acquires all the information through the mass media and believes that the only reliable source is these tools, individuals are easily manipulated by the media. However, it is also considered quite remarkable that the mass media can move the society in any direction it wants (Erdoğan & Alemdar, 2005, p. 205).

5.3. News and Manipulation

The media can reflect some aspects of the facts to the target audience by emphasizing them specifically and covering up some of their dimensions or changing them in the way it wants. This also means that the media uses manipulation in the news. The term disinformation is also used for such situations (Arsan, 2008). In other words, disinformation means information that is not true or false and has been spread intentionally. This journalism approach aims to discredit and/or humiliate competitors by offending them. In this context, manipulation is also a phrase used to clarify the “mental processes” in the form of directing, influencing, directing individuals to think

in the desired way using a lie. It is shaped by those who work in media institutions before the news reaches the society. The news transmitted by messages that have been made far from the truth and specially produced, manipulate individuals in an intellectual sense. The people who have the ownership of the media can make the thoughts they want to impose through manipulation, which is the most important tool they have (Gönenç, 2018).

Considering the development of internet media in Turkey, it is noteworthy that there are many media organizations in the television environment and news sites established by independent people. Internet media is not a medium that does not require a lot of investment, such as television, but it is considered quite important and preferred. Despite the relative ease of access and operation, the internet media also performs this purpose through advertising, since it was created to generate income. The ability of an internet media to generate income from advertising and increase it is related to how much this medium is preferred by the target audience. On the other hand, it is seen that the internet media used to realize the demands of the sovereign powers in a faster and easier way with the support of technology is open to manipulation. For such reasons, many manipulation methods are used in the internet media before the news is published (Geray & Aydoğan, 2010, p. 8).

Playing with images is one of the most common manipulation techniques used in internet media. In a general sense, "playing with an image" means the process of changing an image or photo that has been saved in a numeric format thanks to information processing technologies. In the context of Pavlik's (1998) opinion, in order for any news to be considered true, it is necessary to support that the same news is contained in the same way in many sources. In order to realize this situation, many news sources publish news in the same way by playing with images. So they all say

the same thing. While the process of playing with images required many special technical and expert studies before digital technologies, today it has become much more accessible with computer programs that almost everyone can easily access and use (Geray & Aydoğar, 2010, p. 13).

News that is played with an image, mostly using the Adobe photoshop program, is also widely performed in Turkey. For example, it has been revealed that election rallies are played with images many times in order to create a certain perception in society by showing crowded or narrow participation in favor of any political party. Besides, Dan Gillmor, who works in this context, reveals that making changes to a photo or video can be done in many ways, from adding an individual that is not there to making any part that is considered noteworthy more prominent and used the term “doctoring” for this practice (Geray & Aydoğar, 2010, p. 14).

Another technique used for manipulation in the news is known as the “illusion of information”. The main goal of the emergence of the internet media is the delivery of events that have news value to the target audience. It is another type of manipulation that is widely preferred to be used to mislead the target audience, especially during the transmission of newsworthy events. Before talking about how this situation is realized, it is important to state the fact that the internet media provides both time savings and convenience to messengers. But this is a medium that should be used quite quickly due to the formation and spread of the environment. In this environment where news flows so quickly, sometimes checks and synthesis of news cannot be done as required. The illusion of information is also often formed during the synthesis of news. But this event sometimes leads to the appearance of false news and manipulation, willingly or unwillingly. Demir has suggested that the most notable example of this situation is the news about the death of the French composer Maurice

Jarre. During the commemorative articles and news made by some media institutions, the rapid usage of the information on the internet without verification has revealed a lot of incorrect information.

Among the most talked about information, the sentence "There will be one last waltz playing in my head when I die" written by a university student on Wikipedia, known as a virtual data encyclopedia, about the musician, was reported as if it had been said by the musician before he died. This sentence has been used in the same way in the internet news sites and in the articles of very famous and large media organs such as "The Guardian, the Independent, and the BBC Music Magazine and Daily Mail newspaper." It was read and shared by everyone until the student who wrote this article said that he wrote it himself in the social media environment and until the truth came out. This is actually due to the fact that these news sites share the source of information without thoroughly researching it. In addition to this news, the fact that the news made by Canadian journalist François Bugingo from conflict zones such as Iraq and Serbia are not true and that these news are completely false and not revealed for 20 years is an indicator of the insufficient control and supervision (Demir, 2006, p. 7).

Another category of news manipulation on the internet occurs during the use of social networks outside their intended purpose. With the rapid spread of the internet in the world, the use of social networks is also increasing every day. Since there is almost no supervision or ethical rule in social networking environments, it is used a lot by internet journalism in terms of delivering unfounded and false news to the masses. Such environments are very susceptible to manipulation by their very nature. In particular, it facilitates the circulation of manipulation and unsubstantiated news in these environments due to the fact that non-real person accounts and audits

are not done too much due to the idea that stalking interferes with freedom. Internet media also use social networks both as a news source and as these media for the purpose of spreading their news. For example, in the school raid that took place in the Virginia Technological University of America in April 2007, in which 32 people were killed, journalists became members of the groups created on Facebook to commemorate the deceased and to share the pain, in order to access news materials firsthand. This example shows that the contents in such environments can be used when they are open to the masses and have news value, and it brings along a serious problem in terms of the fact that the content produced for a certain purpose can be used outside of its purpose and deflected (Geray & Aydoğan, 2010, p. 15).

“Editing images”, which can be defined as a manipulation method, can be defined as the differences or adjustments that messengers have made to make any news in their possession into a much more striking shape, strengthen it, or recreate the image with similar concerns. If the "press photo" is not used by adhering to the “general principles of journalism” and "ethical values", it can lead to quite remarkable problems. An example of this deceptive reality was shared with the whole world in 1992 with the Gulf War. The main target was changed in an instant, by sharing the emotional image of an "oiled cormorant" with the whole world media, with the intentional guidance of American propagandists, the media and public opinion in order to "camouflage the massacres, violations of rights, the fate of 750,000 soldiers and civilians" during the war. But later it turned out that the photos of cormorants smeared with oil shared on television were photos taken on the coast of France (Tokgöz, 2020, p. 340).

Figure 3

Example of Manipulation in the photo: Black Cormorant in the Gulf War



Note: Historic Images Outlet (2021). <https://outlet.historicimages.com/>

In the type of manipulation that occurs with the specific selection and use of images, the photographer selects photos specifically. The photographer's "way of seeing" is also reflected in her/his choice of subjects. In this context, a person can be reflected in a "cute, cheerful, strong" way, as well as in a "cheesy, unreliable, boring" way. In the images that will appear in the media, this individual is shaped by images in the way that s/he wants to be shown (Algan, 1999, p. 27).

Images to be manipulated through the use of technological possibilities is performed using classical techniques for manipulation have spent quite a long time, while computerized environments with today's technology, this work implies as a snapshot that can be made in a simple manner. The fact that things that are difficult to understand have been formed in a fairly short time has also made it difficult to distinguish between real and non-real. In this way, the elements of the images can be changed as desired and shown as those that do not exist and those that do not exist. In

addition to providing the ease of making endless and unlimited changes to the images, this situation brings many problems related to reliability.

In general, obtaining information and receiving news has become a requirement today. The person's desire to learn about her/his individual life and the events and situations that occur around her/him is today referred to as a new “consumption form” in a way. This consumption is called “consumption of information and news”. Currently, the mass media, which has a role in journalism, is known as an institution of society, having a unique central position in the communication structures of societies. In its simplest form, these institutions, whose main task is to inform the public, continue to provide many inputs, facts and value judgments to the public without stopping with the help of some links. In addition to the “social functions” that arise during this continuous presentation, there are also many psycho-social functions (Tokgöz, 2015, p. 45).

Among the channels that individuals apply especially to meet their information and news needs, there are major media institutions known around the world. This situation actually brings with it an important inequality that should be taken into account. For instance, the fact that one party has the means of communication and the other party does not cause communication inequality between the parties. In this case, the party holding the means of communication feels that it has the right to establish sovereignty over the other. In other words, having tools in communication relations provides control of tools, effectiveness, power and the ability to manipulate, or increases these possibilities (Erdoğan, 1997, p. 110). Globalization is also an important aspect of these relations that have emerged within the scope of the study. The phenomenon of globalization, which has emerged all over the world and in all areas, has also greatly influenced the mass media, which perform

information-based work that is considered very important. In order to better understand the manipulation in the news, it was considered important to make an assessment in this respect within the scope of the study. The acquisition of media institutions by large capital owners or the re-opening of media institutions can be shown as examples of this situation. However, the rapid spread of new information technologies emerging with the development of technology also within the market has both consolidated and accelerated the existing situation. Thanks to instant message with the flow of new information technologies for the realization of emerging opportunities, multinational capital, national policies in force regulatory and economic applications (Kaplan, 1991, p. 292).

Media companies, whose main function is to transmit information to society in the most accurate way, have now become a commodity today and have turned into a factory that produces news to sell. As a result of this situation, disinformation occurs in the news and manipulation of the news mostly occurs. The information sector, which continues to expand decisively, has the characteristics of a large macro system that regulates the connections between the systems that are estimated and approved by those who continue their activities in different parts of the economic order (Schiller, 1993, p. 101). For this reason, those who have the capital consider it appropriate to use media outlets only for their own benefit. Although such events become a problem if the society has information, especially in news stories shared from a competitive point of view, referrals also become obvious, and also eliminate the respect felt for a body that needs to be respected at an advanced level in a “democratic political culture” (Meyer, 2002, p. 75).

The fact that the peoples living in the society, which is considered to be the part where the media institutions have taken their power, also have a decrease in their

trust in these organizations, causes a rather problematic situation on behalf of all organizations. In order for the media institutions to be able to fully fulfill their duties in systems governed by democracy, they must treat the information they are responsible for providing to society as completely free from commercial concerns and impartial (Chomsky, 2002, p. 162). Media institutions organized around private and commercial interests cannot exhibit neutral behavior in any way in the information they access to the target audience. The main problem caused by this situation is related to the fact that the news is viewed as a product. In this context, media organs that think that they are an organization that produces products, by applying methods such as packaging and embellishing information, as in other companies that produce products, put on the market news that the target audience will like. As a result of the production of news in this way, news completely moves away from the phenomenon of reality and takes on a completely new form. This form is also sold to consumers just like a “commercial commodity”. The fact that monopoly firms in commercial sectors spread almost without supervision in the field of communications turns out to be a significant danger for each member of society (Schiller, 1993, p. 123).

In the process of globalization, manipulation in the news is becoming more and more common, especially in today's communication systems, as capitalist capital manifests itself in the media field. Even if there are clearly different examples in the social process, the most notable of today's technological societies is known as the “printing system manipulation”. One of the tools that the capital forces that dominate the world have used to maintain their current state is manipulation. If the systems of direct pressure against certain individuals and societies do not achieve the expected result, the capitalist system can easily achieve the desired result by resorting to manipulation. On the other hand, “if individuals look like their newborn offspring,

that is, if their eyes are not opened, they do not have an opening, or if it is possible to handle them with a stick,” there is no need to use manipulation there (Schiller, 1993, p. 10).

The fact that manipulation is mostly used in the fields of news and communication is, in a way, related to the structuring of the mass communication system. Since the mass communication system does not have a one-to-one lived reality and there is also a virtual environment in it, it is seen as open to manipulation systems due to its formation structure (Baudrillard, 2001, p. 93). Even though the media has become diverse over time thanks to technological advances and seems to have gained its independence from the outside, it is still a matter of wonder who these vehicles serve and who they are under control of. Because even though information technologies have been renewed and improved, the ruling powers have not actually changed. If all the resulting advances are combined into one general statement, today communication systems no longer have commercial purposes, but also have a feature that they have always acquired and are justified. The mass media and new information technologies serve the same place in the capitalist system as the private sector is managed and who it serves (Zengingönül, 2004, p. 19).

Significant developments and changes in mass communication technologies, especially in recent times, have led to the fact that the capitalist system, which has controlled most of the world's economic systems for quite a long time, also exists in this area. Realizing how important it is to control the consciousness of individuals, the capitalist powers realized that the media and news are like a weapon like no other in order to create new colonial sites for themselves. As a result, the capitalist powers have started to make a large part of their investments in information and mass communication, and they have become the dominion of the mass communication

field, both through advertisements and with direct media ownership through journalism. The media, which plays with the minds of individuals and dominates their thoughts, now gives them the illusion that the owners of capital want an imaginary world (Özdemir, 1998, p. 58).

Media outlets influence, direct and shape the lives of individuals such as politics. The main problem associated with this situation is the problem of “taking over the self” or creating a “new self”. The capitalist system has created for itself a non-stop, crazy citizenship, a common obedience, a self that can be used for shopping. In capitalism, the selves position themselves as “cyber citizens” who are online and access the world by going to the shopping center (Agger, 2011, p. 143). Media environments also actually address such selves:

“The media, which is the biggest weapon of the information age, continues to bombard our thoughts, feelings and behaviors on the one hand, and on the other hand, as a product of contradictions within itself, it creates anti-media again with its own possibilities. In other words, the media oppresses and confuses people of all ages living on Earth under an irresistible flow of information in the cultural structure it produces, while using the same overwhelming devices -weapons - to criticize its own ‘discourse’ to the extreme” (Arsan, 2008, p. 264).

The fact that the news is actually a lie or false is not so dangerous that after a while the truth will come out. But the news that has been presented to the target audience through the means of manipulation is both provocative and convincing in such a way that its effect does not go away. Because manipulation is a phenomenon that, by its very nature, has the property of adopting itself quite quickly. Therefore, groups or members of society can easily be dragged after news that has been encoded through manipulation. In a way, it is seen as a contradictory situation in media ,

especially expert opinions which are used in news that are used for manipulation. These experts, who act in an attempt to appear "neutral", but it is quite obvious that they are "biased", are almost collectively hypnotizing the millions of people on their screens, breaking down reality. Individuals who are currently constantly under the "bombardment of the news", on the other hand, feel socially satisfied with the delusion that the fine line between the ideas expressed in the "discussion programs" and the truth and lies is a "line of destiny" drawn beforehand for them. (Gültekin, 2016, p. 11). A well-known example of this is related to the sharing of an image of America taken during the Iraq operation in the media. In the aforementioned photo, two American soldiers appear together with an Iraqi officer whom they took as a prisoner. One of the soldiers appears to be holding a gun to the Iraqi officer's head, while the other soldier takes the canteen in his hand to his mouth.

Figure 4

An Example of Manipulation in the Photo



Note: Karabulut, Y.E. (2012, June 21). Media manipulation or redirection.

But "two different points of view" were used when these photos were transmitted to society. In the frame of the image with the Al Jazeera television logo on the left side, it appears that the American soldier is holding a gun to the Iraqi soldier's head. In the

image frame where the CNN television logo is in the foreground, the perception is created that the American soldier behaved well to the Iraqi prisoner even though he was injured and even gave water from his own water bottle (there is another opinion that claims that there is urine in the water bottle). In this frame of the image, the image of the American soldier who definitely put a gun to the head of the Iraqi prisoner was not included, the image was cut from the entire photo. In this context, it is placed in the mind of the target audience to what extent the American soldiers who have come to “bring democracy” to Iraq actually behave in a way that is “compassionate” and in accordance with “human rights” (Karabulut, 2012).

The attitude taken by the media in the referendum, which was held in connection with the separation of the UK from the European Union, can also be considered as another example of manipulation. The first propaganda topic used by supporters of leaving the European Union was related to migrants, and this issue was regularly covered by media outlets before the referendum. Especially, all the news in the newspapers of the supporters of the "Conservative Party" have covered the extent to which immigrants from the member states of the European Union to the UK have destroyed the country's economy, they are a burden on the country's economy, and negatively affect the unemployment problems of British citizens. On the other hand, reports have mentioned allegations that these migrants will also be removed from the country if the UK leaves the EU (Bostancı, 2019, p. 74). In these reports, this feeling of British citizens who have a sensitivity to the majority of European Union citizens in the UK has been manipulated.

In general, the status quo is mostly unaffected by manipulation and perception plays, as the effect of the manipulation applied in the news is aimed at the powerless (the public). In contrast, media outlets may also be the focus of manipulation news at

some times. This situation has started to become even more common in today's social media age where technology is advancing. Media organizations that make news at a level that will be ideologically opposed to what the capitalist powers want can be cited as an example of this situation. On the other hand, the "White Student Union Incident" by the "white racist Andrew Anglin" in the USA can be considered as an example of how the media is manipulated (Marwick & Lewis, 2017, p. 50). In 2015, Andrew Anglin asked his social media followers to open a "Facebook page" called the "White Student Union Incident", which is actually not real. His desire is that the promoters on the university's campus take action to create such student unions and attract the attention of the press and increase racial tensions on campus. In this case, Anglin's first wish was not fulfilled, but his second wish was fulfilled thanks to the involvement of the local press. Because the local press, which noticed the Facebook page, turned the situation into a direct news story and published messages written by Anglin in the content of the news. After a certain period of time after the incident, national media outlets with a high circulation, such as "Usa Today, Washington Post", were also interested in the issue. As a result of the situations, Andrew Anglin managed to attract the media to his side by manipulating this event into such a way that the media would consider it worth making news, and in fact he also used social media as a manipulation tool (Marwick & Lewis, 2017, p. 50).

6. METHODS AND RESULTS

Discourse analysis is used as an analysis method in many disciplines as well as in both philosophy and social science traditions. Considering discourse analysis within the framework of three different theorists seems appropriate for a clearer understanding. Firstly, "structuralist linguistics" put forward by Ferdinand de Saussure, secondly "post-positivism" expressed by Ludwig Wittgenstein by making use of language philosophy, and lastly, Hans-Georg Gadamer, one of the language philosophers. With these, the end is the hermeneutic part, which is influenced by the views of Paul Ricoeur, half of which is based on structuralists and the other half on the science of hermeneutics. These three theorists are important in terms of forming the basis of discourse analysis (Sözen, 1999, p. 86).

In addition to all this, since the framework is somewhat narrowed down, it also becomes easier to understand the topic. Firstly, discourse analysis is considered as a qualitative research method. In the field of social sciences, it is used to analyze data such as advertisements, news texts, discussion programs, especially in the studies of "linguistics, sociology and communication". The most widely used discourse analysis among communication studies is "critical discourse analysis" developed by Teun A. Van Dijk.

If a definition is made in the light of all this information, discourse analysis can be expressed in the form of "both text analysis, critical analysis, social analysis and socio-linguistic study" (Sözen, 1999, p. 81). In fact, discourse analysis is included in all of these and covers all of them. The reasons for the different uses are that discourse analysis can be applied in different disciplines. But the common point found in all of them is that they are critical. On the other hand, Norman Fairclough, one of the theorists working on critical discourse, divides discourse analysis into two parts in

its critical and non-critical form (Özer, 2000, p. 79). Critical discourse analysis aims to reveal the ways in which "power/government relations and ideologies" guide and shape discourses. On the other hand, it also shows how discourse is formed by "power/government and ideology" and what effects it has on the formation of "social identity, social relations, strings of knowledge and beliefs". Non-critical discourse analysis is a form of analysis aimed at describing and explaining, but it is based on the functions of communication or language in society and socio-cultural life (Kocaman, 2003, p. 79).

Discourse analysis has taken many different forms in the historical process. It first appeared in the 1940s through micro-studies. In the 1960s, the analyzes of speeches that emerged after the "ethnomethodological" studies pioneered by sociology-based Harold Garfinkel, the studies of Erving Goffman on the "presentation of the self", and the qualitative analyzes made in the form of examining texts and myths are also evaluated within the framework of discourse analysis. (Sözen, 1999, p. 101).

The second period dates back to the 1970s. In these years, in sociological studies, the "concept of action" was expanded with "expression" and "ways of speech", which are concepts of linguistics, and they began to be presented in the form of "language practice". At the same time, discourse analysis began to be considered in an interdisciplinary field during this period, and discourse analysis was considered as an extension of rhetoric directly. In the third period, in the context of "social/discourse theories" introduced by Michael Foucault, which appeared in the 1980s, social analyzes carried out in the "meta-analytic" framework were made as discourse analysis. Discourse analysis, which has been evaluated from a different perspective by critical linguists since the 1990s, has evolved into a "reflexive"

analysis, in other words, "critical discourse analysis". "Critical discourse analysis" is seen as a socio-linguistic field of analysis based on "rhetoric", influenced by advances in the field of philosophy of language and linguistics, which does its work on the border of hermeneutical methodology (Sözen, 1999, p. 102).

Different realities that are performed with variable expression, the effects of rhetoric, political relations, power relations, ideology, and information forms, institutional affiliations of all events that was created by those who use rhetoric with regular or irregular events are involved in the area of discourse analysis (Sözen, 1999, p. 92). The important thing in this part is that language cannot have a meaning alone, meaning arises in cultural and social practices. According to many theorists of discourse analysis, language means discourse. In other words, a language spoken in social reality, not alone, does not represent, reflect, but transforms, structures the reality of discourse, and as a result of this situation, social reality is created thanks to language. In this way, it is ensured that meaning is formed in the universe (Kocaman, 2003, p. 84).

In this study, which will be used which was developed by Teun van Dijk "critical discourse analysis", discourse itself, arising from the first or the resulting inequalities, injustices and power don't use it for evil purposes with dimensions for deals. In the context of Van Dijk's view, "a fundamental function of sovereign discourse" is strictly consensus and refers to the legitimation of sovereignty and consent. "Critical action analysis" can make good and important contributions to political and social problems to the extent that the use of language is an expression of discourse or communicative events and the role that language has in the case of reproduction of sovereignty and inequality (Özer, 2000, p. 80). The news in the study

will also be analyzed by using discourse analysis method through Schiller's myth and manipulation of neutrality.

6.1. Critical Discourse Analysis Model of Teun A. Van Dijk

In this research, six news about the rise of the Dollar, selected from Sabah and Hürriyet newspapers were analyzed with the critical discourse analysis model of Teun A. Van Dijk. In critical discourse analysis, Van Dijk is the founder of the socio-psychological approach, which is related to the socio-cognitive part of critical discourse analysis and is based on the theory of social representation (Sözen, 1999, p. 123).

Deconstructing the relationship between discourse, cognition and society, Van Dijk focuses on the control of discourse, especially as a means of realizing access to power. He is mostly interested in generalizing, resisting sovereign groups that abuse ethnic care and retain control. Considering the contextual factors that shape the structure of the news for telling, Van Dijk emphasizes that analysis should be done in this context. Van Dijk, who divides the analysis of language into two parts as "syntactic" and "semantic", reveals the grammatical structures of the "syntactic" part for sentences. He stated that semantics should be used while trying to understand the meaning of the whole discourse (Van Dijk, 1988).

