

**WHO  
MAKES THE  
NEWS?**



# **TURKEY**

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## **Global Media Monitoring Project 2010 National Report**



## Acknowledgements



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GMMP 2010 is co-ordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change, in collaboration with data analyst, Media Monitoring Africa (MMA), South Africa.

The data for GMMP 2010 was collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, academics and students of communication, media professionals, journalists associations, alternative media networks and church groups.



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## ANADOLU UNIVERSITY

### Preface

#### Global Context

- 10 November 2009 was an ordinary day at work for newsroom staff around the world. It was however a special day for groups in over 100 countries who gathered to monitor their news media. After months of planning, preparations and training, they brought the Fourth Global Media Monitoring Project (GMMP) to life.
- The Global Media Monitoring Project (GMMP) is the world's longest-running and most extensive research on gender in the news media. It began in 1995 when volunteers in 71 countries around the world monitored women's presence in their national radio, television and print news. The research revealed that only 17% of news subjects – the people who are interviewed or whom the news is about – were women. It found that gender parity was 'a distant prospect in any region of the world. News [was] more often being presented by women but it [was] still rarely about women.'<sup>1</sup>
- Seventy countries participated in the Second GMMP in 2000. This and all subsequent GMMPs were coordinated by the World Association for Christian Communication (WACC). The research found a relatively static picture: only 18% of news subject were women, a statistically insignificant change over the 5-year period.<sup>2</sup>
- The Third GMMP in 2005 attracted the participation of 76 countries. Some progress in women's presence in the news was evident. 21% of news subjects were female. This 3% increase in the preceding five years was statistically significant. However, the overwhelming finding was women's continued near invisibility in the news. Very little news – just under 10% of all stories – focussed specifically on women. Women were rarely central in stories that comprised the bulk of the news agenda. Women were outnumbered by men as newsmakers in every major news topic. Expert opinion was overwhelmingly male with women comprising only 17% of experts who appeared in news stories. As newsmakers, women were under-represented in professional categories. The third GMMP found that the sex of the journalist made a difference in whether or not women made the news: there were more female news subjects in stories reported by female journalists (25%) than in stories reported by male journalists (20%).
- The First GMMP, and as will be seen, the Fourth GMMP reveal that the world reported in the news is mostly male. Overall, news stories were twice as likely to reinforce gender stereotypes rather than challenging them. News stories on gender (in)equality were almost non-existent.

#### National context

- According to previous media monitorings (in 2000 and 2005) and related studies, media in Turkey show significant exercises in terms of gender, identities and other related issues. So far, it is very

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<sup>1</sup> *Global Media Monitoring Project, Women's participation in the news*. National Watch on Images of Women in the Media (MediaWatch) Inc. 1995

<sup>2</sup> Spears, George and Kasia Seydegart, Erin Research. with additional analysis by Margaret Gallagher. *Who makes the news? Global Media Monitoring Project*. 2000

significant that female representation in Turkish media reveals a great need for media monitoring. At the same time, governments in Turkey have been especially stressing the importance of positive discrimination for women in various areas in Turkey.

- News media remain the major and most influential source of information, ideas and opinion for most people around the world. It is a key element of the public and private space in which people, nations and societies live. A nation or society that does not fully know itself cannot respond to its citizens' aspirations. Who and what appears in the news and how people and events are portrayed matters. Who is left out and what is not covered are equally important. Across the world, the cultural underpinnings of gender inequality and discrimination against women are reinforced through the media.
- As coordinator of Turkey, I have long been working with issues related with gender and media, particularly women and media. I have conducted research related with working conditions of women in media. For me and for Anadolu University, Global Media Monitoring Project is considered as a social responsibility project and considered also as part of media ethics practices. Colleagues who took part in GMMP were very much into it from the very first moment when they heard about it. Myself and colleagues from Anadolu University also took part in GMMP 2005, which also cumulated experience and extra sensitivity for continuing GMMP. Through this, I would like to express my personal and Anadolu University's organizational interest and support for upcoming studies.