On the other hand, critical discourse analysis is divided into two parts as "macro" and "micro" by Van Dijk. In the context of macrostructures, "thematic" and "schematic" analyses are carried out. In the analysis of macrostructures section; "headlines, news entries, main event, news sources, context information, background information and photos" are analyzed. In microstructure analysis, "syntactic analysis, regional alignment, word choices, news rhetoric" analyses are also performed. Active or passive, simple or complex sentence types, functional and causal contexts between

sentences, photographs used, eyewitnesses and information are among the elements that should be highlighted when performing microanalysis (Özer, 2012, p. 247).

The systematic news analysis developed by Van Dijk and used in this study consists of the following structures (Özer, 2012, pp. 247-248).

A. Macrostructure

1. Thematic Structure

a. Headings (main, sub or side headings)

b. News Introduction

Spots (If there is no spot in the news text, the first paragraph of the news text performs this task. If the news consists of only one paragraph, the first sentence is also considered a news entry.)

c. Photography

2. Schematic Structure

a. Situation

1. Presentation of the Main Event

2. Results

3. Background Information

4. Context Information

b. Comment

5. News Sources

6. Comments brought by the event parties to the event

B. Microstructure

1. Syntactic Analysis

a. Active or passive sentence structures

- b. Simple or complex sentence structures

2. Regional Cohesion

- a. The causal relationship
- b. Functional relationship
- c. Referential Relationship

3. Word Choices

4. News Rhetoric

- a. Photography
- b. Convincing Information
- c. Testimonies of eyewitnesses

6.1.1. Macro-Structure: Thematic and Schematic Analysis

It has been stated by Van Dijk that there are macro propositions in news texts. Macro propositions consisting of a combination of themes formed within the discourse is carried out through methods such as reduction in information, generalization, and editing. There is no information such as time, period and place in the headings by the method of information reduction. With the help of generalizations, properties belonging to a specific subject or group can be explained using a single concept, and many actions are summarized under a term by generalizing their actions with editing (Özer, 2012, pp. 248-249). In addition, it is considered very important in the schematic characteristics of the news, which precede the “headlines, news entries, main event, context information and comments” and these parts constitute the parts that should be examined first in the analysis of the news. Parts such as “headlines, news entries, spots or the first paragraph of the news text, main event, news sources, background and context information,

comments/evaluations of the parties of the event, photographs” should be evaluated within macrostructures. (Özer, 2000, s. 155).

6.2. Analysis of Manipulation in News in the Context of Macro and Microstructures

In this study, Hürriyet and Sabah internet newspapers, which are among the best-selling mainstream newspapers belonging to different ownership structures, were selected for review. The Dollar, which started January 2019 with 5.34 TL, followed a fluctuating course in between, went up to 5.65 TL, then decreased to 5.50 TL and closed the month of October at the level of 5.71 TL. As a result of FED's announcement that it is shelving the interest rate hike, Brexit uncertainty, US President Donald Trump's tweet about the Golan Heights and then Trump's signing of the decree announcing the official recognition of Israel's occupation of the Golan Heights by the United States during his meeting with Israeli Prime Minister Benjamin Netanyahu at the White House; six news stories in the "01.01.2019-01.11.2019" date range, in which the American Dollar experienced rapid change in Turkey and had an impact on the country's economy, were analyzed in the context of critical discourse analysis. Ömer Özer predicted that the images contained in the news in his book can be examined in both macro and news rhetoric sections. There is no consensus on whether images should be considered in the macrostructure section or in the rhetoric of news in the critical discourse analysis method. Therefore, the images used in the news in this study will be analyzed within the macro frame.

1. News Sabah Newspaper: (26.03.2019)

Figure 5

The Decline of The Dollar Accelerated

Giriş Tarihi: 26.3.2019 21:23 Son Güncelleme: 26.3.2019 22:07

Doların düşüşü hızlandı



The spotlight of the news of the Sabah newspaper dated 26.03.2019 “*The decline of the Dollar accelerated*” (The decline of the Dollar accelerated, 2019). The title seems to be quite simple without the use of any punctuation marks. At first glance, it would be fair to say that the title describes only one situation. “*The decline of the Dollar accelerated*” the photo, used when the sentence is simple, supports idea. The reason why such photos are shared, especially in the news, is that there are more visuals left in the minds than sentences. This also reveals manipulation in the news. There is a contrast between news headline and the photo. This situation is also noticed in detail in the continuation of the news.

Cuma günü gece saatlerinde 5.84 seviyelerine kadar çıkan dolar dün peş peşe Merkez Bankası tarafından atılan adımlar ve açıklamalarla birlikte düşüşe geçerek 5,38'e geriledi. Dolar şu an 5,40 seviyesinde.

Dolar üzerinde spekülasyon yaratarak yeni bir ekonomik operasyon hazırlığında olan tetikçilerin oyunu Merkez Bankası'nın hamlesi ile bozuldu. Süreci yakından takip eden bankacılar kurlardaki hareketin arka planını anlattı.

Merkez Bankası yaşanan atak sonrasında para politikasını daha da sıkılaştırarak piyasaya fonlama sağladığını ve 1 haftalık Açık Piyasa İşlem ihalelerini de durdurduğunu açıklamıştı.

In the continuation of the news, it is written that the Dollar rose to 5.84 levels in contrast to the news spotlight and was reduced to 5.38 as a result of the efforts of the Central Bank and finally remained at 5.40. This situation shows that, contrary to the headline, the Dollar rose and was reduced to a certain amount because of the efforts of the Central Bank. Another technique used is that the news is written in different colors and bold dots to attract attention and make highlights. Looking at the continuation, the following sentence is noteworthy: *"The game of hitmen who were preparing a new economic operation by creating speculation on the Dollar was disrupted by the Central Bank's move."* As it can be seen from this statement, it is seen that the Dollar wants to be raised by others, but this situation is prevented by timely intervention by the state. The words *"hitman"*, *"operation"* in the news can be called manipulation indicators. In the news, biased expressions such as *"it broke down with the move"* are also used. In other words, there is a thought that wants to be created in minds. Then it was added that the bankers, who are experts, closely monitor the process and provide information about the background of the situation. This is an addition aimed at proving the correctness of the comment made about the Dollar. In

the last part, the Central Bank's moves were mentioned again and it was wanted to reiterate that the Dollar's movements were followed by the government.

1. Examination of News in a Macro and Micro Framework

Macrostructure

The title of the news dated 26.03.2019 was '*The decline of the Dollar accelerated*'.

When the news is evaluated in a macro frame, there are titles, news entries and photos that are thematic structure elements in the news. When looking at the photos, one visual material was used in the news, the image used in the news shows 100 Dollar bills sorted as flu on the bottom side. The banknotes here are flu, the \$100 inscription on them is clear. On the banknotes, there are more than one Dollar bills wrapped in a roll. In the presentation of the main event, it was informed that the Dollar fell with the moves of the Central Bank, and as a result, it was wanted to create the idea that the decline would continue with the interventions made. '*The Dollar, which reached 5.84 levels at night on Friday, fell to 5.38 with the steps and statements taken by the Central Bank one after another yesterday. The Dollar is currently at 5.40*'. The background of the news does not include a specific time period and it is not specified which numerical threshold the Dollar has reached 5.84 TL. On March 25, 2019, US President Donald Trump held a meeting with Israeli Prime Minister Benjamin Netanyahu at the White House and signed a decree declaring that the United States officially recognizes the Israeli occupation of the Golan Heights. As a result of this incident, the Dollar increased from 5.4650 TL to 5.84 TL. However, the reader is not provided with any information about this time period in the news. In the news, it was

interpreted that the Central Bank prevented a negative event by "it was broken with Central Bank's move". The statement "*The game of hitmen who were preparing a new economic operation by creating speculation on the Dollar was disrupted by the Central Bank's move*" contains comments from beginning to end. In general, such statements have been included and interpreted. Comments of bankers whose identity is not clearly given in the news has been transferred. In this way, it is desired to increase the credibility of the news. The newspaper bases its news coverage on banker comments and Central Bank statements. When all these are considered together, the fact that the news includes references and the opinions of people defined as bankers reveals that expert opinions are taken.

Microstructure

When the news was examined within the framework of a microstructure, an active sentence structure was used throughout the news. Thus, it is emphasized that the Central Bank has an active place in this process. Some of the active sentences used in the news are as follows "It was disrupted by the Central Bank's move", "Bankers told the background of the movement in the exchange rates", "The Central Bank announced that it stopped the one-week open market transaction auctions", "the Dollar fell to 5.38." It is worth noting that sentences are far from complex and have a simple structure. Causal relationship sentences are also included in the news. Some of the sentences pointing to the causal relationship in the news are as follows; '*...the shooters' game was disrupted by the Central Bank's move*'. It has been argued here that the Central Bank's move was effective in spoiling the game of those they call

hitmen. This situation shows that there is a causal connection between the change in exchange rates and the Central Bank. In order to increase the credibility of the news, numerical data was used: *"The Dollar, which reached 5.84 levels at night on Friday ... fell to 5.38," "The Dollar is currently at 5.40."*

Elements such as photography, convincing information (numerical data) and expert opinions that make up the rhetoric of the news play a very important role in increasing the credibility of the news and ensuring that the target internalizes the theme conveyed by the news text.

As mentioned above, numerical data is also used on the reader of the news is desirable to increase the believability.

In the news analyzed, it is framed to prevent the fluctuation in foreign exchange prices with the steps taken by the government and various state institutions. With the statements coming from bankers, government sources and bureaucracy, it is desired to create the impression that the news content is constructed in an impartial manner. The myth of impartiality states that the media cannot be impartial and will try to appear impartial. Therefore, the media pretends to include different views and stage a show of impartiality. Thus, the effects and reflections of the fluctuation in the dollar exchange rate on the lives of citizens are concealed.

2. News Sabah Newspaper: (10.05.2019).

Figure 6

Breaking News: The Dollar Is On The Decline! The Stock Market Is On The Rise...

The Latest Situation In The Markets

Giriş Tarihi: 10.5.2019 10:31 Son Güncelleme: 10.5.2019 11:33

Son dakika: Dolar düşüşe geçti! Borsa yükselişte... Piyasalarda son durum



The headline of the Sabah newspaper's news about the Dollar dated 10.05.2019 is “*Breaking news: The Dollar is on the decline! The stock market is on the rise... the latest situation in the markets*” (The Dollar has fallen, 2019).

The fact that the news is given in the form of breaking news is an indication that the publication organization follows the news about the Dollar instantaneously and shares it with its readers. The fact that the sentence “*The Dollar has fallen!*” is given with an exclamation point indicates that it is desired to draw attention to the decline and indicates that a possible decrease will lead to significant changes. The next sentence is affirmative, as if confirming the previous “*The stock market is on the rise...*”. This sentence is terminated using the “...” sign. Considering that this punctuation mark is placed at the end of endless sentences in Turkish, it was wanted to state that the rise in the stock market with three dots will continue with new developments. “*Dollar*” and “*Stock exchange*” with the underlining of the words, it was wanted to draw the

reader's attention to this part. In general, the title seems to be open to manipulation in terms of trying to create a specific thought. It can be said that the reader who encounters the title will think that the course also has a positive effect on the stock market, and these positive effects will continue.

This situation can be explained by the myth of impartiality, which Schiller calls a type of manipulation, that no indication of its existence is noticed in order for the manipulation to be effective, and that the information presented is neutral and equal.

Dövizde son dakika gelişmesi! Piyasalarda yaşanan inişli çıkışlı dalgalanma vatandaşların da merakını arttırıyor. Döviz kuru ile ilgili yaşanan son dakika gelişmelerini yakından takip eden kişiler 'dolar ne kadar' sorusunun da cevabını araştırıyor. Güne düşüş ile başlayan dolar yavaş yavaş düşmeye başladı. Bunun yanında Borsa yükselişe geçti. İşte piyasalardaki son durum şu şekilde...

Figure 7

The Euro Continues To Decline In The Same Way

Alış 6,0971

Satış 6,0987



EURO da aynı şekilde düşüşe devam ediyor.

Some of the sentences pointing to the referential relationship in the figure 7 are as follows; although the main news headline is directly related to the Dollar, the Euro was referenced in the photo of the second news and "*The Euro continues to decline in the same way*" expression has been used. By adding this kind of expression, it was wanted to state that all markets are in a general decline. Without any detailed explanation, only the Euro photo was put and a one-sentence decline sentence was added under it.

Figure 8

On The Other Hand, While The Dollar And The EURO Fell, The Stock Market Also Rose



Dolar ve EURO düşüşe geçerken diğer yandan borsa da yükselişe geçti.

In figure 8, no explanation has been made and the image above has been added. In one sentence under the photo “*On the other hand, while the Dollar and the EURO fell, the stock market also rose.*” is included in the statement.

Figure 9

100 Dollars



In figure 9, only the Dollar photo was shared and finished, not much detailed information was provided throughout the news, only more images and a small number of articles were used. The reason for sharing such photos, especially in the news, is that even the readers who do not focus on the news text are wanted to be influenced by the visuals. This preference reveals the manipulation in the news.

2. Examination of News in a Macro and Micro Framework

Macrostructure

News dated 10.05.2019 “*Breaking news: The Dollar is on the decline! The stock market is on the rise... the latest situation in the markets*” was the title. There are titles, news entries and photos with thematic structure elements in the news. When looking at the photos, four visual materials were used in the report. The first image used in the news contains images of 50 Euros, 20 Euros and 100 Dollars. It seems that only a person whose hands are visible in the photo counts 100 Dollars, of which there are more than one.

In the second image, it is seen that a roll of coins is being counted. With this image, it is desirable to create a perception that there will be a positive movement in the markets because the Euro has fallen, and this will benefit investors. Or, on the contrary, it may have been implied that investors investing in the Euro should make an account because of this situation. When both situations are considered and examined, it can be said that there is a positive or negative manipulation and orientation.

More than one Euro and Dollar rolls are included in the third visual material used in the news. In this way, the rise in the markets will benefit the citizen according to this news. In other words, the reader was asked to keep such a sentence in their mind when they read the news. It was wanted to show that the stock market is on the rise as a positive situation, which is clearly understood from the photo. In the fourth image, the news has a structure based on the Dollar and then referring to the Euro and the markets, while the last news photo has been selected to use only the Dollar. On the other hand, in the latest photo in the news, only a few hundred Dollars appear, not Dollar rolls. The general expression of the photo should be calculated carefully and can be interpreted as an emphasis.

The presentation of the main event, the results, the background and context information are not clear in the news. The news was based on the Dollar, then referred to the Euro and the markets through photographs, without using very detailed context sentences. The presentation of the main event is expressed in the first part only through a spotlight and a photo. In the background of the news, the information about why the Dollar fell and how many TL it was before was not provided to the reader. The Dollar, which was 6.2461 TL on May 9, 2019, after the CBRT announced that it had suspended repo auctions for a while and that the Central Bank had increased the interest rate of TL, which was given against foreign exchange deposits, from 24 percent to 25.50 percent, decreased to the level of 6.0987 TL as a result of these interventions. For example, the statement that both the Euro and the markets have fallen due to the fall of the Dollar in the news shows an emphasis on the continuation of this situation. The "*has falled*" expression has been used and this expression is quite ambiguous. The general nature of the news is not clear and it is open to leaving

question marks on the head. No references and expert opinions were given in the report.

Microstructure

When news is considered within the framework of a microstructure, the the active sentence structure was used. "*The Dollar has fallen*", "*it continues to fall*", "*the stock market has risen*" statements are indicative of this. It is worth noting that sentence structures are far from complexity and have a simple structure. The sentence indicating the causal relationship in the news is as follows; "*The Dollar and the EURO fell, while the stock market, on the other hand, also rose*". The following statement is used: A reference relationship sentence is included in the news; for example, "*The Dollar is on the decline! The stock market is on the rise.*" Here it has been suggested that the Dollar's fall is effective in raising the stock market. In order to increase the credibility of the news, numerical data was used. The Dollar exchange rate is expressed as follows: "*buying price is 6.0971*" and "*selling price is 6.0987*". Elements such as photography, convincing information (numerical data) that make up the rhetoric of the news play a very important role in increasing the credibility of the news and ensuring that the target internalizes the theme conveyed by the news text. The numerical data shared in the analyzed news is an addition to prove the accuracy of the information in the news. The elements of the myth of impartiality expressed by Schiller to convince the reader are seen in the news. Numbers are thought to create absolute assumptions about objective situations. It is a typical practice in which impartiality is exhibited that the events that are the subject of the news are reported intensively with numbers. The myth of impartiality states that the media cannot be

impartial and will try to appear impartial. Therefore, by pretending to include numerical data, the media stage a show of impartiality.

3. News Sabah Newspaper (30.05.2019)

Son dakika haberi: Dolar 5.90 TL'nin altına geriledi

Son dakika haberi: Merkez Bankası'nın hafta başında yaptığı döviz hamlesi ile birlikte düşüş eğilimine giren dolar bugün, 6 TL'nin altına indi. Serbest piyasada dolar 5.87'ye kadar geriledi.

Giriş Tarihi: 30.5.2019 10:18 Güncelleme Tarihi: 30.5.2019 14:24

ABONE OL

Google News

The news headline of the Sabah newspaper dated 30.05.2019 is "*Breaking news: The Dollar fell below 5.90 TL*" (Breaking news, 2019). The fact that the news is given as breaking news highlights the importance of the news. The developments of the news given at the last minute are followed by the society with more curiosity. In the news, the profile of the broadcasting organizations that are constantly dealing with the society is created and in this way, it is desired to establish a trust in the society. It is aimed by the media that the individuals in the society have the idea that they are presenting all the developments about the broadcasting organization to us in an instant. In the continuation of the title, "*The Dollar fell below 5.90 TL*" expression on the other hand, has the claim of providing objective data. This is an addition to prove the accuracy of the interpretation made about the dollar. The elements of the myth of impartiality expressed by Schiller to convince the reader are seen in the news. In particular, the main reason for using numerical and statistical data in news is to create trust with numbers. In contrast, the exact figure of the Dollar falling is not reported, the sentence "fell below 5.90 TL" is used.

In the spotlight of the news "*breaking news*" the statement was reiterated. It is stated that a move was made by the Central Bank after the spot, and as a result of this move, the Dollar fell below 6 TL, and it was added that the Dollar declined to 5.87 in the free market. In the news where the Central Bank moves were mentioned, it was repeated that the movements of the dollar were followed by the government.

Figure 10

The Harsh Fall In The Dollar!



It is written in large fonts on the news photograph that "*THE HARSH FALL IN THE DOLLAR!*", and above the numbers that appear blurry in the lower right part of this expression, it is written "*It has declined below that level*". These articles are written in red. This is due to the reference to the red arrow symbolizing the downward fall. Looking at the headline news, it seems that the Dollar has only declined from 6 to around 5.90 and/or 5.87, and it can be said that the images and statements carry some exaggeration.

Son dakika haberi... Merkez Bankası'nın hafta başında yaptığı döviz hamlesi ile birlikte düşüş eğilimine giren dolar bugün, 6 TL'nin altına indi. Serbest piyasada dolar 5.87'i test etti.

MERKEZ BANKASI'NIN HAMLESİ...

Merkez Bankası Pazartesi günü, yabancı para mevduata/katılım fonlarına uygulanan zorunlu karşılık oranlarını 200 baz puan artırmış, bu hamlenin ardından dolar ve euro düşüşe geçmişti.

DÜŞÜŞ TRENDİ DEVAM EDECEK

Serbest piyasada dolar 5.87 euro ise 6.55 seviyesine kadar geriledi. Öte yandan bugün borsa da yüzde 2'nin üzerinde değer kazandı. Uzmanlar dövizdeki söz konusu düşüş trendinin devam edeceğini belirtiyor. Bugün yurt içinde haftalık para ve banka istatistikleri, yurt dışında ise ABD'de ilk çeyrek büyüme başta olmak üzere yoğun veri gündeminin takip edileceğini bildiren analistler, teknik açıdan dolar/TL'de 5,9550 desteğinin kırılması durumunda düşüşün ivme kazanabileceğini ve 5,85 seviyesinin gündeme gelebileceğini kaydetti.

The continuation of the news begins with the phrase "*breaking news*". The fact that this expression has been used many times in a single piece of news is intended to make a certain impression on the minds of readers, as expressed in the other comments at the top. In the continuation of the news, the Central Bank's move was mentioned again, and then it was added that it reached to 5.87 in the free market, where the Dollar fell below 6 TL. These sentences are almost no different from the part located at the bottom of the main title. Repeating the same sentences several times is seen as highlighting and placing that thought.

There are two different titles in the continuation of the news. The first of the headlines is "CENTRAL BANK'S MOVE" and explains the move stated at the bottom of the main headline of the news. At the same time, numerical information was used in the expressions used here. How the Central Bank reduces the Dollar is described using technical words related to the economy. All these forms of use are actually among the types of manipulation.

The second subtitle of the news is "*THE DOWNTREND WILL CONTINUE.*" From this headline, it seems that the Dollar will continue to fall. First, it was stated that the

Dollar decreased to 5.87 in the free market, and it was mentioned that it gained value in the stock market. Then, starting with the phrase “*experts*”, expert opinions were included. In this section, it is possible to see the signs of manipulation by highlighting the "expert views" expressed by Schiller in the myth of impartiality in order to convince the reader.

Figure 11

Flash Move From The Central Bank



A photo was shared in the figure 11. Centered at the top of the photo is the phrase “Dollar and Euro declining” in yellow fonts. The phrase "FLASH MOVE FROM THE CENTRAL BANK" is written in large fonts at the bottom.

The use of yellow color in the writings can be explained by observing compliance with the Central Bank logo in the photo. In general, it was wanted to express with this photo that the decline of the Dollar was due to the Central Bank.

3. Examination of News in a Macro and Micro Framework

Macrostructure

The title of the news dated 30.05.2019 "*Breaking news: The Dollar fell below 5.90 TL*" There are titles, news entries and photos with thematic structure elements in the news. When looking at the photos, two visual materials were used in the news. If the elements on the first photo in the news are interpreted, the USD (the American Name of the Dollar) inscription is placed on the front as the photo size in a large way, and graphs appear on the left side and numbers appear on the right side. At the back of the image is a man who closes his eyes in horror and looks at graphic and numerical values. It is believed that the image may be a simulation of American Wall Street. In the lower right part of the photograph, it is seen that a man in a shirt and tie with his head bowed down, took his head in his hands and bent forward. It can be said that with these makeshifts, he hinted at some actors who were upset and distressed by the fall in the exchange rate and the valuation of TL.

In the second image, the introductory part, which is the logo of the Central Bank of Turkey and says "The Central Bank of Turkey" is shared. It seems that dark tones prevail throughout the photo. There may be many reasons for the end of the last part of the news with such a photo in terms of news and manipulation. In particular, since the photo is a more permanent item in the mind, it can be argued that it is an item that complements the narrative of the news by using it in the last part of the news and increases the memorability. In this context, the part that is constantly repeated in the news and intended to be kept in mind will be included in the minds of the readers thanks to this photo and the purposes of making the news will be fulfilled. The

presentation of the main event, results, background and context information is included.

The presentation of the main event is included in the first part, and then the event is detailed with background and context information and connected to the result. The presentation of the main event contains the conclusion that the Dollar fell to below 6 TL with the intervention of the Central Bank and this downward trend will continue with the opinions of experts and analysts who are not identified. The background information says to the reader about the decline of the Dollar by giving a place to a certain period of time with the sentence *"The Central Bank increased the required reserve ratios applied to foreign currency deposits/participation funds by 200 basis points on Monday, and after this move, the Dollar and the Euro began to decline"*. However, in the background of the news, it was not informed that the Dollar was at the level of 6.04 TL the day before. Therefore, the reader cannot access information about the history of the Dollar while accessing the bearish process of the Dollar exchange rate and the moves made in the news. Background information is lacking in this aspect. In the news, an interpretation has been made that the decline will continue even with the expression "harsh decline in the Dollar". In addition, the decline was interpreted as harsh. In the second part of the news, the comments of the experts whose identities were not clearly disclosed were given by giving references. In this way, it is desired to increase the credibility of the news.

Microstructure

When the news is analyzed within the microstructure framework, active sentence structure is used throughout the news. The statements "Dollar and Euro have fallen",

"Dollar fell below 5.90 TL", "experts indicate that the downward trend will continue", "Dollar tested 5.87" are indications of this. It is worth noting that the sentences were far from complex and had a simple structure. Causal relationship sentences are also included in the news; For example, in the last photo, we see the following phrase: "Dollar and Euro fell, flash move from the central bank." It has been suggested here that the central bank's move was instrumental in the decline of the Dollar and the Euro. It was wanted to increase the credibility of the news on the reader by using numerical data. The following sentences are some of the numerical data in the news:

"Dollar fell below 5.90 TL", "Dollar fell below 5.87 TL in the free market, and decreased to 6.55".

Elements such as photography, convincing information (numerical data) and expert opinions that make up the rhetoric of the news play a very important role in increasing the credibility of the news and ensuring that the target internalizes the theme conveyed by the news text.

In the news analyzed, it is framed to prevent the fluctuation in foreign exchange prices with the steps taken by the government and various state institutions. With the statements coming from bankers, government sources and bureaucracy, it is desired to create the impression that the news content is constructed in an impartial manner. Therefore, the media pretends to include different views and stage a show of impartiality.

4. News Sabah Newspaper: (05.06.2019)

Çanlar dolar için çalıyor! Kur baskısı hafifleyecek...

Ticaret savaşları ve jeopolitik gerilimler küresel ekonomide beklentileri bozdu. Azalan risk iştahıyla birlikte yatırımcılar, güvenli liman olarak tahvillere yöneldi, ABD piyasa faizleri hızla geriledi. Yıl başında yüzde 20’de bulunan “FED’in faiz indirimine gitme” ihtimali, bugün yüzde 90’ı aştı. Bundan sonra dolara güç kaybettirecek bu gelişme, Türkiye üzerinde de kur baskısını hafifletecek.

Giriş Tarihi: 5.6.2019 10:24 Güncelleme Tarihi: 5.6.2019 10:31

ABONE OL

Google News

The news headline of the Sabah newspaper dated 05.06.2019 is "*Bells are ringing for Dollars! Exchange rate pressure will ease.*" (Exchange rate pressure will ease, 2019).

First, in this part, we see a reference has been made to the famous writer Ernest Hemingway's "*For Whom the Bell Tolls?*" book. It refers to the ringing of the bell in churches and the war front, almost indicating the death of the Dollar. The expression "the currency pressure will ease..." also expresses a promise with the expression "future time" without giving a clear time frame. Under the heading, "trade wars and geopolitical tensions" are shown as responsible for the increase in the Dollar. There is no mention of any economic problems experienced in Turkey in any way. Then, there is a very vague but "subconsciously" promising statement with the sentence "The probability of the Fed to cut interest rates has exceeded 90 percent today". The use of the word "likely" indicates that there is no certainty. Then, with the following sentence, it is stated that the reasons for the rapid increase in the Dollar exchange rate are not related to Turkey, but have emerged completely with an external "pressure": "The exchange rate pressure on Turkey will ease".

Figure 12

The Bells Are Ringing For Dollars



It is important to say that the phrase "The bells are ringing for Dollars", which is the first part of the headline of the photo chosen for the news, is written in small print. The sentence "EXCHANGE RATE PRESSURE WILL EASE" was written in large fonts and brought to the fore. In other words, it doesn't matter what it is or who it is related to, the important thing is that the exchange rate pressure will eventually ease. On the other hand, in this statement, it was emphasized that Turkey has been pressured about the Dollar so far that Turkey has no economic problems in itself, and that this pressure will ease. The use of such expressions in the news is also associated with manipulation. Accordingly, it is emphasized that the "external forces" are entirely responsible for the rise of the Dollar, and Turkey has no economic problems in itself. In the context of Van Dijk's critical discourse analysis, the photographs used in the news are considered very important to make the information more convincing.

FED'İN FAİZ İNDİRİMİNE GİTME OLASILIĞI YÜZDE 91'E KADAR ÇIKTI

Türkiye Gazetesi'nin haberine göre, ABD ile Çin arasındaki ticaret savaşına ilişkin gelişmeler devam ederken, tarafların uzlaşmaya uzak açıklamaları küresel çapta risk iştahını azaltıyor. Ticaret savaşı tedirginliklerine ABD ile İran arasındaki gerilimin eklenmesi de, küresel büyümedeki yavaşlamaya dair endişelerin sıcak

kalmasına neden oluyor. ABD'nin hem ticaret savaşı hem de jeopolitik risklerin merkezinde yer alması ise, ülkenin ilk çeyrekte yüzde 3,1 büyüme kaydetmesine gölge düşürdü. Mevcut durumda, uzmanların Aralık 2018'de yüzde 15 olarak öngördüğü "ABD'de resesyon yaşanma" ihtimali, yüzde 25 seviyesine yükseldi. Yıl sonuna kadar FED'in en az bir faiz indirimine gitmesi olasılığı ise, ocakta yüzde 19,6 seviyesinde iken, nisanda yüzde 55,5'e ulaştı. Son dönemdeki olumsuz gelişmeler de buna eklenince, faiz indirimine gitme olasılığı yüzde 91,2'ye kadar çıktı. Bu sebeplerle ABD tahvillerine yatırımcı talebi devam etti. Ülkede 10 yıllık tahvil faizi yüzde 2,10 ile, Eylül 2017'den bu yana en düşük seviyesine geriledi.

ABD EKONOMİSİNDE RESESYON ENDİŞESİ

İstanbul Üniversitesi Öğretim Üyesi Prof. Dr. Gökhan Karabulut, ABD'nin temel göstergelerinin sağlam görünmesine rağmen FED yetkililerinin resesyon riskini oldukça ciddiye aldıklarını söyledi. Karabulut "Orta ve uzun dönem tahvil getirilerinin son iki yılın en düşük seviyesine gelmesinin sadece ticaret savaşları kaynaklı bir durum olduğunu düşünmüyorum. Aslında yatırımcılar uzun dönemli tahvil taleplerini artırarak, bir nevi gelecek dönem için faiz indirimi beklentilerini satın almış oluyor. Ticaret savaşında bir çözüme ulaşılmadığı takdirde, FED'in çok fazla seçeneği yok. Meksika da buraya yeni dâhil oldu ve Çin ile işler gerilimli. Terse dönen getiri

Two different subheadings appear in the continuation of the news. The first title : *"THE PROBABILITY THAT THE FED WILL GO FOR A RATE CUT IS UP TO 91 PERCENT"*. First, this title again describes the sentence written in the introduction section under the main title of the news. The expression, which is 90 percent in the introduction, is given here as 91, trying to create the idea that the probability is quite high. At the bottom of this subheading, the authors again cover many percentages of data, and the news written in a different newspaper is also referenced. The second subtitle is *"CONCERN ABOUT THE RECESSION IN THE US ECONOMY."* In this section, it has been added that the lecturer, who has expert opinions and expert opinions, closely monitors the process and gives information on the subject. The elements of the myth of impartiality expressed by Schiller in order to convince the

reader are seen in the news. It is possible to see the traces of manipulation by highlighting the "expert opinions" in the news. It is aimed to increase the credibility of the news by including the opinions of a professor from Istanbul University on the subject in the person's own sentences.

Figure 13

Dollar Trend Continues In The Dollar



In the last part of the news, the statement "Dollar trend continues in the Dollar" was shared with a downward "red" arrow on the Dollar bills. In summary, the reader who read this news will think that "the Dollar has fallen and this decline will continue" in their mind. Readers will perceive this situation as a positive economic development and will begin to think that Turkey's general economic situation is improving.

4. Examination of News in a Macro and Micro Framework

Macrostructure

News dated 05.06.2019 bears the title: "*Bells are ringing for Dollars! Exchange rate pressure will ease*" As it is clear from the news, there are headlines, a news entry and a photo that are thematic structural elements. When looking at the photos, two visual materials were used in the news. In the first image, a photograph with the silhouette of Franklin is used. Above the Franklin silhouette on the Dollar, the second part of the headline, "EXCHANGE RATE PRESSURE WILL EASE!" is written in large print. The use of an exclamation at the end of the sentence is aimed at increasing the emphasis. The first part of the headline, "The bells are ringing for Dollars", is written smaller, which is related to the desire to draw attention to the other headline.

In the second image, there are flu-placed Dollars on the table. A "red" arrow descends down over the Dollars. It is desirable to note that the Dollar fell with this descent. The presentation of the main event, results, background and context information is included. In the presentation of the main event, information is given that the probability of the FED going for a rate cut increases, the Dollar will lose power, and the bells are ringing for the Dollar after the developments in global markets change. In the news, it was concluded by conveying the views of Prof. Göhkan Karabulut, a lecturer at Istanbul University, that the US market interest rates would decrease, that the exchange rate pressure in Dr. Turkey would ease in connection with this situation. Analyzing the background and context of the news, it is reported that the tension between the United States and Iran, trade wars between the United States and China, and geopolitical tensions have decimated expectations in the global economy, investors are turning to safe bonds, and the FED has a 90 percent chance of going dec a rate cut. The source of the news is obvious. It is included in the news as Türkiye Gazetesi. In the news, for example, the statement "the downward trend in the Dollar continues" was interpreted that this would continue. References and expert opinions

have been included. In the news, it was aimed to increase the credibility of the news by including the statement of Prof. Gökhan Karabulut, Dr. a lecturer at Istanbul University, that "I do not think that the low level of medium and long-term bond yields in the last two years is due only to the trade wars".

Microstructure

Active sentence structure was used throughout the news. *"Disrupted expectations", "headed for bonds", "declined rapidly", "continued", "lowered shadow", "rose to the level of"* statements are indicative of this. It is worth noting that the sentence structures of the news are far from complex and have a simple structure. The sentence indicating the causal relationship in the news is as follows; *"Tension between the US and Iran is keeping concerns about a slowdown in global growth"*. It was wanted to increase the credibility of the news on the reader by using numerical data in the news text; *"The probability of a recession in the United States, which he predicted as 15 percent in December 2018, has increased to 25 percent", "the country's 10-year bond interest rate fell to its lowest level since September 2017 at 2.10 per cent."*

Elements such as photography, convincing information (numerical data) and expert opinions that make up the rhetoric of the news play a very important role in increasing the credibility of the news and ensuring that the target internalizes the theme conveyed by the news text.

In the analyzed news, the volatility in foreign exchange prices is framed by the increased probability of the Fed's interest rate cuts. With the explanations from experts and Istanbul University faculty members, it is desired to create the impression that the news content is constructed in an impartial manner. Therefore, the media

pretends to include different views and stage a show of impartiality. Thus, the effects and reflections of the fluctuation in the exchange rate on the lives of citizens are concealed.

5. News Sabah Newspaper: (11.07.2019)

Figure 14

The Decline In The Dollar/TL Has Accelerated! Here Are The Current Exchange Rates



The news headline of the Sabah newspaper dated 11.07.2019 is "*The decline in the Dollar/TL has accelerated! Here are the current exchange rates*". (Current exchange rates, 2019).

The first news photo shared just below the title is also with more prominent dots on the picture to draw attention to the Dollar's decline "*The decline in the Dollar has*

accelerated!" First of all, to draw attention to the fall of the news headline Dollar "!" punctuation mark is seen. This situation expresses the seriousness of the incident. The phrase "*fall accelerated*" in the sentence next to the arrow is used to indicate the danger for the Dollar and to warn that attention is drawn to this sentence.

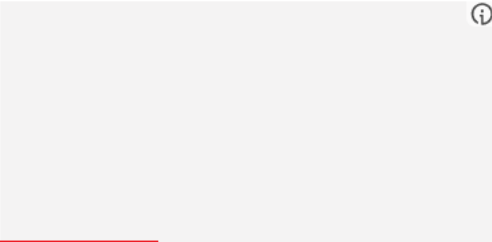
Dün gün içinde 5,7557'yi gören dolar kuru, ABD Merkez Bankası (Fed) Başkanı Jerome Powell'ın verdiği güvercin mesajlar sonrası yüzde 1'lik değer kaybıyla, günü 5,6761'den tamamladı.

- ▼ Dolar/TL bugüne düşüşle başlamasının ardından saat 10.30 itibarıyla önceki kapanışın yüzde 0,1 altında, 5,6730 seviyesinden alıcı buluyor. Aynı dakikalarda avro/TL yüzde 0,2 artışla 6,4047, [sterlin](#)/TL yüzde 0,1 yükselişle 7,1049 seviyesinden işlem görüyor.

Uluslararası piyasalarda avro/dolar paritesi yüzde 0,2 artışla 1,1269, sterlin/dolar yüzde 0,2 değer kazancıyla 1,2528 ve dolar endeksi yüzde 0,1 düşüşle 96,920 seviyelerinde bulunuyor.

ANALİSTLER NASIL DEĞERLENDİRİYOR?

Analistler, bugün yurt içinde haftalık para ve banka istatistikleri, yurt dışında ABD'de Tüketici Fiyat Endeksi ile haftalık işsizlik başvuruları verilerinin takip edileceğini bildirdi.



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ABD Merkez Bankası (Fed) Başkanı Jerome Powell'ın Kongre'de devam edeceği sunumun da izlenmesi gerektiğini ifade eden analistler, teknik açıdan dolar/TL'de 5,6950'nin direnç, 5,6490'ın destek konumunda olduğunu dile getirdi.

SON DAKİKA

In order to support the news spot and the first news photo, currency prices were given as a priority, respectively, and the opinions of analysts were shared behind it. First, the news headline, which only drew attention to the decline of the Dollar and reported

that it would also share currency news in detail, also shared that the pound against the Dollar and the Euro would rise against the TL before the analyst assessment. Then the situation in international markets was also shared. In this way, this detailed sharing aims to create a strong opinion in the reader that the Dollar has fallen. The title "HOW DO ANALYSTICS ASSESS?" is written in large fonts to draw attention to the importance of this subject. It has been added that analysts gave information on the subject as an expert opinion. This is an addition to prove the accuracy of the interpretation made about the dollar. The elements of the myth of impartiality expressed by Schiller in order to convince the reader are seen in the news. It is possible to see the traces of manipulation by highlighting the "expert opinions" in the news. In the news where the pigeon messages given by the President of the US Federal Reserve were mentioned, it was repeated that the dollar activity was followed by the government.

Figure 15

The Highest Level Of The Last 5 Years



After the analysts' opinions were shared, the news was ended with the above photo. In terms of perception, the sentence "The highest level of the last 5 years" was written with white text on a red base, with the thought that the readers first looked at the top left of the news. At the bottom of the photo, the following is written in yellow and large fonts: THE RECORD BROKEN! Written in yellow on a dark background, it is desirable to draw attention to *THE RECORD BROKEN* sentence.

5. Examination of News in a Macro and Micro Framework

Macrostructure

News dated 11.07.2019 "*The decline in the Dollar/TL has accelerated! Here are the current exchange rates*". There are titles, news entries and photos with thematic structure elements in the news. Currency prices were given respectively to support the news spot and the first news photo. When looking at the photos, two visual materials were used in the news.

When the first visual in the news is examined, the fact that there is a red arrow pointing downwards on the Dollar seems to have been used to process the minds of those who read the news. The red color is both very striking and the downward pointing of the arrow subconsciously creates the idea that the Dollar is falling too much.

In the second image, an arrow was used on the ripple indicating the upper level with a finger. While the previous news headline drew attention to the decline of the Dollar, this chart symbolizes the rise of the TL. The presentation of the main event, results, background and context information is included. The presentation of the main event is

briefly included in the first part under the news spotlight and photo, the event is detailed with background and context information and connected to the result. For example, using the phrase "the decline accelerated" in the news, an interpretation was made that the decline would continue. In addition, the decline was interpreted directly as rapid. In general, such statements have been included and interpreted. In the presentation of the main event, it was conveyed with the current exchange rates and the opinions of unidentified analysts that the Dollar's decline accelerated and, conversely, the Euro/TL and Sterling/TL rose. The news is connected with the conclusion that the decline in the Dollar is accelerating and conveys the opinions of analysts. Analyzing the background and context information of the news, the reader is informed that the Dollar exchange rate continues to decline, the Dollar, which was at the level of 5.670, closed the day before at 0.1 percent below the information is shared with the reader. Along with the Dollar, the Euro and Sterling exchange rates have increased, and the Dollar has lost value against the Euro and Sterling is transmitted to the reader with numerical data. In order to increase credibility by not giving the names of the analysts in the news, an important name was included in the United States and it was stated that it should be followed. These show that references are included in the news as in the sentence "The presentation of Jerome Powell, the Chairman of the US Federal Reserve, to continue at the congress", and that the opinions of analysts, in other words, experts were taken.

Microstructure

When news is considered within the framework of a microstructure, we see that active sentence structures are used throughout the news. Some of the active sentences used

in the news are as follows: *"Analysts reported that weekly money and bank statistics data will be tracked"*, *"the decline in the Dollar accelerated"*, *"broke a record"*. It is worth noting that the sentences were far from complex and had a simple structure.

The sentence indicating the causal relationship in the news is as follows: " *...the*

Dollar closed the day at 5.6761, down 1 percent after dovish messages from U.S.

Central Bank (Fed) Governor Jerome Powell. It was wanted to increase the

credibility of the news on the reader by using numerical data in the news;

..."Euro/Dollar parity increased by 0.2 percent to 1.1269, Sterling/Dollar gained 0.2

percent..." Although the word choices of the news seem quite objective and simple, in

fact, each of them has a connection and causal relationship with each other.

Elements such as photography, convincing information (numerical data) and expert opinions that make up the rhetoric of the news play a very important role in increasing

the credibility of the news and ensuring that the target internalizes the theme

conveyed by the news text. In the news analyzed, it is framed that the increase in the

dollar exchange rate is prevented by the steps taken by the government. With expert

opinions and statements from government officials, it is desired to create the

impression that the news content is constructed in an unbiased manner.

Therefore, the media pretends to include different views and stage a show of

impartiality. Thus, the effects and reflections of the fluctuation in the dollar exchange

rate on the lives of citizens are concealed.

6. News Sabah Newspaper (29.07.2019)

Son Dakika: Dolar da düşüş devam ediyor! Dolar ne kadar oldu? İşte son durum...

Dolar da son dakika... TCMB'nin geçen hafta 425 baz puanlık faiz indirimi sonrası önce 5.70'ten 5.76'ya çıkan, ardından 5.65'e gerileyen dolar güne yatay başladı. Dolar 5.60 seviyesine kadar geriledi. Merkez Bankası'nın faiz indirim kararının ardından piyasanın ilk gününde doların düşüşü devam etti. Uzmanlar dolar da düşüşün süreceğini düşünüyor. Peki, uzmanların dolar tahmini kaç? İşte dolar da son durum...

Giriş Tarihi: 29.7.2019 21:53 Güncelleme Tarihi: 29.7.2019 21:55

The news headline of the Sabah newspaper dated 29.07.2019 is "*Breaking news: The decline in the Dollar continues! How much Turkish Lira is the Dollar now? Here is the last case...*" (Sharp decline in the Dollar, 2019). Firstly, the fact that the headline provides breaking news is an indication that all developments are being closely monitored. Then the decline in the Dollar continues using the exclamation mark, while the statement indicates that the decline is large and will bring a positive effect. On the other hand, by using the question mark with the phrase "How much Turkish Lira is the Dollar been?", it is actually stated that the questions related to the Dollar will be answered in the following news.

In the subheadings, the interest rate cut made by the CBRT is referenced and it is stated using the numerical values that the Dollar, which rose first after this discount, declined after it. It was noted that the Dollar, which was \$5.70, fell to \$5.60.

Contrary to what is stated in the title, it is seen in the sub-title that there is no big decrease. The phrase "*here's the latest situation in the Dollar...*" was used as the sentence that led to the continuation of the news. Although there is no news of a major price drop in the title, then the numerical values indicate that the decline is not

high, and then it is added that there are expert opinions that the decline will continue. It is also added that expert opinions follow the process closely and have predictions on the subject. This is an addition to prove the accuracy of the interpretation made about the dollar. The elements of the myth of impartiality expressed by Schiller in order to convince the reader are seen in the news. It is possible to see the traces of manipulation by highlighting the "expert opinions" in the news. In the news where the Central Bank moves were mentioned, it was repeated that the movements of the dollar were followed by the government.

Figure 16

Harsh Fall In The Dollar



Less conspicuously, "*After the moves*" was written over the news photo in small and white fonts, and just below this phrase was the red downward arrow symbolizing the fall, and the phrase "*HARSH FALL IN THE DOLLAR!*" in white and large fonts on a red background. Especially in the news, the reason for sharing such photos is that images remain in the minds rather than sentences. This preference reveals the

manipulation in the news. The use of the phrase "*after the moves*" reflects that many efforts have been made to bring the Dollar down. The writing of "*Dollar's sharp fall*" just below this sentence is used to express that the Dollar suddenly fell too much unexpectedly.