## Executive Summary

- According to the findings of the study conducted in Turkey, there is significant imbalance in the way women appear in the news as newsmakers or news subjects. For instance, the overall presence of women and men as subjects in the news reflects this fact: 76% of the subjects in the news are men while only 24% are female.
- It is interesting to observe that females gain a higher %age in the category 'news subjects who are portrayed as victims'. 54% of victim subjects are females while 46% are males. This outcome in a way underlines women as victims.
- In terms of broadcasting, the findings of the study reflect that only 33% of presenters are females, while 67% are males.
- In terms of reporters in newspapers, only 18% are females and 82% are males. In terms of television, 33% of announcers are females and 67% are males. It is significant to observe that 75% of television reporters are females while only 25% are males.
- When stories with women as a central focus by topic are analyzed, the majority of topics women take part as central focus in stories are "celebrity news, births, marriages, deaths, obituaries, famous people, royalty..." by 43% overall.
- Interestingly, the age group of female news subjects in newspapers reflects the highest %age compare to other age groups by 66%. This means that when newspapers cover stories related to females, they mainly produce stories in relation to female children (13-18).
- The detailed findings and correlations can be seen in the rest of this report.

## A DAY IN THE NEWS IN TURKEY

**10 November 2009.** Every year, November 10th is a special day in Turkey. It is the day Atatürk (the founder of modern Turkey) died. It was a remembrance observance day. That is why, compared to other countries in the world, the news agenda is quite limited that day in Turkey.

## THE CONTEXT

**Country background:** Especially for newspapers and television, conservative and liberal/mainstream orientations are a significant factor. In terms of sampling the media, representations of conservative, liberal, leftist, rightist, nationalist, and other considerations were taken into account. In Turkey, there is a great diversity of media outlets from a variety of backgrounds.

- **Media monitored:** List of all media analyzed for GMMP in Turkey are shown below.  
Newspapers: Yenis Şafak, Vatan, Cumhuriyet, Habertürk, Hürriyet, Sabah, Sözcü, Zaman. The circulation numbers, political orientation, urban-rural choices and related factors were taken into consideration. They represent conservative, left/nationalist, mainstream and commercial orientations.

Televisions: TRT1, Show TV, NTV, Kanal 7, Kanal D, Star TV. Political orientations, ownerships, programming styles, rating differences, and related were factors.

- Radios: Kral FM (private commercial/music) and TRT1 (state-biggest reach).

- **The monitors:**

24 academic staff of Anadolu University took part in GMMP. Compared to any other day, analyzed news stories are limited because of the characteristics of the day.

## TOPICS IN THE NEWS

- **Topics in the news:** Especially for November 10<sup>th</sup>, the essential topic was Atatürk and related stories. Other than that, ‘politics and government’ related topics made up stories with 37%; and ‘crime and violence’ related stories with 25%.
- Particularly, in terms of female reporters in news topics, female reporters appear in ‘economy’ related stories with 33%; ‘celebrity, arts and media, sports’ with 30%; ‘social and legal’ with 26%; ‘politics and government’ with 21%; ‘science and health’ with 9% and ‘crime and violence’ with 5%.

## THE NEWS

- **Overall presence of women and men in the news in Turkey as news subjects, reporters and presenters:** Women appear as subjects in the news with 24% (n:114) compared to 76% men (n: 355). Especially, women appear as subjects in ‘crime and violence’ related stories (33%); ‘science and health’ (30%); ‘celebrity, arts and media, sports’ (25%); ‘politics and government’ (21%) and ‘social and legal’ (8%).
- **Presence of female and male news subjects in Turkey by medium – radio, TV and newspapers:** Female news subjects are only 25% in newspapers while 75% are males. For television, it is only 13% for female news subjects.
- **News Sources:** The number of female and male news subjects quoted as sources of information in stories about local, national, and international affairs in newspapers in Turkey are as follows. In local stories female news subjects quoted as sources of information are only 19%; for national stories, it is 22%; and 33% for international news.

- Presence of female and male news subjects in Turkey by story topic is as follows. Within domestic politics/government related stories, there are only 26% of female news subjects. In terms of stories related to family relations, generational conflicts and others, female news subjects are 33%. Non-violent crime stories, there are 50% of female news subjects while stories related with child abuse and sexual violence against children show only 50% of female news subjects. Within disaster, accident and similar related stories, females are 47% of news subjects.
- **Who are the newsmakers?** Position/occupation of female and male news subjects in Turkey show that only 16% of lawyers, judges, legal advocates are female. 17% of activists or workers in civil society organisations are females. 50% of unemployed are females while 75% of parents are females. It is significant to observe that 50% of business persons, executives, manager; and 67% of science and technology professionals are females.
- **Function of female and male news subjects:** 24% of subjects (story is about this person) is females. 67% of popular opinion is from female subjects. Only 21% of experts and commentators are female news subjects while it is only 13% for spokespersons. Overall, females as news subjects are 24% while males are 76%.
- **Constructing 'victims' in the news:** Female and male news subjects who are portrayed as victims and survivors in Turkey reflect these findings. 67% of victims of accidents, natural disasters and poverty are females. In terms of victims of domestic violence, 75% are females. Victims of non-domestic sexual violence or abuse, 100% are females. In terms of victims of wars or terrorism, 73% are males. It is 67% for males as part of victims of discrimination based on gender, race or ethnicity.
- **Identity and family status in the news:** Female and male news subjects identified by family status in Turkey show that only 13% of females are identified by their family status while it is only 6% for males.
- Only 2% of female reporters mention the identity and family status of female news subjects while 4% of female reporters mention the identity and family status of male news subjects. In contrast, 10% of male reporters mention the identity and family status of female news subjects and 5% of male reporters mention the identity and family status of male news subjects.
- **Images in the news:** Female and male news subjects appearing in newspaper photographs in Turkey show that 24% of female news subjects appear with photographs while it is 14% for male news subjects.

## WHO DELIVERS THE NEWS?

- **Overall Presenters.** The percentage of news stories presented by women versus the percentage of news stories presented by men in Turkey shows that 33% of presenters in broadcasting are females.
- **Age of presenters and reporters:** Age of announcers and reporters on television reflect that 35% of stories are by '65 and more' female reporters; 17% of stories are by 50-64 year old female reporters and 19% of stories are by 35-49 year old female reporters; 18% of stories are by 19-34 year old female reporters.
- **Announcers:** Overall presence of women and men as news announcers in Turkey's television show that there were no female announcers that day.
- Presence of women and men as announcers in domestic and foreign stories shows that only male announcers for local and national stories appeared on television.
- Presence of women and men as announcers in major news topics shows that there are male announcers only for story topics related with 'politics and government', crime and violence' and 'celebrity, arts and media, sports'.
- **Reporters.** Presence of women and men as news reporters in Turkey by medium – TV and newspapers show that only 18% of newspaper stories are by female reporters are females; and 75% of television stories are by female reporters.

- Domestic and international news in Turkey by female and male reporters show that 23 % of national stories are by female reporters while 13% of national and other stories are by female reporters.
- Major story topics in Turkey by female and male reporters show that 33% of reporters are females within economy related news stories. 21% of reporters are females within politics and government related stories. 26% of reporters are females within social and legal related news stories. 31% of reporters are females within celebrity, arts and media, sports related news stories; 9% of reporters are females within science and health related news stories.
- In terms of reporters and news sources, 30 % of female reporters select female news sources while 20% of female reporters select male news sources. It is interesting to observe that 40% of female reporter select transgender/transsexual news sources compare 60% of male reporter select transgender/transsexual news sources.

## GENDER AND THE NEWS

- **Sex of reporters in stories with women as a central focus:** While 19% of female reporters do not put women as central focus within stories, 81 % of male reporters do not put women as central focus within their stories. On the other hand, only 7% of female reporters put women as central focus within their stories compare to 93% of male reporters who put women as a central focus in their stories.
- Stories with women as a central focus in Turkey, by topic, show women as a central focus in 100% of the story categories of ‘women electoral candidates’, ‘beauty contests, models, fashion’, ‘changing gender relations, roles and relationships’, and ‘legal system, legislation’. 43% of ‘celebrity news, marriages and births’ put women as a central focus.
- **Stories that highlight issues of gender equality or inequality issues:** 18% of the stories related to other domestic politics/governmental reinforces gender equality/inequality issues. 11% of stories related to foreign/international politics also reinforce gender equality/inequality issues. 6% of migration, refugees and asylum seekers related stories, and 4% of epidemics, viruses and contagion related stories reinforce gender equality/inequality issues.
- **Challenging or reinforcing stereotypes?** While 55% of politics and government related stories reinforce the stereotypes, only 3% of them challenge stereotypes. 63% of economy related stories reinforce the stereotypes and none of them challenges the stereotypes. 36% of science and health related stories reinforce the stereotypes, 18% of those stories challenge the stereotypes. While 65% of social and legal related stories reinforce the stereotypes, only 5% of those challenges the stereotypes. 50% of crime and violence related stories reinforce the stereotypes, only 9% of those challenge the stereotypes. 82% of celebrity, arts and media, sports related stories reinforce the stereotypes, none of those challenge. Overall, on average, 58% of stories reinforce the stereotypes and only 5% on average in all stories challenge the stereotypes.
- 71% of stories made by female reporters reinforce the stereotypes, while 40% of stories made by male reporters reinforce the stereotypes. At the same time, 6% of the stories made by female reporters challenge the stereotypes while 3% of the stories made by male reporters challenge the stereotypes. It is important to remember that the number of stories reported by women is lower than the number of stories by male reporters.