Son dakika haberi... Dolar kurunda, Cuma günü ABD'de açıklanan güçlü ekonomik verilere rağmen, 3 kuruşluk düşüş yaşanmıştı. Dolar geçen haftayı böylece 5.66 lira seviyesinde tamamladı.



Dolarda sert düşüş! Dolar ne kadar olur? Uzmanlardan flaş tahmin

In the continuation of the news, a breaking news statement was used and it was emphasized that they were closely following the developments in the Dollar. Then, despite the economic data shared by the American government, it was added that the Dollar "*falls by three cents*". The fact that America is mentioned in this section and that Turkey is not mentioned in any way until this part of the news is intended to be implied that America is the only responsible for the movements in the Dollar. On the other hand, the fact that the decrease is "*three cents*" is not a hard decrease. But the photo at the top revealed a sharp decline. Then it was added that the Dollar finished the week at 5.66. In this case, it can be seen here that the Dollar cannot reach to even 5.60 level in the summary section under the headline of the news. The figures expressed as a sharp decline reflect a fairly small amount of declines. The aim is to protect the credibility of the news. After these numerical expressions, a video was shared with the "*Harsh fall in the Dollar! How much Turkish Lira will the Dollar be? Flash prediction from experts*" title. This is also associated with the use of expert opinions to further strengthen the credibility of the ideas in the news. For the third time in this part, with "*Harsh fall in the Dollar! How much Turkish Lira will the Dollar be?*" expression is associated with the fact that it makes it easier for what is

wanted to be transferred to take place in minds. After this repetition, the publication of a video on expert opinions is again about increasing credibility. Video has been evaluated as a much more effective tool in terms of appealing to many sensory organs. Based on this, it is believed that there is actually no sharp decline in the Dollar, but it is desirable for society to think this way, and convincing news is being prepared in this direction.

SERT DÜŞÜŞ SÜRÜYOR

Tüm gözlerin çarşamba günü Fed'den gelecek faiz kararına çevrileceği haftada ise dolar açılışı 5.6710 liradan başladı. 29 Temmuz günü aşağı yönlü hareketle dolar 5.60 seviyelerini gördü.

Merkez Bankası, politika faizini 425 baz puan indirerek yüzde 19.75 çekmişti...

Merkez Bankası 4.5 yıl sonra ilk kez faiz indirme kararı aldı. Geçen yılki kur saldırısının ardından Eylül ayında faizi 6.25 puan çekerek yüzde 24'e yükselten Merkez Bankası yeni başkan Murat Uysal'ın başkanlığındaki ilk Para Politikası Kurulu (PPK) toplantısında, politika faizini 425 baz puan indirerek yüzde 19.75'e çekti.

In the last part of the news, a repetition was made with the subtitle "*HARSH FALL CONTINUES*". In this case, it becomes clear that this phrase is the one that is desirable to remain in the minds through this news. In the content under the title, it is stated that the Dollar has recently fallen to the level of 5.60 in relation to the interest rate decisions that will be shared by the Fed for the first time. As it can be seen, in fact, as first mentioned in the summary section, it turns out that the point at which the Dollar falls the most is 5.60, in which case the decline is only 0.10. In other words, the fact that this situation is characterized as a sharp decline is the product of a slightly too optimistic point of view.

In the continuation of the news, we are again reminded of the Central Bank's interest rate cut. In this case, it is also read between the lines, if not directly, that the Central Bank is making efforts to decimate the Dollar. In the continuation of the news, the statement that the Central Bank is going to cut interest rates for the first time after 4.5

years reflects an effort to regulate the Dollar. In other words, it is desirable to show the efforts and efforts of the Turkish government in particular for the Central Bank. Afterwards, the expression "*last year's currency attack*" was used and it was emphasized that the reason for the increase in the Dollar was foreign powers, it had nothing to do with Turkey's economic structure and even an attack against Turkey. In general, it was wanted to express that the Dollar fell sharply throughout the news and that Turkey was only able to reduce the Dollar to these levels by making great efforts despite the economic attacks of foreign powers.

6. Examination of News in a Macro and Micro Framework

Macrostructure

News dated 29.07.2019 "Breaking news: The decline in the Dollar continues! How much Turkish Lira is the Dollar now? Here is the last case..." was the title of the news. If the news is evaluated in a macro frame, the news has headlines, a news entry, and a photo. When looking at the photos, one visual material was used in the news. As a news photo, a set of shapes, on which the green and red arrows are represented by green and red arrows, were chosen as a collection of Dollar rolls whose colors are slightly blurred. The green arrow symbolizing the increase in the Dollar has stopped at a point above. In contrast, the arrow part of the red arrow symbolizing the fall is not visible. In this way, although the point where the Dollar almost went up is obvious, it has been said that the Dollar has fallen so much that the decline cannot be prevented anymore. The expressions "After the moves" "DOLLAR FALL HARD" were used. Is the equivalent of a sharp decline in the Dollar falling from 5.70 to 5.60? Or is there

still something that is not understood? The reader will have a confusion in this part and will want to read the rest of the news in order to be able to see the hard fall and understand the situation more clearly. In the presentation of the main event, it is conveyed through the Dollar forecast of experts that there has been a sharp decline in the Dollar, the Central Bank has made moves such as a rate cut, and how many Turkish liras the Dollar will be. The result of the main event is that the Dollar fell to 5.60 from 5.6710 in the week when the Fed will announce its interest rate decision, and the policy rate was lowered by 425 points to 19.75 at the first Monetary Policy Board meeting chaired by Murat Uysal. Analyzing the background and context information of the news, the reader was informed that the Dollar increased from TL 5.70 to TL 5.76 last week after the interest rate cut made by the Central Bank and closed the day with TL 5.66, and this week the Dollar completed the day at TL 5.60, explaining which numerical threshold the Dollar came from. In the news, when it was said that "harsh decline continues", an interpretation was made that this would continue. In addition, the decline has been interpreted directly. In general, such statements have been included and interpreted. In order to strengthen the expression of the news, the comments of unidentified experts and the decision of the Central Bank on interest were added. In order to increase the reader's level of credibility, the newspaper bases its news on experts and the Central Bank.

Microstructure

When the news was examined within the framework of a microstructure, an active sentence structure was used throughout the news. The expressions "regressed", "continued", "thinking" are indicative of this. It is worth noting that sentence

structures are far from complexity and have a simple structure. The sentence indicating the causal relationship in the news is as follows; “*despite the strong economic data released in the United States on Friday*”. It has been determined that numerical data is used to increase believability in the news text. For example, “*The Central Bank had reduced the policy rate by 425 basis points to 19.75 percent.*”

Elements such as photography, convincing information (numerical data) and expert opinions that make up the rhetoric of the news play a very important role in increasing the credibility of the news and ensuring that the target internalizes the theme conveyed by the news text.

As mentioned above, numerical data is also used on the reader of the news is desirable to increase the believability.

The numerical data shared in the analyzed news is an addition to prove the accuracy of the information in the news. It is a typical practice in which impartiality is exhibited that the events that are the subject of the news are conveyed in figures. In addition, the news also frames the prevention of the fluctuation in foreign exchange prices with the steps taken by the government and various state institutions. With expert opinions and statements from government sources, it is desired to create the impression that the news content is constructed in an unbiased manner. The elements of the myth of impartiality expressed by Schiller in order to convince the reader are seen in the news. The myth of impartiality states that the media cannot be impartial and will try to appear impartial. Therefore, the media is staging a show of impartiality by pretending to include different views. Thus, the effects and reflections of the fluctuation in the dollar exchange rate on the lives of citizens are concealed.

1. News Hürriyet Newspaper (26.03.2019)

Ekonomi

Haber Giriş: 26.03.2019 - 21:46, Son Güncelleme: 27.03.2019 - 08:37

Doların düşüşü hızlandı

Cuma günü gece saatlerinde 5.84 lira seviyelerine kadar çıkan dolar Merkez Bankası tarafından peş peşe atılan adımlar ve açıklamalarla birlikte düşüşe geçerek 5,30 liraya kadar geriledi. Gevşemeye başlayan dolarda düşüş devam ediyor.

The headline of Hürriyet Newspaper dated 26.03.2019 was "The decline of the Dollar accelerated". (Decline in Dollar, 2019).

It was intended to express the rapid decline in the Dollar with this title. However, the message is given that the general news is about the decline of the Dollar.

In the news summary section, it is stated that the Dollar, which is 5.84 TL, has fallen to 5.30 levels thanks to the efforts of the Central Bank. This sentence means a real decrease when looking at the rates. Here, again, in the same hidden way, the steps and efforts of the Central Bank have been brought forward, and in other words, the message is given that the state is trying to reduce the Dollar. In the continuation of the news, the headline was referred to with the sentence "The Dollar that started to loosen continues to decline".

Figure 17

Dollar Rolls



A side-by-side version of the Dollar rolls has been selected as a news photo. There are no inscriptions on or under the photos. It is possible to see here the form of manipulation that was done secretly by identifying the “impartial and impartial” approach expressed by Schiller. Even if there is no direct approach in this manipulation style, there are some elements between the lines or in the expressions. In such a case, individuals may think that the news of such newspapers are more neutral because they often cannot understand the latent manipulation.

MERKEZ Bankası'nin önceki gün attığı adımlarla **dolar**, Türk Lirası karşısında düşüşünü dün de sürdürdü. Geçtiğimiz hafta 5.85 **TL** seviyesine kadar yükselen dolar 5.30 TL'ye kadar geriledi. Geçtiğimiz hafta kurlarda görülen ani yükseliş sonrasında, Merkez Bankası'ndan 1 hafta vadeli repo ihalelerine bir süre ara verildiği duyurusu gelmiş, ardından da "Para politikası ve likidite yönetimine ilişkin tüm araçlar fiyat istikrarını desteklemek amacıyla kullanılmaya devam edecek" açıklaması yapılmıştı. Merkez Bankası Başkanı Murat Çetinkaya'da **döviz** rezervleriyle ilgili sıra dışı bir durum olmadığını duyurmuştu. Merkez Bankası'nın adımlarının yanı sıra BDDK ve SPK da dövizdeki manipülatif işlemlerle ilgili inceleme başlatıldığını açıklamıştı.

KARA PAZARTESİ OLACAKTI

Bu arada süreci yakından takip ettiği belirtilen bir bankacı kurlardaki hareketin arka planını şöyle anlatmıştı: "Bir kara pazartesi yaşatılmak istendi, ama Merkez Bankası hamlesi ile engellendi. Cuma günü yaşanan kur atağından sonra pazartesi günü piyasaların kısmen sakinleşmiş olmasında, Merkez Bankası'nın açıklamaları ve alınan diğer aksiyonlar etkili oldu. Uluslararası bankaların başını çektiği bazı bankalar TL'ye karşı pozisyon aldı. Cuma günü başlayan yükseliş, TL satışları ile çok daha ileri taşınacaktı.

Looking at the continuation of the news, it was stated that the Dollar declined from 5.85 TL to 5.30 TL after the steps taken by the Central Bank, which were first included in the news summary section. Then it was added that the reason for the Central Bank's support for this situation was the sudden rise in exchange rates. The statement made by the Central Bank was added to the news by direct transmission in quotes, and the statements of Murat Çetinkaya, another Central Bank, were included. As a final sentence, it is also informed that the BRSA and the CMB have initiated investigations into currency manipulation.

It was also added that the banker, as an expert's opinion, followed the process closely and gave information on the subject. This is an addition to prove the accuracy of the interpretation made about the dollar. The elements of the myth of impartiality expressed by Schiller in order to convince the reader are seen in the news. It is possible to see the traces of manipulation by highlighting the "expert opinions" in the

news. In the news where the Central Bank moves were mentioned, it was repeated that the movements of the dollar were followed by the government.

In The News "*It Was Going to Be Black Monday*" title was used. The term "Black Monday" has been used since 1987. After the name "Black Monday" was given to that day on October 19, 1987, as a result of the great loss of value in the world stock markets in a short time, the same expression continues to be used for similar situations. Qualification has been carried out quite noticeably. At the bottom of the news headline, the opinions of a banker who was not named directly in quotation marks were included. These views, on the other hand, include the sentences that if the Central Bank had not made a move, Turkey would have wanted to experience a "*Black Monday*". After the exchange rate attack on Friday, it was claimed that a disaster was averted by lowering the Dollar until Monday thanks to the interventions of the Central Bank. When looking at these sentences, first of all, it seems that the newspaper does not comment and is impartial and includes the opinions of a banker, although it does not seem to be its own interpretation, especially these opinions are included. Even if the sentence "*Black Monday was requested*" is not revealed, it will be perceived as the games played by foreign powers on Turkey by the citizens who follow other news. The fact that the Central Bank suddenly went on the offensive and made a big move also highlights the work and efforts of the Turkish Government.

Merkez Bankası yaşanan atak sonrasında para politikasını daha da sıkılaştırarak piyasaya fonlama sağladığı 1 haftalık Açık Piyasa İşlem ihalelerini durdurduğunu açıklamıştı. Bu hamle ile TL satışının maliyeti yükseldi. Swap yoluyla TL borçlanma faiz oranları yüzde 95 seviyelerine yükseldi. Bunda TL'ye karşı döviz satın alıyor olmaları ve TL'sini döviz satan bankalara ödemek zorunda olmaları da etkili oldu. Yabancı bankaların özellikle döviz alımları karşılığında TL ödemelerinde zorlandığı hatta bazı büyük bankaların temerrüde düştüğü konuşuluyor.

Bu hamle sonrası birkaç milyar TL açık ve çok büyük bir maliyeti karşılamak zorunda kaldılar. TL'ye karşı bu pozisyonu almanın maliyetini üstlenmeleri gerekecek. TL satarak döviz alımı yönündeki bu talebi sürdüremezler. Buna rağmen bu pozisyonda dururlarsa, Türkiye ile ilişkilerini riske atarlar. Yaptırımlarla da karşı karşıya kalabilirler.”

Cuma günü gece saatlerinde 5.84 seviyelerine kadar çıkan dolar Merkez Bankası tarafından peş peşe atılan adımlar ve açıklamalarla birlikte düşüşe geçerek 5,30'a kadar geriledi. Gevşemeye başlayan dolarda fiyat düşmeye devam ediyor.

In the last part of the news, the appreciation of the Turkish currency after the moves made by the Central Bank was explained using technical expressions and figures. In the last sentence of the first paragraph, it was said that banks are "*in default*" after the difficulty of paying the Turkish Lira against foreign exchange purchases in foreign banks. In this part, technical words were used again and precise sentences were avoided. An open-ended gap has been left by saying that there is talk of "default", that is, "bankruptcy".

The second paragraph of the article quotes the speech. This quote also consists of harsh sentences that accuse a certain segment, as above. Though the sentence "They have to bear the cost of taking this position against TL" was not said directly, it suggests that a certain group of people has an attitude against the Turkish Currency and that is why the situation is experienced. In the other sentence, it was written that "If they stay in this position despite this, they will risk their relations with Turkey and may face sanctions". It seems that this statement is a threat posed by the government to external forces. It is possible that the sharing of these sentences as quotations in the

news was used both to establish the accuracy and impartiality of the news and to show its side, even if it was not actually directly.

In the last paragraph of the news, the Dollar's fall from 5.84 TL to 5.30 TL was repeated after the efforts of the Central Bank and then it was emphasized that the decline will continue. The emphasis of this statement again is that this is the message that should be created in the minds of readers.

1. Examination of News in a Macro and Micro Framework

Macrostructure

The title of the news dated 26.03.2019 was "The decline of the Dollar accelerated". When looking at the photos, one visual material was used in the news. Paper coins consisting of \$20 rolls are included as a news image. Some of the banknotes do not appear clearly. the picture of Andrew Jackson, which is located above \$20, does not seem to be hidden under the banknotes. There are no sentences or expressions on the photo. Since the Dollar is news, the Dollar has been asked to be shown. The use of such a photo for the news seems, at first glance, quite neutral. In this case, the important thing is the statements contained in the continuation of the news, and the overall news should be evaluated. The presentation of the main event is included in the first part, and then the event is detailed with background and context information and connected to the result. In the presentation of the main event, it was stated that the Dollar went down with the moves of the Central Bank. In the conclusion part, it is emphasized that the Dollar fell from 5.84 TL to 5.30 TL after the efforts of the Central Bank and this decrease will continue. The background of the news did not

include a specific time period, and the information that the Dollar reached 5.84 TL as a result of the event and from which numerical threshold was not given to the reader. On March 21, 2019, US President Donald Trump tweeted, "After 52 years, it is time for the United States to fully recognize Israel's sovereignty over the Golan Heights." Then, on March 25, 2019, during a meeting with Israeli Prime Minister Benjamin Netanyahu at the White House, he signed the decree announcing the US formal recognition of Israel's occupation of the Golan Heights. After this incident, the Dollar increased from 5.4650 TL to 5.84 TL and decreased to 5.30 TL with the intervention of the Central Bank. An interpretation was made in the news by using the expression "Dollar starting to loosen". References are included and the views of the Central Bank Governor are shared directly in quotation marks as "They need to bear the cost of taking this position against TL".

Microstructure

When the news was examined within the framework of a microstructure, both active and passive sentences were used in the news. Active sentence structures such as "continued", "was done", "had announced", "explained", as well as passive sentence structures such as "blocked", "requested", "will be moved" are used together in the news. It has been observed that sentences are not in a simple structure, but rather in a complex structure. The sentences were kept long, and some financial terms and concepts such as "repo", "currency reserves", "liquidity", "SWAP" were used frequently. One of the sentences pointing to the causal relationship in the news is as follows; "The Dollar continued its decline with the steps taken by the central bank on the previous day". It has been determined that numerical data is used to increase

believability in the news text. “*"The Dollar fell to 5.30", "interest rates rose to 95 percent"* sentences are examples of numerical data used in news. Elements such as photography, convincing information (numerical data) and expert opinions that make up the rhetoric of the news play a very important role in increasing the credibility of the news and ensuring that the target internalizes the theme conveyed by the news text.

As mentioned above, numerical data is also used on the reader of the news is desirable to increase the believability.

In the news analyzed, it is framed to prevent the fluctuation in foreign exchange prices with the steps taken by the government and various state institutions. With the statements coming from bankers, government sources and bureaucracy, it is desired to create the impression that the news content is constructed in an impartial manner. The myth of impartiality states that the media cannot be impartial and will try to appear impartial. Therefore, the media pretends to include different views and stage a show of impartiality. Thus, the effects and reflections of the fluctuation in the dollar exchange rate on the lives of citizens are concealed.

2. Hürriyet Newspaper: (03.04.2019):

Ekonomi

Haber Giriş: 03.04.2019 - 09:33 | Son Güncelleme: 03.04.2019 - 10:30

Son dakika... Dolar fiyatları ne durumda? İşte 3 Nisan güncel dolar kuru

The headline of Hürriyet newspaper's news dated 03.04.2019 is "*Breaking news...*

What about Dollar prices? Here is the current Dollar rate on April 3" (What about the Dollar prices?, 2019). The fact that the news is given at the last minute is an

indication that the broadcaster follows the news about the dollar instantly and shares it

with its readers. In this way, it can be said that it is desired to create a trust in the society. It is aimed by the media that the individuals in the society have the idea that they are presenting all the developments about the broadcasting organization to us in an instant.

This title means that the news is given as a last-minute development. In the continuation of the news, it was questioned how the Dollar price is in a simple way. After that, it was stated that the date of the news will be discarded and information about the Dollar exchange rate will be provided in the news. Choosing the title in this way is useful both in terms of the attention and curiosity of the news, but also seems quite open to manipulation. Since there is no clear data, the title seems to be open to executing ideas from many angles.

Figure 18

Dollars



Dolar fiyatları şu dakikalarda 5.61 TL seviyesinde hareket ederken, Euro fiyatları ise 6.32 TL seviyesinde bulunuyor.

There is no text on the image that contains more than one 100 Dollars used in the news. Especially in the news, the reason for sharing such photos is that images remain in the minds rather than sentences. This preference reveals the manipulation in the news.

Dün Türkiye piyasalarının kapanış saatinde bankalararası piyasada 5.63 TL seviyesinden hareket eden dolar kuru, yeni güne 5.58 TL seviyesinden başladı. Dolar kuru mart ayı enflasyon verisinin açıklanmasına tepki vermezken; gün içerisinde en düşük 5.5759 TL'yi, en yüksek 5.6256 TL'yi gördü. Dolar, saat 10.22 itibarıyla 5.6107 TL seviyesinde işlem görürken; Euro kuru ise aynı dakikalarda 6.3243 TL seviyesinde bulunuyor.

Analistler, teknik açıdan dolarda 5.50 TL'nin destek, 5.67 TL'nin direnç konumunda olduğunu söyledi.

Doların dünyada en çok işlem gören 6 adet yerel para biriminin karşısındaki değerini gösteren dolar endeksi yüzde 0.21 düşüşle 96.71 seviyesinde, Euro/dolar paritesi ise şu dakikalarda 1.1223 seviyelerinde bulunuyor.

10 yıllık gösterge tahvilin bileşik faizi yüzde 17.40 seviyesinde, 2 yıllık gösterge tahvilin bileşik faizi yüzde 21.00 seviyesinde bulunuyor.

Before switching to the main text of the news, the subtitle was shared in black and bold dots; *"Dollar prices are currently moving at the level of 5.61 TL, while Euro prices are at the level of 6.32 TL"*. Here, it was wanted to increase the credibility of the news by using direct numerical expressions. Although the general news headline is the Dollar, the status of the Euro has also been mentioned here, and in a way, a comparison with the Dollar has been made.

In the continuation of the news, some of the information in both the news headline and the news summary was expressed more clearly and repeated to highlight some of

the information. Firstly, unlike the headline and summary of the news, "Dollar/TL" fluctuation, as a result, "depreciation" was expressed with objective and numerical data. Then, again, it was wanted to express the fluctuation in the Dollar based on the hours, but the declines in this fluctuation were brought to the forefront.

In the continuation of the news, Euro was also mentioned. The main news headline is that it is desirable to draw attention to the fact that there is a general decline in the currency due to the fact that information about the Euro is provided in the content of a news story related to the Dollar. This, in turn, creates a perception in the minds of readers that the general economic situation, in which the Dollar continues to fall, is improving for the better.

In the final part of the news, the current situation assessments of Analysts in general are given. According to the analysts' views, "in technical terms, 5.50 TL in the Dollar is in the support position and 5.67 TL in the resistance position." It was also added that analysts gave information about the current situation as an expert opinion.