## SUMMARY AND CONCLUSIONS

- It is very significant to see that media coverage of women in Turkey shows a distinct imbalance between women and men. Either as news makers or news subjects, men have very significant presence and representation in media: almost 3 or 4 times more than women. In particular areas, the ratio is almost 5 to 1 in favour of men. Women strongly appear as victims or in their so called ‘defined

traditional roles'. On the other hand, the characteristic of November 10 is still an issue. Compared to GMMP 2005 findings, within news stories, while 19% of news subjects were females in 2005, it is 24% in 2010. 61% of news subjects were males in 2005 while it is 76% for 2010. In terms of television, 13% of news subjects are females in 2010 while it was 20% in 2005. In terms of newspapers, while 19% of news subjects were females in 2005, it is 25% in 2010. In terms of news subject's function, there are few differences between 2005 and 2010. While 54% of female news subjects were portrayed as victims in 2010, it is 24% in 2005. In terms of reporters, while 20% of reporters in television were females in 2005, it is 33% in 2010. It is 18% for females as reporters in newspapers in 2010, while it is 27% in 2005. Other categories show no significant change between the periods.

## THE NEXT FIVE YEARS

- For the next five years, more gender sensitive media courses must be adapted to media and journalism school curriculums. At the same time, there should be training for those who are already in journalism. Journalists and media practitioners can be invited to workshops related to gender issues. At the same time, unions can take active role in initiatives. Government agencies, NGOs, sponsors and media companies can establish their own media watchdogs and monitoring exercises. Universities can also take part in these initiatives, especially in public awareness campaigns. Male participation is especially important. There should be active involvement in these proposed activities by male practitioners.
- The team from Anadolu University has already shown its interest in this very crucial issue. So far, the team has completed 2005 and 2010 GMMP studies and is currently active in training in this topic.



## Annex 1. Methodology

Each participating country was assigned a specific number of newspapers, and radio and television newscasts to monitor based on the national media density. This was done to ensure that global results would reliably reflect the distribution of the world's news media, while respecting the need to balance results from smaller countries with those of larger countries. The number and selection of media outlets monitored in each country reflects the density and diversity – audience, ownership, language – of media in each country.

Efforts were made to ensure a uniform understanding and application of the methodology across the world. Clear instructions on how to code were provided. Some regional and national coordinators benefited from face-to-face or virtual training while others and the broader global teams of volunteers developed skills in monitoring through online self-administered tutorials. In one region, national coordinators were trained by the regional coordinator via teleconference. In some countries, national coordinators provided advance training to volunteer monitoring groups.

In each country monitors coded the most important television and radio newscasts of the day in their entirety. For newspapers, 12 to 14 stories appearing on the main news pages – defined as the pages devoted to national, international and, in some cases, regional news – were coded. Internet news was included for the first time in the global monitoring on a pilot basis in a few countries selected on the basis of the importance of the Internet as a news source for local news consumers.

The quantitative research captured statistical data on news topics, women and men in the news, the types of news stories in which they appeared, and their function in the news. Media Monitoring Africa (MMA) in South Africa was responsible for the quantitative analysis.

An in-depth and more nuanced analysis of selected news stories examined the means, themes and patterns of gender in the news. This qualitative analysis took into account the role of story angle, language and visual representations in constructing and sustaining or challenging gender stereotypes.

A full discussion of the methodology, including considerations on reliability, accuracy and limitations, is contained in the global report *Who Makes the News? The Global Media Monitoring Project 2010*.

## **Annex 2. List of Monitors**

Names of the participating monitors from Turkey:

Nezih Orhon (also country coordinator)

Aysun Yuksel

Ebru Baranseli

Emine Demiray

Bilge Sandikcioglu

Nejdet Atabek

Mine Oyman

Gizem Ugurlu

Izlem Vural

Sibel Onursoy

Deniz Kilic

Filiz Secim

Aytug Senturk

Tezcan Ozkan Kutlu

Sibel Celik Norman

Haluk Birsen

Mine Ayman

Hakan Ugurlu

Funda Erzurum

Alper Altunay

Meltem Cemiloglu Altunay

Serhat Serter

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