Analyst comments shared in the news reviewed are an addition to prove the accuracy of the information in the news. The elements of the myth of impartiality expressed by Schiller to convince the reader are seen in the news. It is possible to see the traces of manipulation by highlighting the "expert opinions" in the news.

2. Examination of News in a Macro and Micro Framework

Macrostructure

The title of the news dated 03.04.2019 is "*Breaking news... How about the Dollar rate?? Here is the current Dollar exchange rate for April 3*". The news has headlines,

a news entry, and photos that are thematic building blocks. When looking at the photos, one visual material was used in the news. As a news photo, a large number of \$100 images with a net worth of more than \$100 have been selected, the image of which is not clear. Especially Benjamin Franklin on the Dollar is clearly visible. It is believed that the general state of the Dollar is desirable to be expressed with it, since its general facial expression is ambiguous. There are no sentences or expressions on the photo. It is desirable to emphasize that there are unclear, ambiguous situations in the photo. The reason for using the photo in this way is to direct readers who understand that there is no clarity in the photo to the content of the news, as it is considered an item that will not be given much thought to. In this context, the readers will take into account the content of the news and will be able to send the message they want to send to the mind of the readers in the newspaper as they wish. The presentation of the main event, results, background and context information is included. In the presentation of the main event, some depreciation in the Dollar is shown using numerical data, while only exchange rate information is provided in the Euro. According to analyst opinions, the fluctuation in the Dollar is also expressed. The result of the main event is that the Dollar is on the decline against the local currency, which is the 6th most traded in the world, and analyst comments have been transferred. When the background and context information of the news is examined, it is reported that the Dollar exchange rate, which did not react to the March inflation data, experienced fluctuations during the day and traded at the level of 5.61 TL, slightly below yesterday's closing rate of 5.63 TL. Thus, the background of the news provides the reader with information about a certain time period and how the process in the Dollar is. The opinions of the analysts, whose identities were not clearly disclosed in the news, were conveyed with the statement "Technically, TL 5.50 in the

Dollar is in the support position, while 5.67 TL is in the resistance position". In this way, it is desired to increase the credibility of the news. In order to increase the reader's level of believability, the newspaper bases the news it covers on people it evaluates as analysts.

Microstructure

Active sentence structure was used throughout the news. "*Has started*", "*told*", "*is*" statements are indicative of this. It is worth noting that it is far from complex and has a simple structure. The functional relationship sentence is also included in the news. For example, in the last part, the expression "due to the signal of interest rate cut in 2019" is used. To increase credibility in the news text, it is seen that numerical data were used by using the following expressions: "*...Dollar index decreased by 0.21 percent, at 96.71 level...*", "*...Dollar saw the lowest level of 5.5759 TL and the highest level of 5.6256 TL during the day*".

Elements such as photography, convincing information (numerical data) and expert opinions that make up the rhetoric of the news play a very important role in increasing the credibility of the news and ensuring that the target internalizes the theme conveyed by the news text.

As mentioned above, numerical data is also used on the reader of the news is desirable to increase the believability.

In the news analyzed, the fluctuation in foreign exchange prices is mentioned. With the explanations from the experts, it is desired to create the impression that the news content is constructed in an unbiased manner. The myth of impartiality states that the

media cannot be impartial and will try to appear impartial. Therefore, the media pretends to include different views and stage a show of impartiality. Thus, the effects and reflections of the fluctuation in the dollar exchange rate on the lives of citizens are concealed.

3. News Hürriyet Newspaper (20.06.2019)



The news headline of Hürriyet newspaper dated 20.06.2019 was "*Dollar-TL has seen below 5.80 Turkish lira, analysts' comment: If the decline continues, support is 5.55 lira*" (Dollar lost strength, 2019). The general information of the headline is mainly seen. Numerical results about the Dollar have been shared, and on the other hand, information is also provided that analysts' comments on the development of the Dollar will be mentioned in the continuation of the news. This situation shows that both numerical statements and expert opinions about the Dollar are used throughout the news.

The summary of the news is placed under the news photo. The following expressions were used in this section: "*The fall in the Dollar accelerated after Fed Chairman*

Jerome Powell appeared before the press after the interest rate decision and was informed that interest rate cuts could be made in the rest of the year". Only the statement that the decline in the Dollar has accelerated has been used. Currently, the point that the news wants to draw attention to is the acceleration of the decline in the Dollar. In addition, this point has been supported by developments such as numerical data, expert opinions, people who have an interest in the subject and its effects. It was also added that analysts, in the nature of expert opinion, followed the process closely and gave information on the subject. This is an addition to prove the accuracy of the interpretation made about the dollar. The elements of the myth of impartiality expressed by Schiller in order to convince the reader are seen in the news. It is possible to see the traces of manipulation by highlighting the "expert opinions" in the news.

Figure 19

Dollar Is Now In Decline



The general attitude of Hürriyet newspaper towards the news is also reflected in figure 19. Although there is no writing on the news photo, when the photo is looked at carefully or when the area of clarity in the photo is taken into account in the photo, we can say that the Dollar has moved from uncertainty to a certain situation, however, the Dollar is now in decline. The reason why the image in the news is shared without text is because images remain in the minds rather than sentences. This preference reveals the manipulation in the news.

ABD Merkez Bankası Fed'in faiz indirimine gidebileceğinin sinyalini vermesiyle birlikte **dolar** güç kaybetmeye başladı.

Fed dün faiz kararını açıkladı ve faizi yüzde 2.25 ile 2.50 arasında sabit tuttu.

Fed'in yılın geri kalan 6 ayında faiz indirimini yapabileceği ihtimaliyle birlikte yatırımcılar dolardan çıkmaya başladı. ABD'nin 10 yıllık tahvil faizi de düşüşe geçti ve Mayıs ayında yüzde 2.4'ün üzerindeyken dün yüzde 2'nin altına geriledi.

DOLARDA DÜŞÜŞ HIZ KAZANDI

Dolar faiz kararı açıklanmadan önce 5.8216 lira seviyesinde işlem görüyordu.

Faizin sabit kalması ve 2019 yılı içinde faiz indirimini sinyali verilmesi nedeniyle dolar 5.7341 lira seviyesine kadar geriledi.

In the continuation of the news, it started with the sentence of the Fed's interest rate cut, which is also in the summary section, followed by the phrase "the Dollar has lost strength". The level at which the Fed withdraws interest rates is added numerically. After this interest rate cut, as investors turned away from the Dollar, the technical expression was chosen with the sentences "*The US bond yield also decreased and it was above 2.4% in May and fell below 2% yesterday*". Considering this information, technical and numerical information is brought to the forefront and in a way, accurate and honest journalism is emphasized.

The first subheading of the news was the sentence "*DOLLAR DECLINE ACCELERATED*". The title is written in large dots and highlights the decline in the

Dollar. As it is stated in the upper part of the news in general, many technical information and expert comments are actually tried to be brought to the fore and placed in minds. Under this title, it is stated that the Dollar was "5.8216 TL" before the interest rate decision was announced, and decreased to "5.734 TL" after the decision was announced. It is noteworthy that fractions are added while giving numerical values in this section. In fact, even if the decrease does not seem like much, the fractions will show this decrease larger. For this reason, the idea that numeric value support may have been received comes to mind. In addition, although there is not much in this part about the accelerating decline, the title may have been chosen this way to be more striking. In general, all elections conform to the myth of impartiality, which is one of the manipulation elements expressed by Schiller.

ANALİSTLER DOLARDAKİ DÜŞÜŞ İÇİN HEM FİKİR

Fed'in faiz kararı sonrasında aracı kurum analistleri dolar tarafında düşüş olacağı beklentilerini açıkladı.

Faiz indirimi olasılığının artmasıyla birlikte dolarda analistler ilk planda 5.55 liraya kadar gerilemeyi bekliyorlar.

DOLARDAKİ DÜŞÜŞ DEVAM EDEBİLİR

Enver Erkan – GCM Menkul Değerler

FOMC'den çıkan açıklamalar, ekonomistlerin toplantıdan önceki beklentileriyle uyumlu, "güvercin" açıklamalar... Fed'in açıklamaları itibariyle 2019 yılında ilerleyen aylarda faiz indirimine açık kapı bırakıyor, ki piyasanın bunu vadeli fonlardaki görüntü itibariyle Temmuz ayından itibaren fiyatlamakta olduğunu net bir şekilde görüyoruz.

In the last part of the news, the headline "ANALYSTS AGREE TO THE DECREASE OF THE DOLLAR" was used, and the opinions of 4 different analysts in their own words are given at the bottom. The point that analysts agree on in this part is that the Dollar will fall to 5.55 levels. Firstly, Enver Erkan's views were shared from the "GCM Securities" section, and the sentence "DOLLAR DECLINE CAN

CONTINUE" was used as the title of these comments. Under this heading, Enver Erkan's first sentences are that the explanations about the Dollar are "dovish explanations". In this context, it has been concluded that the Dollar will fall by evaluating the incoming news. Though there is no certainty in these views, the expression "agree for the decline" was used definitively while giving the opinions of the analysts. This is also an example of manipulation.

DOLARDA 5.66 SEVİYESİ TAKİP EDİLİYOR

Tuncay Turşucu - İntegral Yatırım Araştırma Direktörü

ABD Merkez Bankası Fed dün akşam beklentilere paralel mesajlar verdi. Fed 2019 yılında faiz artırım görüşünden vazgeçip gevşek para politikasına tekrar dönüş yaparken, yılın geri kalanı için 50 baz puan faiz indirimi beklentisini destekledi. Piyasalarda bir sonraki temmuz ayında yapılacak toplantıda faiz indirimi beklentisi oldukça yüksek ve küresel piyasalarda bu beklenti fiyatlanıyor. Fed Başkanı Powell'ın açıklamalarının ardından dolar endeksi 97.80'den 96.90 seviyesine gerilerken, küresel borsalarda yükselişler görülüyor. Dünkü kararı gelişmekte olan ülke para birimleri ve borsaları için pozitif olarak değerlendiriyoruz. Dolar, bu karar sonrasında 5.84 TL seviyelerinden bu sabah 5.7772 TL seviyesine gerilemiş görünüyor. Dün başlayan gevşeme bu sabahta devam etmekte. Dolar kuru için 5.74 TL ve 5.66 TL seviyelerini destek olarak izliyoruz. Özellikle 5.66 TL seviyesi oldukça güçlü bir haftalık destek seviyesi olması bakımından önemli. Bu seviyeye düşüşler olsa bile bu noktalardan ya da buna yakın seviyelerden alımlar gelebilir.

The second analyst Tuncay Turşucu was chosen as "Integral Investment Research Director" and his views were included. The title of this section is "*THE 5.66 LEVEL IS BEING FOLLOWED IN THE DOLLAR.*" Although Turşucu did not use a definite expression in his comments, he repeated many numerical developments related to the Dollar and stated that it is highly likely that the Dollar will fall to 5.66 levels by establishing the context after these developments. In this part, it is also seen that there is no certainty again, but numerical values are used as if there is certainty, and expressions are tried to be strengthened.

TEPKİ YÜKSELİŞLERİ SATIŞ FIRSATI OLACAKTIR

Rıdvan Baştürk – Global Menkul Değerler Kıdemli Analisti

Küresel faizler düşmeye devam ediyor. Bu hafta içerisinde ECB Başkanı Draghi'nin daha fazla faiz indirimi ve parasal teşvik sinyali vermesinin ardından dünya genelinde faizler sert düşmüştü. Dün akşamki Fed toplantısı da bu hareketlerin devamını destekliyor. Fed üyelerinin büyüme beklentilerini sabit tutması, aşağı yönde revize etmemesi, küresel risk iştahı açısından önemliydi. Enflasyon tarafında aşağı yönde sert revizyon var. Bu durum dolar endeksi ve ABD faizlerini bir süre daha baskılayabilir. ABD 10 yıllık tahvil getirileri mevcut durumda %2'nin altına indi. Bu durum doların küresel bazda zayıf kalmasına neden olabilir. Küresel faizlerin gerilemesi ve yurtiçinde yüksek faiz oranları bu aşamada TL'nin cazibesini artıracak bir unsur olarak değerlendirilebilir. Piyasa beklentisi Temmuz'da bir faiz indirimi gelmesi yönünde ancak bu indirim Eylül ayına da sarkabilir. Fed, özellikle G-20 toplantılarının ardından piyasalarda birkaç ay daha verilerin seyrini izlemek isteyecektir.

The third analyst Rıdvan Baştürk was chosen as "Global Securities Senior Analyst" and his views were included. In this part, the title is "REACTION RISES WILL BE A SALE OPPORTUNITY". In his comments, Baştürk mentions the Fed meeting held the day before, stating that global interest rates will continue to fall, and the Dollar may remain weak on a global basis.

DÜŞÜŞ DEVAM EDERSE DESTEK 5.55 LİRA

Turan Can Gürsoy - Marbaş Menkul Değerler

Dün akşam ABD Merkez Bankası FED faiz oranlarını %2.25 ile %2.5 aralığında sabit tuttu ve daha güvercin bir para politikası duruşu mesajı verdi. FED "büyümeyi sürdürmek için uygun davranacağını" ve "ekonomik görünüm için gelen bilgilerin sonuçlarını yakından takip edeceğini" söyledi.

FED kararı öncesinde 5.82'li seviyelerde işlem gören USD/TRY Paritesi kararın ardından 5.77'li seviyelere kadar geriledi. Teknik olarak 5.8450 seviyesi altında 5.70 ve 5.55 noktaları sırasıyla destek noktaları olarak öne çıkıyor. Diğer taraftan 5.8450-5.8745 seviyelerinin aşılması yeniden yukarı yönlü bir hareketi beraberinde getirebilir.

The fourth analyst is Turan Can Gürsoy from "Marbaş Securities". " IF THE FALL CONTINUES, SUPPORT WILL BE 5.55 LIRA" was used. In this part, it was informed that the FED keeps interest rates constant between 2.25% and 2.5% and that the Dollar will continue to fall for a while.

DOLAR GELİŞEN ÜLKELERDE YÜZDE 3-4 DAHA DEĞER YİTİREBİLİR

Eral Karayazıcı - Gedik Portföy Fon Yönetim Müdürü

FED dün beklentileri de aşan bir tonlama ile faiz indirim dönemine yaklaşıldığını ifade etti. ABD ekonomisinde yaşanan irtifa kaybının neden olduğu bu politika değişimi ABD para biriminin gelişmiş-gelişen tüm ülkelerde değer kaybetmesine neden oldu. TL 'de bu akımdan güçlü şekilde yararlandı ve USD/TL 5,75 seviyesine geriledi.

FED yılın kalan bölümünde dört toplantı daha gerçekleştirecek ve bu dört toplantıdan ikisinde her biri 0,25 puan olan iki faiz indirimi yapması 2020 yılının ilk yarısında da ilave bir veya iki 0,25 puanlık faiz indirimi daha yaparak bu periyodu tamamlaması bekleniyor.

Prensip olarak bu tür setler vaka fiilen gerçekleşene kadar fiyatlamalarda etkili olur ve ilk faiz indirimine kadar olan süreç ABD para birimine değer kaybettirir.

Benim favori senaryom yaz aylarında ABD para biriminin gelişen ülkelerde % 3-4 kadar daha değer yitirebileceği yönünde.

The last analyst is Eral Karayazıcı who is "GEDİK PORTFOLIO FUND MANAGEMENT MANAGER". The heading "DOLLAR MAY LOSE 3-4% MORE IN DEVELOPING COUNTRIES" was used. In this section, it was first informed that the Dollar had fallen to around 5.75 and then it was explained that it would continue to fall considering the technical data. In general, these thoughts, like any other, are based on assumptions.

When the opinions of all these analysts and the newspaper news are considered and interpreted together, individuals need to master the field of economics in order to

understand many of the technical interpretations used throughout the news. Therefore, it will focus on the part where they can understand people who cannot understand this data. For example, phrases like "*the decline of the Dollar accelerated*" will stand out in minds. However, even if technical and numerical data and analyst views cannot be fully understood by "persons", they will be accepted as correct and coded as such, since they are technical and expert.

3. Examination of News in a Macro and Micro Framework

Macrostructure

The news dated 20.06.2019 is titled "Dollar-TL saw below 5.80 Turkish lira, analysts commented: If the decline continues, support will be 5.55 lira". As it is clear from the above, there are titles, news entries and photos with thematic structure elements in the news. When looking at the photos, one visual material was used in the news. As a news photo, a visual was selected in which Dollars placed in rolls are combined together. First, it seems that the Dollars in the background have been fluffed, and 100 Dollars have been placed at the top, which is clearly visible. The sullen look of Benjamin Franklin's face on the Dollar was intended to be brought to the fore. On the other hand, the presentation of the main event, results, background and context information are also included. In the presentation of the main event, the decline in the Dollar after the Fed kept the interest rate steady and signaled that there might be a rate cut was explained using numerical expressions and financial terms. Considering the technical data, it was announced that this decline would continue and the conclusion was reached with the opinions of the five named analysts that the decline in the Dollar

would continue. Analyzing the background and context information of the news, it was noted that the Dollar was at the level of TL 5.82 before Fed Chairman Jerome Powell announced a rate decision and signaled that there may be a rate cut for the rest of the year, and along with the announced decision, it fell to the level of TL 5.7341, and the reader was informed about what happened at the Dollar exchange rate in a certain process. In the news, an interpretation was made by using the phrase "the decline accelerated". In general, although such expressions are not given much space, interpretation has been made using several adjectives. References were included in the news and the views of the Central Bank President were shared directly in quotation marks. In the last part, opinions of people whose identities are known are given: Tuncay Turşucu, Integral Investment Research Director, Gedik Portfolio Fund Management Manager Eral Karayazıcı, Global Securities Senior Analyst Rıdvan Baştürk, Marbaş Securities Department Turan Can Gürsoy and GCM Securities Department Enver Erkan.

Microstructure

When the news is analyzed within the framework of microstructure, active sentences are used throughout the news. The expressions of "regressed", "expressed", "caused", "said", "supported", "given the message" are indicators of this. It has been observed that sentences are not in a simple structure, but rather in a complex structure.

Sentences have been kept long, a number of financial terms and concepts have often been used such as "*base points*", "*global market*", "*parity*", "*global stock market*".

The sentence indicating the causal relationship in the news is as follows; "*due to the fact that a signal of a rate cut was issued in 2019*". In the news it was also wanted to

increase the credibility of the news on the reader by using numerical data. The sentences "Dollar-TL saw below 5.80 Turkish lira", "Dollar fell to the level of 5.7341 Turkish lira" are examples of numerical data used in the news. Elements such as photography, convincing information (numerical data) and expert opinions that make up the rhetoric of the news play a very important role in increasing the credibility of the news and ensuring that the target internalizes the theme conveyed by the news text.

The numerical data shared in the news covered is an addition to prove the accuracy of the information contained in the news. Numbers are thought to create absolute assumptions about objective situations. It is a typical practice in which impartiality is exhibited that the events that are the subject of the news are conveyed in dense numbers. In the news, the decrease in the exchange rate is framed by the signal that the FED may cut interest rates in the near future. With the explanations from the analysts, it is desired to create the impression that the news content is constructed in an unbiased manner. By pretending to include different views, the media stage a show of impartiality. The elements of the myth of impartiality expressed by Schiller in order to convince the reader are seen in the news.

4. News Hürriyet Newspaper: (07.08.2019)

Ekonomi AA | Haber Giriş: 07.08.2019 - 10:55 | Son Güncelleme: 07.08.2019 - 10:55

Dolar/TL, 4 ayın en düşük seviyesine geriledi

Dolar/TL, 5,4861 ile son dört ayın en düşüğünü görmesinin ardından 5,50'nin hemen altında işlem görüyor.

In this news of Hürriyet newspaper dated 07.08.2019 on Dollar movements, the headline was "Dollar/TL fell to the lowest level in 4 months" (Dollar/TL decreased, 2019). Since this title refers to a certain time, it will lead to a comparison between the situation four months ago and the new situation, whether the readers want or not. Since there is no clear data, the title seems to be open to executing ideas in many ways.

The summary of the news is not located directly under the headline, but at the bottom of the news photo. As a news summary sentence, the following sentence is used: "Dollar/TL is trading just below 5.50 after seeing the lowest level of the last four months with 5.4861. " This statement claims to be quite objective in general. Already existing information is given using numerical data. But looking deeper into the expression, it becomes clear that the Dollar is used as "5.4861". The expression "*just below 5.50 level*" also reveals an effort to show a reduction low for the decline of the Dollar. Firstly, seeing the lowest level of the last four months with "5.4861" and trading just below 5.50 level shows that the Dollar has risen a little, but in general, most of the readers will perceive this situation positively.

Figure 20

Dollar Continues to Decline



There is no text on the photograph used in the article. In particular, the reason for sharing such photos is that images remain in the minds rather than sentences. This preference reveals the manipulation in the news.

Dün, 5,50-5,59 bandında dalgalı bir seyir izleyen [dolar](#)/TL, günü yüzde 0,9 değer kaybıyla 5,5205'ten tamamladı.

[Dolar](#)/TL, bugüne düşüşle başlayarak son dört ayın en düşük seviyesi olan 5,4861'i gördükten sonra saat 10.40 itibarıyla önceki kapanışa göre yüzde 0,4 değer kaybıyla 5,4990'dan işlem görüyor.

Şu dakikalarda avro/TL 6,1630 ile bir önceki kapanış seviyesinin yüzde 0,4 altında alıcı buluyor. [Sterlin](#)/TL de yüzde 0,2 değer kaybıyla 6,6980 seviyesinde dengelendi.

Avro/dolar paritesi yatay seyirle 1,1202, dolar endeksi yüzde 0,1 artışla 97,6 seviyesinde bulunuyor.

In the continuation of the news, some of the information in both the news headline and the news summary was expressed more clearly and repeated to highlight some of the information. Unlike the news headline and summary, "Dollar/TL" fluctuation, but

as a result, "*depreciation*" is also expressed with numerical data. Then, it was requested to express the fluctuation in the Dollar by specifying the hours of exchange rate movements, but the declines in this fluctuation were brought to the forefront. In the continuation of the news, brief information was given that the Euro and the Pound also fell. The main news headline is that it is desirable to draw attention to the fact that there is a general decline in the currency due to the fact that information about the Euro is provided in the content of a news story related to the Dollar. This, in turn, creates a perception in the minds of readers that the general economic situation, in which the Dollar continues to fall, is improving for the better. The elements of the myth of impartiality expressed by Schiller in order to convince the reader are seen in the news.

Analistler, ABD ile Çin arasındaki ticaret savaşına ilişkin gelişmelerin piyasaların odağında olduğunu bildirdi. İki ülke arasında yaşanan restleşmeden sonra Çin Merkez Bankasının (PBoC) dolar/yuan paritesini 6,9996 olarak belirlemesinin olumlu bir adım olduğu kaydeden analistler, taraflardan gelen açıklamaların piyasalardaki tansiyonu düşürdüğünü ifade etti.

Analistler, bugün yurt içinde hazine nakit dengesi, yurt dışında ise ABD'de, mortgage başvuruları verilerinin takip edileceğini kaydederek, teknik açıdan dolar/TL'de 5,4860'ın destek, 5,6050'nin direnç konumunda bulunduğunu dile getirdi.

In the final part of the news, the current situation assessments of Analysts in general are given. According to analysts' views, it has been stated that the fluctuation in the Dollar is related to the trade war between America and China. In addition, many technical information and numerical data were used to analyze the Dollar's situation from the point of view of analysts. In a way, the reader wants to be convinced. It was also added that analysts, in the nature of expert opinion, followed the process closely and gave information on the subject. This is an addition to prove the accuracy of the interpretation made about the dollar. The elements of the myth of impartiality

expressed by Schiller in order to convince the reader are seen in the news. It is possible to see the traces of manipulation by highlighting the "expert opinions" in the news.

4. Examination of News in a Macro and Micro Framework

Macrostructure

The news dated 07.08.2019 has the headline "Dollar/TL fell to the lowest level in 4 months". There are titles, news entries and photos with thematic structure elements in the news. When looking at the photos, one visual material was used in the news. As a news photo, an image was selected in which almost 100 Dollars stood in a roll on a hand whose image was not clear. There are no sentences or expressions on the photo. Because the Dollar is news, the Dollar has been asked to be shown. The use of an image of Dollars moving from one hand to another is a hidden indication that the Dollar's decline is not clear. It is desirable to emphasize that there are still some unclear situations that are not clear in the photo. This situation is, in a way, indicative of manipulation. In the case of an unclear situation, sentences were used for the decline of the Dollar. The reason for using the photo in this way is to direct readers who understand that there is no clarity in the photo to the content of the news, as it is considered an item that will not be given much thought to. In this context, the readers will take into account the content of the news and will be able to send the message they want to send to the mind of the readers in the newspaper as they wish. The presentation of the main event, results, background and context information is included. In the presentation of the main event, numerical data, analyst comments and the developments in the trade war between the USA and China are indicated by the

continued decline in the Dollar. The news concluded that after the analysts stated that the tension in the markets had decreased with the statements made by the parties.

Analyzing the background and context information of the news, it is stated that after the showdown between the USA and China, the Chinese Central Bank determined the Dollar/yuan parity as 6.9996, and that the tension in the markets decreased and the Dollar/TL fell to the lowest level in 4 months. This news allows the reader to make a comparison between the situation four months ago and the new situation.

An unidentified analyst comment was added to strengthen the statement of the news. In order to increase the reader's level of credibility, the newspaper bases its news on people it considers analysts and the Central Bank of China.

Microstructure

When the news was examined within the framework of microstructure, both active and passive sentences were used in the news. Active sentence structures were used such as "Analysts stated that the statements from the parties reduced the tension in the markets", "analysts stated that there is..." together in the news, as well as passive sentence structures such as "balanced", "traded". It has been observed that sentences are not in a simple structure, but rather in a complex structure. Sentences were kept long, a number of financial terms and concepts were often used, for example, 'parity', 'index', 'mortgage'. No direct causal expressions were used in the news, while the opinions of analysts who are not identified are included, there are causal sentences in the context of their statements. *"The reasons for the decline of the Dollar are that the Central Bank of China have done..."*. In the news, it was aimed to increase the credibility of the news on the reader by using numerical data, as in the statement "The

Dollar finished the day at 5.5205 level with a 0.9% depreciation". Elements such as photography, convincing information (numerical data) and expert opinions that make up the rhetoric of the news play a very important role in increasing the credibility of the news and ensuring that the target internalizes the theme conveyed by the news text.

In the news analyzed, it was stated that the fluctuation in the dollar was related to the trade war between the USA and China. With the explanations from the analysts, it is desired to create the impression that the news content is constructed in an unbiased manner. The myth of impartiality states that the media cannot be impartial and will try to appear impartial. Therefore, the media is staging a show of impartiality by pretending to include different views. Thus, the effects and reflections of the fluctuation in the dollar exchange rate on the lives of citizens are concealed.

5. Hürriyet Newspaper: (08.08.2019)

Ekonomi Hurriyet.com.tr | Haber Giriş: 08.08.2019 - 09:34 | Son Güncelleme: 08.08.2019 - 10:57

Dolarda son durum

Serbest piyasada dolar düşüşüne devam ediyor. Dolar gün içinde en düşük 5.4634 lira seviyesini gördü. Euro ise 6.15 lira seviyesinden alıcı buluyor.

The headline of the Hürriyet newspaper dated 08.08.2019 was "*The latest situation in the Dollar*" (The latest situation in the Dollar, 2019). No punctuation marks, colors or points of interest were used in the title. Therefore, people who read the news think

that they will receive information about the latest status of the Dollar in this news without anything behind it.

Figure 21

The Dollar continues to decline in the free market.



In figure 21, headline was a news photo. No text was used in the photo. Especially in the news, the reason for sharing such photos is that images remain in the minds rather than sentences. This preference reveals the manipulation in the news. Just below the photo, as a sub-title for the news, the sentence "*The Dollar continues to decline in the free market. The Dollar saw the lowest level of 5.4634 lira during the day. Euro finds buyers at the level of 6.15 liras*" draws attention. Although the fonts of the title are small, "bold" color is used in its general appearance. The content of the sentence consists of quite clear statements. It is given using numerical values that the Dollar continues to fall, as well as information about the Euro is given.

Dün 5,47-5,53 bandında dalgalı bir seyir izleyen dolar/TL, günü yüzde 0,5 değer kaybıyla 5,4924'ten tamamladı.

Şu dakikalarda avro/TL 6,1540 ile bir önceki kapanışın hemen altında alıcı buluyor. Sterlin/TL ise yüzde 0,1 değer kaybıyla 6,6650 seviyesinde dengelendi.

Avro/dolar paritesi yüzde 0,1 artışla 1,1212, dolar endeksi yüzde 0,1 düşüşle 97,470 seviyesinde bulunuyor.

Analistler, ABD ile Çin arasındaki ticaret savaşına ilişkin gelişmelerin piyasaların odağında olduğunu bildirdi. Çin Merkez Bankasının (PBoC) dolar/yuan paritesini beklentilerin altında, 7,0039 olarak belirlemesinin yatırımcılar tarafından pozitif karşılandığını ifade eden analistler, taraflardan gelen açıklamaların da piyasalardaki tansiyonu düşürdüğünü söyledi.

Bugün yurt içinde haftalık para ve banka istatistikleri, yurt dışında ise ABD'de, haftalık işsizlik başvuruları ve toptan eşya stokları verilerinin takip edileceğini belirten analistler, teknik açıdan dolar/TL'de 5,4690 desteğinin kırılması halinde 5,4500 seviyesinin gündeme geleceğini kaydetti.

There is a continuation of the news under the title. In the news text, the depreciation of the Euro and the Pound Sterling is given and then comparison between the Dollar and these currencies is made. Numerical data were used. Although the general title of the news is related to the Dollar, the fact that Euro/ Sterling information has been provided both reveals the decadence of the general foreign exchange markets and shows the relationship between the Dollar and these currencies.

In the comment, the reason why the Dollar's situation is going this way is again explained by the comments of unidentified analysts.

The information given by the analysts on the subject in the nature of expert opinion is an addition to prove the accuracy of the interpretation made about the dollar. The elements of the myth of impartiality expressed by Schiller in order to convince the reader are seen in the news. It is possible to see the traces of manipulation by highlighting the "expert opinions" in the news.

5. Examination of News in a Macro and Micro Framework

Macrostructure

The title of the news dated 08.08.2019: *"The latest situation in the Dollar"* There are titles, news entries and photos with thematic structure elements in the news. When looking at the photos, one visual material was used in the news. A photo with \$100 banknotes was used in the news. The original color of the Dollar was used as the color. In order to emphasize that the status of the Dollars is not clear, they are shown in a completely invisible and truncated form, and the Reader's attention is drawn to the face of Benjamin Franklin. The presentation of the main event, results, background and context information is included. In the presentation of the main event, numerical data, analyst comments and the developments in the trade war between the USA and China are indicated by the continued decline in the Dollar. The news concluded that after the analysts stated that the tension in the markets had decreased with the statements made by the parties. When the background and context information of the news is examined, after the Central Bank of China set the Dollar /yuan parity at 7.0039 and with statements from the parties, the blood pressure in the markets was lowered and it is informed that the decline in the Euro and the Dollar continues. In the news, it is reported that before this event, the Dollar exchange rate was in the 5.47-5.53 TL band, then the tension in the markets was reduced with the explanations from the parties, and the Dollar hit the lowest level of 5.4635 TL during the day. The background and context information of the news tells the reader about

the decline in the Dollar and the events that caused this decline, as well as the information from which numerical threshold the Dollar has come to today. In order to strengthen the wording of the news, an analyst comment was added as *"He reported that the developments regarding the trade war between the USA and China are in the focus of the markets"*. In order to increase the reader's level of believability, the newspaper bases the news it covers on people it evaluates as analysts.

Microstructure

Active sentence structure is used throughout the news. The expressions "He noted that he would come to the agenda", "He said that he lowered blood pressure" are indicators of this. It has been observed that sentences are not in a simple structure, but rather in a complex structure. Sentences were kept long, a number of financial terms and concepts were often used, for example, "parity", "index". Causal expressions have been used in the news, and there are causal sentences in the context of their statements when the analyst's opinions are included. The sentence indicating the causal relationship in the news is as follows: *"Analysts stated that the Chinese Central Bank's (PBoC) determination of the Dollar/yuan parity as 7.0039, below the expectations, was welcomed by the investors and said that the statements from the parties also reduced the tension in the markets."* In order to increase the credibility of the news text, the decline of the Dollar is shown by numerical data. *"Numerical data were shared with the sentence "Euro/Dollar parity increased by 0.1 percent and the 1.1212 Dollar index decreased by 0.1 percent to 97,470."* Elements such as photography, convincing information (numerical data) and expert opinions that make up the rhetoric of the news play a very important role in increasing the credibility of

the news and ensuring that the target internalizes the theme conveyed by the news text.

As mentioned above, numerical data is also used on the reader of the news is desirable to increase the believability.

In the news discussed, it was stated that the fluctuation in the dollar was related to the trade war between America and China. With the explanations from the analysts on the subject, it is desired to create the impression that the news content is constructed in an unbiased manner. Analyst comments are an addition to prove the accuracy of the information in the news. The elements of the myth of impartiality expressed by Schiller in order to convince the reader are seen in the news. The myth of impartiality states that the media cannot be impartial and will try to appear impartial. Therefore, the media is staging a show of impartiality by pretending to include different views. Thus, the effects and reflections of the fluctuation in the dollar exchange rate on the lives of citizens are concealed.

6. Hürriyet Newspaper: (18.10.2019):

Ekonomi

Haber Giriş: 18.10.2019 - 10:06 | Son Güncelleme: 18.10.2019 - 10:06

Dolar yeni güne nasıl başladı, 1 dolar kaç TL oldu?

The news headline of the Hürriyet newspaper dated 18.10.2019: "*How did the Dollar start the new day, how much Turkish lira is 1 Dollar?*" (Dollar and TL, 2019). The title seems to be quite simple and clear. It is assumed that there are no comments on the title. It is worth noting that the headline of the news emphasizes that the Dollar is

constantly changing. Questions such as “How did the Dollar start” and “How much was the Dollar in TL?” are indicators of the rapid change in the Dollar and its unpredictable course. The problem with the title is that it is essentially constructed as if the change is not caused by the depreciation of the TL, but by the fact that the Dollar is gaining value.

Figure 22

5 Cent On The Table



There is a news photo under the news title. No text was used in the photo. Especially in the news, the reason for sharing such photos is that images remain in the minds rather than sentences. This preference reveals the manipulation in the news.

Dolar kuru Barış Pınar Harekatı konusundaki gelişmeler ve ABD ile yürütülen diplomatik ilişkilerin etkisiyle hafta başından bu yana dalgalı bir seyir izliyordu. Dolar/TL, Türkiye Cumhurbaşkanı Recep Tayyip Erdoğan'ın, ABD Başkan Yardımcısı Mike Pence'i kabulü ve heyetler arası görüşmeler ardından düşüşe geçti. Peki, dolar yeni güne nasıl başladı, 1 dolar kaç TL oldu?

The following subtitle in the news was in bold font: *"The Dollar rate has been fluctuating since the beginning of the week due to the developments in the Peace Spring Operation and the diplomatic relations with the USA. Dollar/TL decreased after Turkish President Recep Tayyip Erdogan's reception of US Vice President Mike Pence and inter-delegations talks. Well, how did the Dollar start the new day, how much Turkish Lira is 1 Dollar?"*. In this subheading, first of all, a cause-and-effect relationship was established regarding the fluctuating exchange rate of the Dollar, and then it was added why the Dollar fell. After that, the title was terminated by using the main title of the news again. Establishing cause-effect relationships, using names such as "US Vice President Mike Pence" and "Turkish President Recep Tayyip Erdoğan" are to increase the credibility of the news. It was wanted to be said that the Dollar fell because Recep Tayyip Erdogan met with Mike Pence.

In a way, the reuse of the main headline of the news is also to ensure that the Dollar's mobility is kept in mind. In the continuation of the news, the cause-effect relationship in the title was first repeated and expressed in more detailed sentences. In a way, the reflections of the fluctuating relationship between Turkey and the United States on the Dollar exchange rate have been deciphered. It was wanted to determine the course of the Dollar by examining the political and diplomatic course. It is desirable to increase the credibility of the news with this information.

Dolar/TL, açıklamalar sonrası 5,8168'e kadar gerilerken, günü önceki kapanışa göre yüzde 0,06 azalışla 5,8299'dan tamamladı.

ABD Başkan Yardımcısı Mike Pence, dün akşam yaptığı açıklamada ABD ve Türkiye'nin Suriye'de YPG'nin güvenli bölgeden çekilmesi konusunda anlaştığını belirtirken, ABD Başkanı Donald Trump da Türkiye'ye yönelik yaptırımlara gerek olmayacağını söyledi.

Dolar/TL, azalan jeopolitik risklerle güne azalışla başlamasının ardından 5,7585 ile son 10 günün en düşük seviyesini gördü. Dolar/TL, saat 09.55 itibarıyla önceki kapanışın yaklaşık yüzde 1,1 altında 5,7670'ten alıcı buluyor.

Aynı dakikalarda avro/TL yüzde 0,95 azalışla 6,4260'tan, [sterlin](#)/TL yüzde 1,1 düşüşle 7,4280'den satılıyor.

Avro/dolar paritesi yüzde 0,1 azalışla 1,1116 ve dolar endeksi de yatay bir seyirle 97,6 seviyesinde bulunuyor. Sterlin/dolar paritesi ise önceki kapanışa göre yüzde 0,2 azalışla 1,2859'dan işlem görüyor.

- Analistler, Türkiye'nin "güvenli bölge" konusunda daha fazla askeri müdahaleye gerek kalmadan istediğini alması ile ekonomik ve siyasi yaptırım risklerinin rafa kalkmasının Türk lirası varlıklarını pozitif etkilemeye devam etmesinin beklendiğini belirtti.

Bugün Türkiye Cumhuriyet Merkez Bankası beklenti anketinin, yurt dışında ise ABD ile Çinli yetkililer arasında devam eden ticaret müzakereleri, Brexit gelişmeleri ve açıklanacak şirket bilançolarının takip edileceğini kaydeden analistler, teknik açıdan dolar/TL'de 5,76'nın altında kapanışlar olması durumunda 5,7390'nın destek, 5,8350'nin direnç konumunda olacağını dile getirdi.

In the continuation of the news, brief information was given that the Euro and the Pound also fell. The main news headline is that it is desirable to draw attention to the fact that there is a general decline in the currency due to the fact that information about the Euro and the Pound Sterling is provided in the content of a news story related to the Dollar. This, in turn, creates a perception in the minds of readers that the general economic situation in which it continues is going well. This situation can be explained by the myth of impartiality, which Schiller calls a type of manipulation, that

no indication of its existence is noticed in order for the manipulation to be effective, and that the information presented is neutral and equal.

In the concluding part of the news, in general, Analysts' assessments of the current situation and the views of American Vice President Mike Pence are given. Analysts expect Turkey to get what it wants without the need for further military intervention in the "safe zone" and the shelving of economic and political sanctions risks will continue to have a positive impact on Turkish lira assets. It was also added that analysts, in expert opinion, followed the process closely and gave information on the subject. This is an addition to prove the accuracy of the interpretation made about the dollar. The elements of the myth of impartiality expressed by Schiller in order to convince the reader are seen in the news. It is possible to see the traces of manipulation by highlighting the "expert opinions" in the news.

6. Examination of News in a Macro and Micro Framework

Macrostructure

The title of the news dated 18.10.2019: "How did the Dollar start the new day, how much was 1 Dollar?" The news includes headlines, news entry and photographs, which are thematic structure elements. When looking at the photos, one visual material was used in the news. In the picture used in the news, there is 100 Dollars, some of which are not clear, and an amount of 5 cents in front of it, although the others are not clearly visible. Only one of the 5 cents is clearly visible. This image refers to the continuation of the news in general. It turns out that the Dollar is volatile and the fall/rise situation cannot be predicted. In addition, as a general opinion, paper

money is more valuable, and coins are not worth 5 cents, especially in Turkey. The fact that a handful of coins are exchanged for 100 Dollars may be related to the decline and/or depreciation of the Dollar in our minds. In this way, a message can be formed in the minds that the Dollar will fall. Although it seems that there is no interpretation in this news story in general, in addition to the data shared, interpretation was used with the news photo and implied narration. In the presentation of the primary event, the meeting, and statements between Recep Tayyip Erdoğan and Mike Pence were positive, it was said that there would be no sanctions against Turkey, and the decline in the Dollar was explained in numerical terms. Analysts also concluded that the decline in the Dollar will continue. Analyzing the background and context information of the news, the reception of Turkish President Recep Tayyip Erdoğan with US Vice President Mike Pence, the meeting between delegations and the statement made by US Vice President Mike Pence caused the Dollar to decline. This statement was as follows: *"While the USA and Turkey have stated that they have agreed to withdraw the YPG from the safe zone in Syria, US President Donald Trump will not need sanctions against Turkey."* If it is stated that the Dollar has seen the lowest level in the last 10 days, it will inadvertently cause the reader to make a comparison between the day the Dollar decayed and ten days ago. However, both the Dollar exchange rate information of 10 days ago was not provided in the news, and the reader was not told how much the Dollar was before this interview took place. Before the meeting, the Dollar closed the day at TL 5.89, while after the statements, it fell to TL 5.81 and closed the day at TL 5.76. This information is not included in the background of the news, but only information is provided that the Dollar has fallen after the announcement and how many TL it is. Analysts whose identities were not certain in the news expect Turkey to get what it wants without the need for further

military intervention in the "safe zone" and the shelving of economic and political sanctions risks will continue to have a positive impact on Turkish lira assets. In the news, it is desired to increase the credibility of the news and to persuade the reader, by including expert opinions and names such as Turkish President Recep Tayyip Erdoğan and US Vice President Mike Pence.

Microstructure

Analyzing the framework of microstructure, both active and passive sentences are used in the news. Active sentence structures such as "specified", "expressed" were used together in the news, as well as passive sentence structures such as "it is being traded" and "for sale". It has been observed that sentences are not in a simple structure, but rather in a complex structure. Sentences were kept long, a number of financial terms and concepts were often used, for example, "parity", "index", "balance sheet". Causal expressions were used both in the political context of the news and when giving the opinions of analysts. The following subtitle in the news: *"The Dollar rate has been fluctuating since the beginning of the week due to the developments in the Peace Spring Operation and the diplomatic relations with the USA. Dollar/TL decreased after Turkish President Recep Tayyip Erdoğan's acceptance of US Vice President Mike Pence and talks between delegations."* While these expressions were shared as the political reasons for the Dollar's volatility, the following statement was also included while sharing the views of the analysts: "It is expected that Turkish lira assets will continue to have a positive impact as Turkey gets what it wants without the need for further military intervention in the "safe zone" and the risks of economic and political sanctions are shelved". It was determined that numerical data is used to

increase the credibility of the news text. It was aimed to increase the credibility of the news on the reader by using numerical and technical data such as "Euro/Dollar parity 0.1 percent", "Dollar/TL 5.76".

Elements such as photography, convincing information (numerical data) and expert opinions that make up the rhetoric of the news play a very important role in increasing the credibility of the news and ensuring that the target internalizes the theme conveyed by the news text.

In the news analyzed, it is framed to prevent the fluctuation in foreign exchange prices with the steps taken by the government and various state institutions. It is a typical practice in which impartiality is exhibited that the opinions of analysts, government sources and statements from the bureaucracy, which are the subject of the news, are conveyed to the reader. With these, it is desired to create the impression that the news content is fictionalized in an unbiased manner. By pretending to include different views, the media is staging a show of impartiality.

RESULTS

The subject of manipulation in this study is considered to be the most effective function of the mass media in today's communication environment. In order not to cut off the ties with the society the person lives in and not to become alienated from the society, s/he must learn what other individuals wear, what they do, what they eat, what they think. An individual who wants to get answers to these questions considers the mass media that are located closest to him/her and are now easily accessible today as the primary information source. However, all the information transmitted through the mass media is shared with the target audience through some filters.

“Communication tools editors, capital owners, the state, many power centers, lobbies and sometimes non-governmental organizations” are among the filters mentioned before. News and/or information are not shared with the reader without fiction. The most important reason for this situation, which is impossible in the current social landscape, is that the word itself is biased. Therefore, the information transmitted is naturally biased. However, another aspect that should not be overlooked is related to the questioning of how biased the shared news and/or information is. On the one hand, the preparation of the whole news according to certain rules, and on the other hand, the creation of parties in the news cause the functions to be included in the news apart from reporting. One of them is the use of manipulation in the news, which is the subject of this study.

The continuous development of communication technologies creates new opportunities for individuals and institutions, as well as new risks. The negative consequences of the resulting damages, in particular, undermine the mission of the “public service” claim in journalism. The fact that the format and content of the news are distorted and the public value, in other words, the missions of informing the

reader and reflecting pluralistic thinking are damaged also harms the news. These problems that arise in journalism take the news away from being a reliable and special product and make it ordinary. On the other hand, the emergence of internet journalism and thus the easy transfer of news to social media environments paved the way for the intensification of manipulation for individuals and society. In a way, the findings presented in this study support this idea. The vacuum created by the gradual decline of today's news with functions that can be considered socially meaningful also deepens functions such as "*hegemonic propaganda, marketing, public relations, disinformation and manipulation*". Manipulation has become familiar to the society, and it has become difficult to be noticed.

Since the emergence of manipulation dates back to quite ancient times before the internet era, it is considered important to study the elements of manipulation in Internet journalism in the internet age. In this study, in order to understand manipulation in the news, the views of Herbert Schiller were used. At the heart of Schiller's theory of manipulation is the questioning of how the media shapes society. On the other hand, the methods and techniques used by the media in performing this shaping function have been revealed in Schiller's work. In the context of Schiller's opinion, people who perform the role of editor in the mass media play a leading role in the creation, processing and transmission of news and images. As a result of this, the attitudes, beliefs and behaviors of individuals are determined by these referrals (Schiller, 1993, p. 37). As stated by Schiller, the media tells society what it should think about or even what it should think about. As such, a person who follows a certain media content begins to look at from the point of view and philosophy of that media outlet. According to this in a way, a person interprets and perceives the world through the glasses that the relevant media organization has given her/him. This, in

turn, leads to the adoption of dominant views by the society. Thanks to today's communication technologies, the speed of diffusion of media content has increased. Thus, the speed of dissemination of news increases, as well as the speed of dissemination of ideas increases at the same level. In this case, the news of media organizations decorated with elements of manipulation, in other words, leads to the spread of manipulation.

In general, the manipulation elements used today have been moved to internet journalism with technological developments. Propaganda is at the heart of the manipulation. The elements of manipulation and propaganda used today were first widely used during the second world war. Manipulation activities have been carried out intensively in order to put the society in the desired shape and direct minds. As the level of manipulation increases over time, individuals are brainwashed, so people accept shared news without question. Today, manipulation and propaganda are used effectively, even if they are not carried out as openly and forcefully as in the past. O. In this case, the fact is that the “production of consent” is achieved in people using the elements of manipulation in a more secret way. When consent is generated, the individual will no longer accept the information and/or news provided to him/her without question. The media, which imposes its own thoughts and ideas on people through news, turns individuals into defenders of their own ideas.

In the study, the Critical Discourse Analysis presented by Van Dijk was used. In this context, the news about six Dollars each from Sabah and Hürriyet newspapers has been chosen based on the date range "01.01.2019-01.11.2019", since it is the period with the highest foreign exchange rate activity. These news stories are taken from the internet newspapers of both newspapers. Today, with the spread of the internet, the number of readers of Internet newspapers, which are preferred more than

printed newspapers, is much higher compared to others. On the other hand, the selected photos, videos, ease of following the news, etc. for some reason, internet newspapers are very much preferred by readers today. However, considering that the news produced by the internet media is also carried by readers to social media environments, it can be said that the news can spread to a fairly large audience. The speed of dissemination of the news in this way is almost an indicator that it will reach many more people in its manipulation in the news.

The news selected within the scope of this study were randomly selected without any preliminary evaluation, based on the date range "01.01.2019-01.11.2019", which has the highest exchange rate activity. When analyzing news, micro and macro elements in the analysis of critical discourse, which were first put forward by Van Dijk, were considered and the news was divided and analyzed accordingly. In this context, the headline, summary part, subheadings, photo, development, and end parts of the news were evaluated separately. In order for these evaluations to be objective, the original part of the news section that was analyzed was also added to the upper part of the analysis.

A number of conclusions have been reached in this study. When news was examined within the framework of microstructure, active sentence structure was used throughout the news. In this way, it is emphasized that the subject in the center of the news, such as the sentences, the Central Bank and the Government, is stronger.

Almost all of the examples such as "the dollar has accelerated, the stock market has started to rise, the stock market has started to rise" examined within the scope of the study were found to use plain and simple sentences that are far from complexity. This ensured that the discursive structure was compatible with the content.

It has been observed that numerical data and expert opinions like bankers, analysts are included in the news to persuade the reader. In this way, credibility was sought to be increased.

During the analysis, it was revealed that the myth of neutrality, which is one of the five myths mentioned by Herbert Schiller, necessarily present in the news in various forms. Thus, it is among the results obtained that the news, while appearing to be neutral, is actually not.

As the six news stories selected from Sabah and Hürriyet newspapers were evaluated separately, the different news understandings of the two newspapers were also included when they took their place. In particular, the most fundamental difference between the two press institutions is that the Sabah newspaper uses manipulation elements decisively, while the Hürriyet newspaper often uses manipulation more covertly under a neutral appearance. On the other hand, it is possible to express that Hürriyet newspaper has a more traditional attitude while making more use of technological elements such as video sharing to strengthen the opinions it gives in the Sabah newspaper news. Another issue is the difference in the use of news photos of two newspapers. In the news of Sabah newspaper, verbal elements added on the photographs designed with special graphics were preferred, while Hürriyet newspaper used plainer and directly related photographs without any text on it.

As a result, after the analysis of critical discourse, it was revealed that Herbert Schiller's myth of neutrality and manipulation elements were included in the news, and the hypothesis of the research was confirmed.

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APPENDIX

Appendix 1. Sabah Newspaper News

Sabah newspaper 26.03.2019

Doların düşüşü hızlandı



Cuma günü gece saatlerinde 5.84 seviyelerine kadar çıkan dolar dün peş peşe Merkez Bankası tarafından atılan adımlar ve açıklamalarla birlikte düşüşe geçerek 5,38'e geriledi. Dolar şu an 5,40 seviyesinde.

Dolar üzerinde spekülasyon yaratarak yeni bir ekonomik operasyon hazırlığında olan tetikçilerin oyunu Merkez Bankası'nın hamlesi ile bozuldu. Süreci yakından takip eden bankacılar kurlardaki hareketin arka planını anlattı.

Merkez Bankası yaşanan atak sonrasında para politikasını daha da sıkılaştırarak piyasaya fonlama sağladığını ve 1 haftalık Açık Piyasa İşlem ihalelerini de durdurduğunu açıklamıştı.

Sabah newspaper 10.05.2019

Son dakika:Dolar düşüşe geçti! Borsa yükselişte... Piyasalarda son durum



Dövizde son dakika gelişmesi! Piyasalarda yaşanan inişli çıkışlı dalgalanma vatandaşların da merakını arttırıyor. Döviz kuru ile ilgili yaşanan son dakika gelişmelerini yakından takip eden kişiler 'dolar ne kadar' sorusunun da cevabını araştırıyor. Güne düşüş ile başlayan dolar yavaş yavaş düşmeye başladı. Bunun yanında Borsa yükselişe geçti. İşte piyasalardaki son durum şu şekilde.

Piyasalarda yaşanan inişli çıkışlı dalgalanma nedeniyle 'dolar ne kadar' cevabı en çok merak eden sorular arasında yer alıyor. 10 Mayıs 2019 Cuma gününe düşüş ile başlayan dolar ve Euro yavaş yavaş düşmeye başladı. İşte piyasalardaki son durum...

DOLAR

Alış 6,0971

Satış 6,0987



EURO da aynı şekilde düşüşe devam ediyor.

EURO

Alış 6,8457

Satış 6,8502



Dolar ve EURO düşüşe geçerken diğer yandan borsa da yükselişe geçti.

Borsa İstanbul (BİST): 89.781,81

Sabah newspaper 30.05.2019

Son dakika haberi: Dolar 5.90 TL'nin altına geriledi



Son dakika haberi: Merkez Bankası'nın hafta başında yaptığı döviz hamlesi ile birlikte düşüş eğilimine giren dolar bugün, 6 TL'nin altına indi. Serbest piyasada dolar 5.87'ye kadar geriledi.

Son dakika haberi... Merkez Bankası'nın hafta başında yaptığı döviz hamlesi ile birlikte düşüş eğilimine giren dolar bugün, 6 TL'nin altına indi. Serbest piyasada dolar 5.87'i test etti.

MERKEZ BANKASI'NIN HAMLESİ...

Merkez Bankası Pazartesi günü, yabancı para mevduata/katılım fonlarına uygulanan zorunlu karşılık oranlarını 200 baz puan artırmış, bu hamlenin ardından dolar ve euro düşüşe geçmişti.

DÜŞÜŞ TRENDİ DEVAM EDECEK

Serbest piyasada dolar 5.87 euro ise 6.55 seviyesine kadar geriledi. Öte yandan bugün borsa da yüzde 2'nin üzerinde değer kazandı. Uzmanlar dövizdeki söz konusu düşüş trendinin devam edeceğini belirtiyor. Bugün yurt içinde haftalık para ve banka istatistikleri, yurt dışında ise ABD'de ilk çeyrek büyüme başta olmak üzere yoğun veri

gündeminin takip edileceğini bildiren analistler, teknik açıdan dolar/TL'de 5,9550 desteğinin kırılması durumunda düşüşün ivme kazanabileceğini ve 5,85 seviyesinin gündeme gelebileceğini kaydetti.



Sabah newspaper 05.06.2019

Çanlar dolar için çalışıyor! Kur baskısı hafifleyecek...



Ticaret savaşları ve jeopolitik gerilimler küresel ekonomide beklentileri bozdu.

Azalan risk iştahıyla birlikte yatırımcılar, güvenli liman olarak tahvillere yöneldi,

ABD piyasa faizleri hızla geriledi. Yıl başında yüzde 20’de bulunan “FED’in faiz

indirimine gitme” ihtimali, bugün yüzde 90’ı aştı. Bundan sonra dolara güç

kaybettirecek bu gelişme, Türkiye üzerinde de kur baskısını hafifletecek.

Küresel ekonomi, son dönemde yaşanan bazı gelişmelerden dolayı yeni sulara yelken

açarken; bugün geline nokta, ABD'de yeniden bir faiz indirimi "kuvvetli"

beklentiler arasına girdi. Özellikle 2013 ve sonrasında yaşanan süreçte, dolarda

parasal gevşemenin bitirilmesi ve ABD Merkez Bankasının (FED) faizleri

yükseltmesi, bütün dünyada değerli doların önünü açmıştı. Bu dönem, ABD'li

firmaların dünyada rekabet gücünü zamanla düşürdü. Başkan Trump da buna dikkat

çekerek, FED'e, sürekli "faiz indir" çağrısı yapıyor.

FED'İN FAİZ İNDİRİMİNE GİTME OLASILIĞI YÜZDE 91'E KADAR ÇIKTI

Türkiye Gazetesi'nin haberine göre, ABD ile Çin arasındaki ticaret savaşına ilişkin gelişmeler devam ederken, tarafların uzlaşmaya uzak açıklamaları küresel çapta risk iştahını azaltıyor. Ticaret savaşı tedirginliklerine ABD ile İran arasındaki gerilimin eklenmesi de, küresel büyümedeki yavaşlamaya dair endişelerin sıcak kalmasına neden oluyor. ABD'nin hem ticaret savaşı hem de jeopolitik risklerin merkezinde yer alması ise, ülkenin ilk çeyrekte yüzde 3,1 büyüme kaydetmesine gölge düşürdü.

Mevcut durumda, uzmanların Aralık 2018'de yüzde 15 olarak öngördüğü "ABD'de resesyon yaşanma" ihtimali, yüzde 25 seviyesine yükseldi. Yıl sonuna kadar FED'in en az bir faiz indirimine gitmesi olasılığı ise, ocakta yüzde 19,6 seviyesinde iken, nisanda yüzde 55,5'e ulaştı. Son dönemdeki olumsuz gelişmeler de buna eklenince, faiz indirimine gitme olasılığı yüzde 91,2'ye kadar çıktı. Bu sebeplerle ABD tahvillerine yatırımcı talebi devam etti. Ülkede 10 yıllık tahvil faizi yüzde 2,10 ile, Eylül 2017'den bu yana en düşük seviyesine geriledi.

ABD EKONOMİSİNDE RESESYON ENDİŞESİ

İstanbul Üniversitesi Öğretim Üyesi Prof. Dr. Gökhan Karabulut, ABD'nin temel göstergelerinin sağlam görünmesine rağmen FED yetkililerinin resesyon riskini oldukça ciddiye aldıklarını söyledi. Karabulut "Orta ve uzun dönem tahvil getirilerinin son iki yılın en düşük seviyesine gelmesinin sadece ticaret savaşları kaynaklı bir durum olduğunu düşünmüyorum. Aslında yatırımcılar uzun dönemli tahvil taleplerini artırarak, bir nevi gelecek dönem için faiz indirimi beklentilerini satın almış oluyor. Ticaret savaşında bir çözüme ulaşılmadığı takdirde, FED'in çok fazla seçeneği yok. Meksika da buraya yeni dâhil oldu ve Çin ile işler gerilimli. Terse

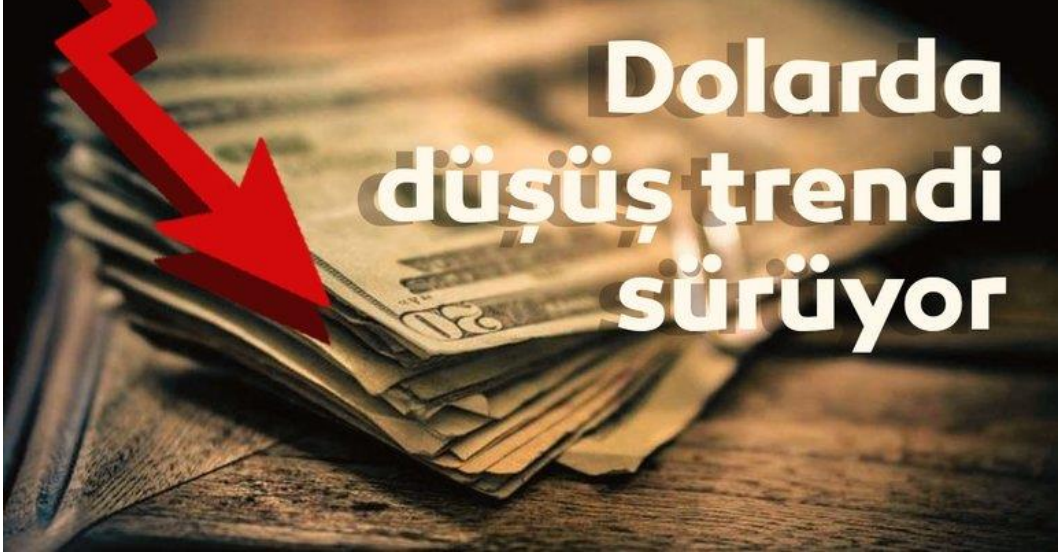
dönen getiri eğrisinin düzelmesi için, FED'in yapabileceği şeyler arasında sadece politika faizini indirmek kalıyor. Bu doğrultuda yıl sonuna doğru yapılacak toplantıların birinde, faiz indirimine gidilebilir. Daha önceki toplantılarda bile bunun olabileceğini düşünüyorum" dedi.

FED'in faiz indirimi, dolarda özellikle son 6 yıldır yaşanan değerlendirme sürecinin sonuna gelindiğinin işareti olacak. Böylece yükselen dolardan olumsuz etkilenen, Türkiye'nin de aralarında bulunduğu gelişmekte olan ülkelerde, bundan sonraki süreçte daha pozitif makroekonomik gelişmeler yaşanması beklenecek. Doların daha istikrarlı bir patikaya oturması ile, Türkiye özelinde kur baskısı hissedilir derecede hafifleyecek.

FED: RİSKLERİ DİKKATE ALIRIZ

FED'in üç çıpasından biri olan enflasyon, ABD'de yaklaşık son 10 yıldır süren genişleme döneminin büyük kısmında, hedef seviye olan yüzde 2'nin altında seyrediyor. Mevcut risklerin devamı, faiz indirimi ihtimalini artırıyor. FED Başkanı Jerome Powell, yumuşak seyreden enflasyon oranının geçici olduğunu, yakında yükselişe geçebileceğini ifade etmişti. Buna karşılık ABD Ticaret Bakanlığı tarafından yayımlanan bir raporda, enflasyona ilişkin beklentilerin zayıf kalması; daha güvercin bir tutum alması için FED üzerinde baskı oluşturabileceği yorumlarını beraberinde getirdi. St Louis FED Başkanı James Bullard; aralık ayındaki faiz artışının, para politikasını bir miktar kısıtlayıcı bölgeye soktuğunu savunmuştu. FED Başkan Yardımcısı Richard Clarida ise "ABD ekonomisi çok iyi bir yerde, işsizlik oranı 50 yılın en düşük seviyesine yakın. Enflasyonun istikrarlı olması, büyümenin sabit kalması bekleniyor. Ancak gelen veriler enflasyonda yüzde 2 hedefimizin altında kalıcı bir düşüş gösterecekse ya da global ekonomik ve finansal gelişmeler,

temel görünümümüz için aşağı yönlü bir risk ortaya koyacaksa, bunlar komite tarafından değerlendirilecektir" ifadelerini kullanmıştı.



Sabah newspaper 11.07.2019

Dolar/TL'de düşüş hızlandı! İşte güncel döviz kurları



ABD Merkez Bankası (Fed) Başkanı Jerome Powell'ın verdiği güvercin mesajlar sonrası dolar düşüşe geçti. Dolar/TL bugüne düşüşle başlamasının ardından önceki kapanışın yüzde 0,1 altında, 5,67 seviyesinden alıcı buluyor. Aynı dakikalarda euro/TL yüzde 0,2 artışla 6,40, sterlin/TL yüzde 0,1 yükselişle 7,10 seviyesinden işlem görüyor. İşte güncel döviz fiyatları!.

Dolar/TL, güne düşüşle başlamasının ardından 5,6730 seviyelerinde dengelendi.

Dün gün içinde 5,7557'yi gören dolar kuru, ABD Merkez Bankası (Fed) Başkanı Jerome Powell'ın verdiği güvercin mesajlar sonrası yüzde 1'lik değer kaybıyla, günü 5,6761'den tamamladı.

Dolar/TL bugüne düşüşle başlamasının ardından saat 10.30 itibarıyla önceki kapanışın yüzde 0,1 altında, 5,6730 seviyesinden alıcı buluyor. Aynı dakikalarda avro/TL yüzde 0,2 artışla 6,4047, sterlin/TL yüzde 0,1 yükselişle 7,1049 seviyesinden işlem görüyor.

Uluslararası piyasalarda avro/dolar paritesi yüzde 0,2 artışla 1,1269, sterlin/dolar yüzde 0,2 değer kazancıyla 1,2528 ve dolar endeksi yüzde 0,1 düşüşle 96,920 seviyelerinde bulunuyor.

ANALİSTLER NASIL DEĞERLENDİRİYOR?

Analistler, bugün yurt içinde haftalık para ve banka istatistikleri, yurt dışında ABD'de Tüketici Fiyat Endeksi ile haftalık işsizlik başvuruları verilerinin takip edileceğini bildirdi.

ABD Merkez Bankası (Fed) Başkanı Jerome Powell'ın Kongre'de devam edeceği sunumun da izlenmesi gerektiğini ifade eden analistler, teknik açıdan dolar/TL'de 5,6950'nin direnç, 5,6490'ın destek konumunda olduğunu dile getirdi.



Sabah newspaper 29.07.2019

Son Dakika: Dolarda düşüş devam ediyor! Dolar ne kadar oldu? İşte son durum...



Dolarda son dakika... TCMB'nin geçen hafta 425 baz puanlık faiz indirimi sonrası önce 5.70'ten 5.76'ya çıkan, ardından 5.65'e gerileyen dolar güne yatay başladı. Dolar 5.60 seviyesine kadar geriledi. Merkez Bankası'nın faiz indirim kararının ardından piyasanın ilk gününde doların düşüşü devam etti. Uzmanlar dolarda düşüşün süreceğini düşünüyor. Peki, uzmanların dolar tahmini kaç? İşte dolarda son durum..
Son dakika haberi... Dolar kurunda, Cuma günü ABD'de açıklanan güçlü ekonomik verilere rağmen, 3 kuruşluk düşüş yaşanmıştı. Dolar geçen haftayı böylece 5.66 lira seviyesinde tamamladı.

Dolarda sert düşüş! Dolar ne kadar olur? Uzmanlardan flaş tahmin

SERT DÜŞÜŞ SÜRÜYOR

Tüm gözlerin çarşamba günü Fed'den gelecek faiz kararına çevrileceği haftada ise

dolar açılışı 5.6710 liradan başladı. 29 Temmuz günü aşağı yönlü hareketle dolar 5.60 seviyelerini gördü.

[Merkez Bankası](#), politika faizini 425 baz puan indirerek yüzde 19.75 çekmişti...

Merkez Bankası 4.5 yıl sonra ilk kez faiz indirme kararı aldı. Geçen yılki kur saldırısının ardından Eylül ayında faizi 6.25 puan çekerek yüzde 24'e yükselten Merkez Bankası yeni başkan Murat Uysal'ın başkanlığındaki ilk Para Politikası Kurulu (PPK) toplantısında, politika faizini 425 baz puan indirerek yüzde 19.75'e çekti.

Appendix 2. Hürriyet Newspaper News

Hürriyet newspaper 26.03.2019

Doların düşüşü hızlandı



Cuma günü gece saatlerinde 5.84 lira seviyelerine kadar çıkan dolar Merkez Bankası tarafından peş peşe atılan adımlar ve açıklamalarla birlikte düşüşe geçerek 5,30 liraya kadar geriledi. Gevşemeye başlayan dolarda düşüş devam ediyor.

[MERKEZ Bankası](#)’nın önceki gün attığı adımlarla [Dolar](#), Türk Lirası karşısında düşüşünü dün de sürdürdü. Geçtiğimiz hafta 5.85 [TL](#) seviyesine kadar yükselen dolar 5.30 TL’ye kadar geriledi. Geçtiğimiz hafta kurlarda görülen ani yükseliş sonrasında, Merkez Bankası’ndan 1 hafta vadeli repo ihalelerine bir süre ara verildiği duyurusu gelmiş, ardından da “Para politikası ve likidite yönetimine ilişkin tüm araçlar fiyat istikrarını desteklemek amacıyla kullanılmaya devam edecek” açıklaması yapılmıştı. Merkez Bankası Başkanı Murat Çetinkaya’da [Döviz](#) rezervleriyle ilgili sıra dışı bir durum olmadığını duyurmuştu. Merkez Bankası’nın adımlarının yanı sıra BDDK ve SPK da dövizdeki manipülatif işlemlerle ilgili inceleme başlatıldığını açıklamıştı.

KARA PAZARTESİ OLACAKTI

Bu arada süreci yakından takip ettiği belirtilen bir bankacı kurlardaki hareketin arka planını şöyle anlatmıştı: “Bir kara pazartesi yaşatılmak istendi, ama Merkez Bankası hamlesi ile engellendi. Cuma günü yaşanan kur atağından sonra pazartesi günü piyasaların kısmen sakinleşmiş olmasında, Merkez Bankası’nın açıklamaları ve alınan diğer aksiyonlar etkili oldu. Uluslararası bankaların başını çektiği bazı bankalar TL’ye karşı pozisyon aldı. Cuma günü başlayan yükseliş, TL satışları ile çok daha ileri taşınacaktı.

Merkez Bankası yaşanan atak sonrasında para politikasını daha da sıkılaştırarak piyasaya fonlama sağladığı 1 haftalık Açık Piyasa İşlem ihalelerini durdurduğunu açıklamıştı. Bu hamle ile TL satışının maliyeti yükseldi. Swap yoluyla TL borçlanma faiz oranları yüzde 95 seviyelerine yükseldi. Bunda TL’ye karşı döviz satın alıyor olmaları ve TL’sini döviz satan bankalara ödemek zorunda olmaları da etkili oldu. Yabancı bankaların özellikle döviz alımları karşılığında TL ödemelerinde zorlandığı hatta bazı büyük bankaların temerrüde düştüğü konuşuluyor.

Bu hamle sonrası birkaç milyar TL açık ve çok büyük bir maliyeti karşılamak zorunda kaldılar. TL’ye karşı bu pozisyonu almanın maliyetini üstlenmeleri gerekecek. TL satarak döviz alımı yönündeki bu talebi sürdüremezler. Buna rağmen bu pozisyonda dururlarsa, Türkiye ile ilişkilerini riske atarlar. Yaptırımlarla da karşı karşıya kalabilirler.”

Cuma günü gece saatlerinde 5.84 seviyelerine kadar çıkan dolar Merkez Bankası tarafından peş peşe atılan adımlar ve açıklamalarla birlikte düşüşe geçerek 5,30'a kadar geriledi. Gevşemeye başlayan dolarda fiyat düşmeye devam ediyor.

Hürriyet newspaper 03.04.2019

Son dakika... Dolar fiyatları ne durumda? İşte 3 Nisan güncel dolar kuru



Dolar fiyatları şu dakikalarda 5.61 TL seviyesinde hareket ederken, Euro fiyatları ise 6.32 TL seviyesinde bulunuyor.

Dün Türkiye piyasalarının kapanış saatinde bankalararası piyasada 5.63 TL seviyesinden hareket eden [Dolar](#) kuru, yeni güne 5.58 TL seviyesinden başladı. [Dolar Kuru](#) mart ayı enflasyon verisinin açıklanmasına tepki vermezken; gün içerisinde en düşük 5.5759 TL'yi, en yüksek 5.6256 TL'yi gördü. Dolar, saat 10.22 itibarıyla 5.6107 TL seviyesinde işlem görürken; [Euro Kuru](#) ise aynı dakikalarda 6.3243 TL seviyesinde bulunuyor.

Analistler, teknik açıdan dolarda 5.50 TL'nin destek, 5.67 TL'nin direnç konumunda olduğunu söyledi. Doların dünyada en çok işlem gören 6 adet yerel para biriminin karşısındaki değerini gösteren dolar endeksi yüzde 0.21 düşüşle 96.71 seviyesinde, Euro/dolar paritesi ise şu dakikalarda 1.1223 seviyelerinde bulunuyor. 10 yıllık gösterge tahvilin bileşik faizi yüzde 17.40 seviyesinde, 2 yıllık gösterge tahvilin bileşik faizi yüzde 21.00 seviyesinde bulunuyor.

Hürriyet gazetesi 20.06.2019

Dolar-TL 5.80 liranın altını gördü, analistlerin yorumu: Düşüş devam ederse destek 5.55 lira



Fed Başkanı Jerome Powell faiz kararı sonrasında basın mensuplarının karşısına çıktı ve yılın geri kalan döneminde faiz indirimi olabileceğinin sinyalini verdi. Bu açıklamayla birlikte dolarda düşüş hız kazandı.

ABD Merkez Bankası [Fed](#)'in faiz indirimine gidebileceğinin sinyalini vermesiyle birlikte [Dolar](#) güç kaybetmeye başladı.

Fed dün faiz kararını açıkladı ve faizi yüzde 2.25 ile 2.50 arasında sabit tuttu.

Fed'in yılın geri kalan 6 ayında faiz indirimi yapabileceği ihtimaliyle birlikte yatırımcılar dolardan çıkmaya başladı. ABD'nin 10 yıllık tahvil faizi de düşüşe geçti ve Mayıs ayında yüzde 2.4'ün üzerindeyken dün yüzde 2'nin altına geriledi.

DOLARDA DÜŞÜŞ HIZ KAZANDI

Dolar faiz kararı açıklanmadan önce 5.8216 lira seviyesinde işlem görüyordu. Faizin sabit kalması ve 2019 yılı içinde faiz indirimi sinyali verilmesi nedeniyle dolar 5.7341 lira seviyesine kadar geriledi.

Dolardaki düşüşle birlikte Altın tarafında ise yükseliş yaşanmaya başladı. Gram Altın yüzde 2’ye yakın değer kazancıyla 257 lira seviyesinde işlem görüyor.

FED BAŞKANI DA ONAYLADI

Fed Başkanı Jerome Powell Fed’in son toplantısından bu yana ters akıntıların ortaya çıktığını belirtti. Powell pek çok Fed üyesinin faiz indiriminden yana olduğunu ancak bu indirimin 25 ya da 50 baz puan mı olacağı konusunda bir değerlendirme yapmadıklarını söyledi. Fed Başkanı Powell “Ekonomik aktiviteyi desteklemek için elimizde araçlar var ve gerektiğinde bunları uygun gördüğümüz şekilde, hedeflerimize ulaşmakta kullanacağız.” dedi.

ANALİSTLER DOLARDAKİ DÜŞÜŞ İÇİN HEM FİKİR

Fed’in faiz kararı sonrasında aracı kurum analistleri dolar tarafında düşüş olacağı beklentilerini açıkladı.

Faiz indirimi olasılığının artmasıyla birlikte dolarda analistler ilk planda 5.55 liraya kadar gerilemeyi bekliyorlar.

DOLARDAKİ DÜŞÜŞ DEVAM EDEBİLİR

Enver Erkan – GCM Menkul Değerler

FOMC'den çıkan açıklamalar, ekonomistlerin toplantıdan önceki beklentileriyle uyumlu, “güvercin” açıklamalar... Fed'in açıklamaları itibarıyla 2019 yılında ilerleyen aylarda faiz indirimine açık kapı bırakıyor, ki piyasanın bunu vadeli fonlardaki görüntü itibarıyla Temmuz ayından itibaren fiyatlamakta olduğunu net bir şekilde görüyoruz.

Fed'in faiz indirim sinyali küresel piyasalarda risk iştahını artırdı ve USD haricinde majörler ve alternatif varlıklarda artışa yol açtı. Wall Street ve Asya borsalarında durum pozitif, USD ve ABD tahvil getirileri ise Fed kararı sonrasında düşüşler.

ABD tahvil faizinde gerileme riskten kaçış algısından değil Fed'in olası faiz indirimi sinyali vermesinden kaynaklanmaktadır. TRY de bu ortamda diğer gelişen ülke para birimleri ile beraber USD karşısında değer kazancı sağlamaktadır.

Teknik olarak, 5,86 bariyeri önemli olmakla birlikte USDTRY kuru ilgili bölge altında kısa vadeli negatif fiyatlama davranışına devam etmek isteyebilir. Bu düşünce ile 5,7550 başta olmak üzere 5,73 ve 5,70 desteklerine doğru geri çekilme izlenebilir. Özellikle 5,7550 altındaki kalıcı hareketler, negatif görünümün daha da güçlenmesini sağlayabilir. Aksi takdirde 5,7550 – 5,86 arasında sıkışma izlenebilir.

USDTRY kuruna yönelik negatif beklentinin sona ermesi ve pozitif görünümün ön planda yer alabilmesi içinse, 5,86 seviyesi üzerindeki kalıcı hareketlere ihtiyaç olduğu unutulmamalıdır. Ancak bu şartla 5,89 başta olmak üzere 5,9250 ve 5,9550 bariyerlerine doğru yeni fiyatlama davranışı izlenebilir.

DOLARDA 5.66 SEVİYESİ TAKİP EDİLİYOR

Tuncay Turşucu - İntegral Yatırım Araştırma Direktörü

ABD Merkez Bankası Fed dün akşam beklentilere paralel mesajlar verdi. Fed 2019 yılında faiz artırımı görüşünden vazgeçip gevşek para politikasına tekrar dönüş yaparken, yılın geri kalanı için 50 baz puan faiz indirimi beklentisini destekledi. Piyasalarda bir sonraki temmuz ayında yapılacak toplantıda faiz indirimi beklentisi oldukça yüksek ve küresel piyasalarda bu beklenti fiyatlanıyor. Fed Başkanı Powell'ın açıklamalarının ardından dolar endeksi 97.80'den 96.90 seviyesine gerilerken, küresel borsalarda yükselişler görülüyor. Dünkü kararı geliştirmekte olan ülke para birimleri ve borsaları için pozitif olarak değerlendiriyoruz. Dolar, bu karar sonrasında 5.84 TL seviyelerinden bu sabah 5.7772 TL seviyesine gerilemiş görünüyor. Dün başlayan gevşeme bu sabahta devam etmekte. Dolar kuru için 5.74 TL ve 5.66 TL seviyelerini destek olarak izliyoruz. Özellikle 5.66 TL seviyesi oldukça güçlü bir haftalık destek seviyesi olması bakımından önemli. Bu seviyeye düşüşler olsa bile bu noktalardan ya da buna yakın seviyelerden alımlar gelebilir. Ancak pozitif rüzgarın TL lehine esmesini dikkate aldığımızda alımların sınırlı yükselişe neden olması beklenebilir. Kurdaki düşüşün çok sert olmadığını söylemek mümkün. Bunda yurt içi risklerin etkisi olmasının yanında düştükçe gelen kurumsal alım taleplerinin etkili olduğu söylenebilir.

TEPKİ YÜKSELİŞLERİ SATIŞ FIRSATI OLACAKTIR

Rıdvan Baştürk – Global Menkul Değerler Kıdemli Analisti

Küresel faizler düşmeye devam ediyor. Bu hafta içerisinde ECB Başkanı Draghi'nin daha fazla faiz indirimi ve parasal teşvik sinyali vermesinin ardından dünya genelinde faizler sert düşmüştü. Dün akşamki Fed toplantısı da bu hareketlerin devamını destekliyor. Fed üyelerinin büyüme beklentilerini sabit tutması, aşağı yönde revize etmemesi, küresel risk iştahı açısından önemliydi. Enflasyon tarafında aşağı yönde sert revizyon var. Bu durum dolar endeksi ve ABD faizlerini bir süre daha baskılayabilir. ABD 10 yıllık tahvil getirileri mevcut durumda %2'nin altına indi. Bu durum doların küresel bazda zayıf kalmasına neden olabilir. Küresel faizlerin gerilemesi ve yurtdışında yüksek faiz oranları bu aşamada TL'nin cazibesini artıracak bir unsur olarak değerlendirilebilir. Piyasa beklentisi Temmuz'da bir faiz indirimi gelmesi yönünde ancak bu indirim Eylül ayına da sarkabilir. Fed, özellikle G-20 toplantılarının ardından piyasalarda birkaç ay daha verilerin seyrini izlemek isteyecektir.

Teknik olarak önemli seviyeler izliyoruz. Dolar kurunda 9 Mayıs'ta 6.24 seviyeleri görüldükten sonra aşağı yönde bir kanal hareketi izliyoruz. Bu kanalın tepe noktası mevcut durumda 5.95'te yer alıyor. Kısacası, 5.95 altında kalındığı sürece genel trend aşağı yönde olmaya devam edecektir. Ara ara tepki yükselişleri gelebilir ancak bunlar satış fırsatı vermeye devam edecektir. Aşağıda ise 5.74 önemli destek noktası. Bu seviye altına sarkılırsa 5.65'e doğru potansiyel düşüş alanı görebiliriz.

DÜŞÜŞ DEVAM EDERSE DESTEK 5.55 LİRA

Turan Can Gürsoy - Marbaş Menkul Değerler

Dün akşam ABD Merkez Bankası FED faiz oranlarını %2.25 ile %2.5 aralığında sabit tuttu ve daha güvercin bir para politikası duruşu mesajı verdi. FED ‘büyümeyi sürdürmek için uygun davranacağını’ ve ‘ekonomik görünüm için gelen bilgilerin sonuçlarını yakından takip edeceğini’ söyledi.

FED kararı öncesinde 5.82’li seviyelerde işlem gören USD/TRY Paritesi kararın ardından 5.77’li seviyelere kadar geriledi. Teknik olarak 5.8450 seviyesi altında 5.70 ve 5.55 noktaları sırasıyla destek noktaları olarak öne çıkıyor. Diğer taraftan 5.8450-5.8745 seviyelerinin aşılması yeniden yukarı yönlü bir hareketi beraberinde getirebilir.

DOLAR GELİŞEN ÜLKELERDE YÜZDE 3-4 DAHA DEĞER YİTİREBİLİR

Eral Karayazıcı - Gedik Portföy Fon Yönetim Müdürü

FED dün beklentileri de aşan bir tonlama ile faiz indirim dönemine yaklaşıldığını ifade etti. ABD ekonomisinde yaşanan irtifa kaybının neden olduğu bu politika değişimi ABD para biriminin gelişmiş-gelişen tüm ülkelerde değer kaybetmesine neden oldu. TL ‘de bu akımdan güçlü şekilde yararlandı ve USD/TL 5,75 seviyesine geriledi.

FED yılın kalan bölümünde dört toplantı daha gerçekleştirecek ve bu dört toplantıdan ikisinde her biri 0,25 puan olan iki faiz indirimi yapması 2020 yılının ilk yarısında da

ilave bir veya iki 0,25 puanlık faiz indirimi daha yaparak bu periyodu tamamlaması bekleniyor.

Prensip olarak bu tür setler vaka fiilen gerçekleşene kadar fiyatlamalarda etkili olur ve ilk faiz indirimine kadar olan süreç ABD para birimine değer kaybettirir.

Benim favori senaryom yaz aylarında ABD para biriminin gelişen ülkelerde % 3-4 kadar daha değer yitirebileceği yönünde.

Hürriyet newspaper 07.08.2019

Dolar/TL, 4 ayın en düşük seviyesine geriledi



Dolar/TL, 5,4861 ile son dört ayın en düşüğünü görmesinin ardından 5,50'nin hemen altında işlem görüyor.

Dün, 5,50-5,59 bandında dalgalı bir seyir izleyen [Dolar](#)/TL, günü yüzde 0,9 değer kaybıyla 5,5205'ten tamamladı.

[Dolar](#)/TL, bugüne düşüşle başlayarak son dört ayın en düşük seviyesi olan 5,4861'i gördükten sonra saat 10.40 itibarıyla önceki kapanışa göre yüzde 0,4 değer kaybıyla 5,4990'dan işlem görüyor.

Şu dakikalarda avro/TL 6,1630 ile bir önceki kapanış seviyesinin yüzde 0,4 altında alıcı buluyor. [Sterlin](#)/TL de yüzde 0,2 değer kaybıyla 6,6980 seviyesinde dengelendi.

Avro/dolar paritesi yatay seyirle 1,1202, dolar endeksi yüzde 0,1 artışla 97,6 seviyesinde bulunuyor.

Analistler, ABD ile Çin arasındaki ticaret savaşına ilişkin gelişmelerin piyasaların odağında olduğunu bildirdi. İki ülke arasında yaşanan restleşmeden sonra Çin Merkez

Bankasının (PBoC) dolar/yuan paritesini 6,9996 olarak belirlemesinin olumlu bir adım olduđu kaydeden analistler, taraflardan gelen açıklamaların piyasalardaki tansiyonu düşürdüğünü ifade etti.

Analistler, bugün yurt içinde hazine nakit dengesi, yurt dışında ise ABD'de, mortgage başvuruları verilerinin takip edileceğini kaydederek, teknik açıdan dolar/TL'de 5,4860'ın destek, 5,6050'nin direnç konumunda bulunduğunu dile getirdi.



Hürriyet newspaper 08.08.2019

Dolarda son durum



Serbest piyasada dolar düşüşüne devam ediyor. Dolar gün içinde en düşük

5.4634 lira seviyesini gördü. Euro ise 6.15 lira seviyesinden alıcı buluyor.

Gerileyişini üst üste 3'üncü işlem gününe taşıyan Dolar/TL, 5,4634 ile 1 Nisan'dan bu yana en düşük seviyeyi gördü.

Dün 5,47-5,53 bandında dalgalı bir seyir izleyen dolar/TL, günü yüzde 0,5 değer kaybıyla 5,4924'ten tamamladı.

Dolar/TL, düşüşünü 3'üncü işlem gününe taşımasının ardından son 4 ayın en düşük seviyesi olan 5,4634'ü gördü ve saat 10.40 itibarıyla önceki kapanışa göre yüzde 0,4 değer kaybederek 5,4720'den işlem görüyor.

Şu dakikalarda avro/TL 6,1540 ile bir önceki kapanışın hemen altında alıcı buluyor. [Sterlin](#)/TL ise yüzde 0,1 değer kaybıyla 6,6650 seviyesinde dengelendi.

Avro/dolar paritesi yüzde 0,1 artışla 1,1212, dolar endeksi yüzde 0,1 düşüşle 97,470 seviyesinde bulunuyor.

Analistler, ABD ile Çin arasındaki ticaret savaşına ilişkin gelişmelerin piyasaların odağında olduğunu bildirdi. Çin Merkez Bankasının (PBoC) dolar/yuan paritesini beklentilerin altında, 7,0039 olarak belirlemesinin yatırımcılar tarafından pozitif karşılandığını ifade eden analistler, taraflardan gelen açıklamaların da piyasalardaki tansiyonu düşürdüğünü söyledi.

Bugün yurt içinde haftalık para ve banka istatistikleri, yurt dışında ise ABD'de, haftalık işsizlik başvuruları ve toptan eşya stokları verilerinin takip edileceğini belirten analistler, teknik açıdan dolar/TL'de 5,4690 desteğinin kırılması halinde 5,4500 seviyesinin gündeme geleceğini kaydetti.



Hürriyet newspaper 18.10.2019

Dolar yeni güne nasıl başladı, 1 dolar kaç TL oldu?



Dolar kuru Barış Pınarı Harekatı konusundaki gelişmeler ve ABD ile yürütülen diplomatik ilişkilerin etkisiyle hafta başından bu yana dalgalı bir seyir izliyordu.

Dolar/TL, Türkiye Cumhurbaşkanı Recep Tayyip Erdoğan'ın, ABD Başkan Yardımcısı Mike Pence'i kabulü ve heyetler arası görüşmeler ardından düşüşe geçti. Peki, dolar yeni güne nasıl başladı, 1 dolar kaç TL oldu?

Dün Türkiye Cumhurbaşkanı Recep Tayyip Erdoğan'ın, ABD Başkan Yardımcısı Mike Pence'yi kabulü ve heyetler arası görüşmeler öncesi 5,88-5,93 bandında işlem gören Dolar/TL, Türkiye ile ABD'nin, Suriye'nin kuzeydoğusundaki operasyon için anlaşmaya vardığı açıklamalarının ardından hızla düşüşe geçti.

Serbest piyasada dolar 5,7880 liradan, Euro ise 6,4380 liradan güne başladı. İstanbul Kapalıçarşı'da 5,7860 liradan alınan dolar 5,7880 liradan, 6,4360 liradan alınan euro ise 6,4380 liradan satılıyor. Bir önceki kapanışta dolar 5,8850 liradan, euro ise 6,5540 liradan satılmıştı.

Dolar/TL, açıklamalar sonrası 5,8168'e kadar gerilerken, günü önceki kapanışa göre yüzde 0,06 azalışla 5,8299'dan tamamladı.

ABD Başkan Yardımcısı Mike Pence, dün akşam yaptığı açıklamada ABD ve Türkiye'nin Suriye'de YPG'nin güvenli bölgeden çekilmesi konusunda anlaşacağını belirtirken, ABD Başkanı Donald Trump da Türkiye'ye yönelik yaptırımlara gerek olmayacağını söyledi.

Dışişleri Bakanı Mevlüt Çavuşoğlu ise ABD heyetiyle yapılan görüşmeye ilişkin, "Bugünkü müzakerelerde Sayın Cumhurbaşkanımızın dirayetli liderliği sonucunda istediklerimizi aldık." ifadelerini kullandı.

Dolar/TL, azalan jeopolitik risklerle güne azalışla başlamasının ardından 5,7585 ile son 10 günün en düşük seviyesini gördü. Dolar/TL, saat 09.55 itibarıyla önceki kapanışın yaklaşık yüzde 1,1 altında 5,7670'ten alıcı buluyor.

Aynı dakikalarda avro/TL yüzde 0,95 azalışla 6,4260'tan, [Sterlin](#)/TL yüzde 1,1 düşüşle 7,4280'den satılıyor.

Avro/dolar paritesi yüzde 0,1 azalışla 1,1116 ve dolar endeksi de yatay bir seyirle 97,6 seviyesinde bulunuyor. Sterlin/dolar paritesi ise önceki kapanışa göre yüzde 0,2 azalışla 1,2859'dan işlem görüyor.

Analistler, Türkiye'nin "güvenli bölge" konusunda daha fazla askeri müdahaleye gerek kalmadan istediğini alması ile ekonomik ve siyasi yaptırım risklerinin rafa kalkmasının Türk lirası varlıklarını pozitif etkilemeye devam etmesinin beklendiğini belirtti.

Bugün Türkiye Cumhuriyet Merkez Bankası beklenti anketinin, yurt dışında ise ABD ile Çinli yetkililer arasında devam eden ticaret müzakereleri, Brexit gelişmeleri ve açıklanacak şirket bilançolarının takip edileceğini kaydeden analistler, teknik açıdan

dolar/TL'de 5,76'nın altında kapanışlar olması durumunda 5,7390'nın destek, 5,8350'nin direnç konumunda olacağını dile getirdi.

